

ABSTRACT

The subject matter of the final qualifying work: merchandising as a systemic marketing technology in a promotion of hotel services (with the example of PSRC “Mashuk “Akva-Term”, Zheleznovodsk)

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The relevance of the research:

The research objective is to study processes of merchandising as a systematic marketing technology in a promotion of food services (with the example of PSRC “Mashuk “Akva-Term”, Zheleznovodsk).

The tasks:

1. To determine a conception of “merchandising” and estimate its objectives and tasks in the promotion of food services;
2. To analyze a classification of food services as a factor of requirements and informing customers;
3. To investigate a sales stimulation of products and food services through merchandising;
4. To study and analyze the activity of the catering service in PSRC “Mashuk “Akva-Term”;
5. To found ways of optimization the system of forming and promotion food services of the sanatorium “Mashuk “Akva-Term”;
6. Working out a project-program of promotion food services through merchandising;

The theoretical significance of the research is that conclusions and recommendations, formed in the work, can be used as practical manuals for employees of catering services and regional resorting sanatoriums.

The practical significance of the research. As a result of the research, a project-program of promotion food services has been worked out in order to use it in the practical work in PSRC “Mashuk “Akva-Term”, Zheleznovodsk.

Results of the research: as a result of the research, a project of event program “The Food of Geniuses” has been worked out with a use of merchandising in order to stimulate sales of food services in the practical work in PSRC “Mashuk “Akva-Term”, Zheleznovodsk.

Recommendations: The elaborated event program “The Food of Geniuses” can be used for organization of a restaurant through merchandising.