

## COMMON PROBLEMS IN RESTAURANT BUSINESS

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Opening a restaurant needs capital and poses very high risk. According to the study, 60% of businesses fail in the first year. How do you ensure that restaurant's success? In order to increase a chance of success it is absolutely necessary to understand the surprisingly common problems restaurants face and to develop strategies to tackle these issues.

First problem is customer service. If your customers have a bad first trip, it's not very likely that they will return for a second go. Every contact made to the customers has to be delightful and accommodating. Customers can get easily turned off at any point in the consumer experience, so paying attention to their needs and creating a welcoming service is essential. It takes the effort of the whole team to create an unforgettable experience for clients.

Second problem is a management. This is the most important part in making sure the business is going to be a success. A manager must know how to analyze the business from all angles to ensure that it runs properly and profitably. It is highly important to keep a record of all of this data. There are a couple of specially designed systems in the market, which will provide the help with the complete analysis.

Third problem is training and hiring. One of the most unfortunate aspects of the restaurant industry is a high turnover rate in employment. Restaurants obviously want to hire and train their staff appropriately, but sometimes they do not have a solid management structure to help everyone understand their role and responsibilities. Try establishing a very solid management structure that hired employees can follow even in absence of the management. It is essential to make sure they understand their responsibilities as well as everyone else's roles. This will provide the business with a strong team where all employees can help each other should the need arrive.

**Conclusion** To prevent restaurant business from falling apart it is very important to take actions in a number of areas such as customer service problems, sorting the menu, hiring and training staff, launching an appealing marketing company to advertise the restaurant business and so on which will help solve problems and keep customers happy, be recommended by them to their friends and family and get positive reviews.

### Literature:

1. <http://blog.bluecart.com/2016/09/16/5-common-problems-restaurants-face-today-and-how-to-overcome-them/>
2. <https://restaurantengine.com/common-problems-restaurants-face/>