

SUMMARY

Topic of the graduate qualification paper: Restaurant start-up: forming of a reputation fund.

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Relevance of the research topic: Restaurant business nowadays is one of the most competitive areas of business. A restaurant opening and its development are permanent processes which need a lot of work on. The relevance of this study is to find the best decisions for better management in the hospitality industry. The development of market causes the need to improve management. It is important to understand for every owner of a restaurant the efficient of a service quality improvement and the introduction of innovations in a restaurant.

The success of the restaurant business depends on the company's reputation, that's why reputation is priceless. Important role in this is a start-up. As a lot of different features connected with a company reputation became more strict it's really important to pay attention on forming the image and reputation capital of a company. Creating a good reputation is the key to the success in business.

The object of the research is the process of start-up in restaurant business and technologies of a reputation capital forming.

The subject of the research are ways to create a good reputation and image in the start-up stage with help of PR-activities.

The purpose of the study is to explore the basics of a restaurant start-up and a formation of a reputation capital in this period.

The theoretical and practical significance of the study. The research materials could be used in the educational process at schools teaching subjects "Theory and Practice of Public Relations" and "Marketing research in PR».

Thus, all of the theoretical proposals have been confirmed and tested in

practice, which confirms the importance of this work.

The structure of the work reflects its aims and objectives and is determined by the logic of the research. The paper structurally consists of Introduction, two Research Chapters with four subsections, Conclusion, Bibliography and Applications. The total amount of work - 88 pages.