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CATERING IS THE GUARANTEE OF SUCCESSFUL DEVELOPMENT RESTAURANT BUSINESS

In the West, catering services have existed for over a hundred years, but in Ukraine, catering is a relatively young industry, no more than 10 years old. The first catering company "Lunch-Delivery" appeared in Ukraine only in 1995, later renamed "Ukrainian Taste". At the same time, the volume of the catering market in our country is steadily increasing, the growth rate reaches 20% per year. Experts note the development of catering in the world at about 13% annually, and the global market is estimated at 70 billion US dollars. The first foreign company to appear on the domestic catering market was the German company Dussman-Ukraine, which entered the market in 1999. Until the beginning of 2002, the most famous catering companies in Ukraine that provided catering services were: Two geese ", "Hetman-buffet ", "Kyiv-Catering ", Royal Catering Service and others. Catering management is a complex and multi-stage process that includes the development of the overall concept of the event. Experts-practitioners in the field of outbound service and researchers believe that in recent years there have been some trends towards the growth of the global and Ukrainian catering market. If until recently in Ukraine catering was known only to a small circle of professionals, today the Ukrainian catering market is formed and widely developed. Ukrainian catering is represented both by private entrepreneurs who deliver lunches to several clients, and by well-known restaurants and representative offices of large international companies.

The word "catering", as an additional service or a separate activity, came into use by employees of the restaurant industry in Ukraine relatively recently, which explains the lack of elaboration of legal framework, lack of classification of catering to effectively organize and manage this type of service. At the same time, the problems of classification of catering services remain insufficiently developed, knowledge of which is an important condition for effective management of the process of creating and providing these services, which, of course, affects the quality of catering management and determines the relevance of the study. On the basis of "place of catering services" catering companies are distributed depending on the availability of premises for the organization of catering services and the wishes of customers of catering services. Indoor catering is characterized by the fact that an entrepreneur or a group of entrepreneurs rents or owns a room with a banquet hall and a kitchen, where there is all the necessary equipment for various events. Indoor catering is a competitor to traditional banquet service in restaurants, where this service is one of the main along with the catering service.

Catering-inside - the organization of banquets and buffets in the premises of the provider of catering services or the customer, and catering-outside - is the service of outdoor activities (picnics, barbecues, etc.). On the basis of "completeness of

services provided" there are two types of catering services: delivery of ready-made food (type of on-site service in which the catering company undertakes to produce and deliver food, but does not participate in service directly on site) and full service (type of on-site service in which the catering company fully undertakes to organize and service the order). Corporate catering is a service of business meetings, presentations, conferences, seminars, corporate parties, etc. Social catering - catering services for non-profit organizations (shelters, hospitals, food for the military and workers of other non-profit organizations). Transport catering - the organization of food on air, rail, sea, road transport, with the organization of regular transportation of employees and consumers of transport services. Hotel catering - catering for hotel residents. Catering of construction sites - organization.

Today there are about 300 companies in Ukraine, the leading players that accumulate the bulk of the catering market are 20 companies. Up to 10 new players appear on the Ukrainian market every year. Huge competition and declining profitability of catering services are forcing many companies to cease operations. According to experts, the figure is about 15 companies a year. The five leading organizations of the Ukrainian catering market include "Hetman buffet", "Quality Mark", "Figaro catering", "Best EVENT Catering", "Orion catering". The Ukrainian catering market currently has a predominant development in two cities - Kyiv and Odessa. Professionals note that the Kyiv market accounts for almost 62% of the total catering market in Ukraine, Odessa - 22%. But not all companies use this type of service, despite the development of the catering market in Ukraine.

The most common types of catering in Ukraine today are a buffet or buffet and coffee break - serving participants in seminars, conferences, meetings. The most solemn type of catering is a banquet with full service by waiters. It is designed for the most significant events and provides full seating of guests at banquet tables. A modern and relevant type of banquet service used by catering companies is a gala dinner format. It is used during the service of high-ranking events, it is the "peak" of the art of catering class awards, the opportunity to show guests all the variety of gastronomic gourmet dishes in one evening. It is characterized by forged serving, chandeliers, waiters in liveries, everything that creates an atmosphere of festivity and formality. A detailed menu, which includes a change of 5-6 courses by waiters - the most important component of this event.

The relevance of such types of business catering as coffee break, cocktail service is growing. Cocktail service is used, as a rule, at events of a secular nature, and the time of its holding is quite limited. This format of service is ideal for the organization of "welcome" -part of the event, as well as in cases where the space of the site does not allow the installation of buffet lines and bars. The combination of haute cuisine and original serving has made this format of catering service one of the most popular. The service is provided by waiters who offer drinks and snacks to guests "in obnis". At the same time, guests consume snacks and drinks while standing, all snacks are taken by hand, cutlery is not used.

Barbecue catering is gaining popularity. This type of service is characterized by service in the bosom of nature and provides for the minimum order of the barbecue, a specialist chef and waiters who serve guests. You can separately order the services of bar stations from show bartenders, DJs, etc. The organization of such

services must be approached very carefully and responsibly. To decorate the venue for such an open-air event, catering companies offer both classic and original ideas - for example, a Hawaiian party.

According to the analytical forecast of the capacity of the catering market in Kyiv, it is noted that the market of restaurant catering is in the general structure of the catering market and is most attractive to new players with low initial investment, fast return on investment and high profitability. Over the past five years, the market has shown high growth rates - 15% on average per year. Today, the market has significantly reduced its turnover, which is primarily due to COVID-19. In 2020, there will be a sharp decline in demand for catering services, which led to a decrease in potential market capacity by about 51%.

Thus, catering as an independent type of service business has appeared on the market of services of restaurants of Ukraine not so long ago, but every year it is rapidly developing and improving. The Ukrainian catering market currently has a predominant development in two cities - Kyiv and Odessa. Professionals note that the Kyiv market accounts for almost 62% of the total catering market in Ukraine, Odessa - 22%. But not all companies use this type of service, despite the development of the catering market in Ukraine. The current regulatory framework does not fully disclose the specifics of catering at the present stage of development of market relations, so it becomes obvious the need to develop new approaches to the definition, classification of catering. The five leading organizations of the Ukrainian catering market include "Hetman buffet", "Quality Mark", "Figaro catering", "Best EVENT Catering", "Orion catering".

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