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ДОСЛІДЖЕННЯ СОЦІО- КУЛЬТУРНОГО СЕРЕДОВИЩА ПІДПРИЄМСТВ ГРОМАДСЬКО- ГО ХАРЧУВАННЯ ЛИТВИ

Стаття розкриває мистецтво поточної роботи при дослідженні макро-маркетингового середовища, тобто, розвиток складових соціо-культурного середовища підприємств громадського харчування при визначенні сновних факторів впливу. Запропоновано два варіанти моделі розвитку бізнесу харчування Литви. Порівняння виконується на основі двох стратегічних інструментів планування, а саме: комплекс 7P маркетингу, піраміда CSR і SWOT-аналіз.

Ключові слова: макро-маркетингове середовище, соціальне оточення, культурне середовище, комплекс 7P маркетингу, корпоративна соціальна відповідальність, SWOT-аналіз, сектор громадського харчування, Литва.

The paper discloses the current work of arts in macro-marketing environment research, i.e., developing the social-cultural environment complex for catering companies by determining major factors of influence. The proposed model is applied for further discussion to two cases in Lithuanian catering business. The comparison is performed on the basis of two strategic tools for planning, namely the 7P marketing complex, the pyramid of CSR and the SWOT analysis.

Key words: macro-marketing environment, social environment, cultural environment, 7P marketing complex, corporate social responsibility, SWOT analysis, catering sector, Lithuania.

Introduction

It is very important for businesses companies operating in goods and services markets to understand the elements of macro-marketing environment, because it could directly or indirectly influences the customers' needs and wants. It is commonly acknowledged that social-cultural environment (usually known as 'social' environment) pays a paramount role in services sector, especially in the catering business, where changes and fluctuations in customers' social status and lifestyle priorities might directly influence business performance.

Cultural differences here are viewed from a multi-cultural perspective, realizing that different countries face different social-cultural challenges due to the cultural diversity present in a particular geographical location. What might be traditional in one country (e.g. food consumption, theatre going, tastes for music) may be a taboo in another. For companies, which are sensitive to cultural and societal preferences of the consumers social-cultural environment becomes a focal dilemma, that's why it is important to perform a closer scientific research on this subject matter.

Nowadays, the market of catering organizations is vast and caters for a variety of tastes worldwide: 1) traditional food restaurants, 2) fast food restaurants, 3) cafes, 4) institutional canteens, 5) Italian food restaurants, 6) Chinese food restaurants, fast food kiosks and take-away, 7) Indian/Mexican food restaurants and take away; and many more. Most of the foreign catering companies have to adapt their services (foods, ingredients, food processing methods, serving hours, etc.) in different countries. For example, an Italian pizza in Italy differs from the one made in Lithuanian pizzeria; or

sushi in Lithuania is modified from its original version to suit the local tastes by incorporating local foods and ingredients. And this is all done in order to serve the needs and wants of the local customers.

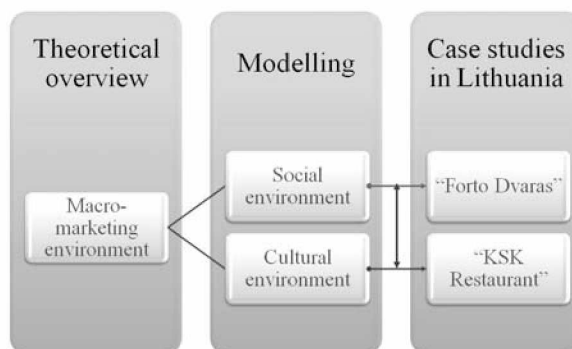


Fig. 1. The Logical Structure of the Current Research

Therefore, it is essential for catering companies to analyze the macro-marketing environment (esp. modeling social-cultural environment) alongside the strategic planning tools: 7P’s, SWOT, the pyramid of corporate social responsibility (see Fig. 1) and applying the proposed methodology for a case studies of two catering companies in Lithuania.

The main research goal of this paper is to present the hypothetical model for researching social-cultural environment for catering companies, which could be further used for practical applications. In order to achieve the research goal, the following *research tasks* are formulated:

1. To present a theoretical overview of macro-marketing environment.
2. To propose a methodological model in researching social-cultural environment for catering companies.
3. To apply the hypothetical model to evaluate the social-cultural environment for two catering companies in Lithuania, namely a) «*Forto Dvaras*» and b) «*Karalipkoji Senoji Kibininė*» Restaurant (*KSK Restaurant*).

Short Literature Overview on Macro-Marketing Environment

As two American professors indicate, there are six major forces in the company’s macro environment [1]: a) demographic, b) economic, c) natural, d) technological, e) political, and f) cultural. Another source states that «a PESTLE analysis — the quintessential analysis tool for assessing factors in the external environment. PESTLE stands for Political, Economic, Social, Technological, Legislative/legal, Eco-environmental» [2]. Pride and Farrell indicate that the macro-environment consists of six criteria, though deferent from the afore-mentioned ones: 1) competitive, 2) economic, 3) political, 4) legal and regulatory and 6) socio-cultural [3]. A group of scientists present a wider perspective on macro-environment in marketing research, namely: 1) demographic, 2) economic, 3) legal & political. 4) social, 5) technological, 6) natural, 7) international [4].

In fact, the macro-environment in marketing could be titled in various abbreviations, such as STEER, STEEP, DESTEP, STEP, PESTE, PESTEL, or PESTLE, which usually is down-sized to PEST (Political, Economic, Social and Technological) analysis. In this paper, the PESTED [5] version of macro-marketing environment will be taken as a basis for further research in catering companies.

Modeling the Social-Cultural Environment and Strategic Tools for Planning

The way people eat has changed more in the past fifty years than in the previous ten thousand. Therefore, companies have to adapt to the quickly changing markets and eating habits of their customers. What also changed in the previous decades is that food

companies have never been so powerful in the history of catering business. In order to satisfy the main need and want of the customer — to eat more and pay less, companies have to even step on ethical questions.

Elements of social environment such as unemployment level, migration, level of education, ethnic structural changes, birth/death change, and changing family structure, all of these factors influence the market and therefore, should not be overlooked by any company.

In this paper, the macro-marketing environment will be studied using the research model, proposed in Fig. 2, where PES(c)TED stands for: P — political-legal; E — economic; S(c) — Social-cultural; T — technical; E — ecological; D — demographic. For a clearer understanding of the research object which is social-cultural environment of catering companies, the latter type of the environment will be split into two separate fields (as Fig. 2 indicates): a) *social environment*, which encompasses unemployment level, migration (internal & external), household structure & changes, age segmentation, education segmentation, ethnical changes & globalization, changes in eating traditions & customs; and b) *cultural environment*, which takes cultural values [6] of themselves, others, organizations, the society, the nature, and the universe. In the proposed model for social-cultural environment, the following strategic planning tools for researching catering services are chosen — the 7P marketing mix, the pyramid of corporate social responsibility (CSR) and the SWOT analysis.

The analysis of social environment for catering companies in Lithuania will be defined here, following the proposed model. **Unemployment level.** Due to the economic recession, many small businesses have gone bankrupt and catering companies were not an exception. Therefore, the companies had to adapt to the changed situation in the market. More and more catering companies started to offer special prices for daily dinner's or simply discounts for some of their foods. **Migration (internal & external).** *Internal migration:* when people travel in Lithuania (the migration is internal) they usually are customers of non-fast food restaurants. People usually choose regional foods, if they go to *Trakai «kibinai»* is the most popular choice, or while visiting *Klaipėda* people would most likely go to seafood or a fish restaurant. *External migration:* when people travel outside Lithuania, their most common choice of catering company is usually fast food. Due to lower prices, quick serving and no need of local language — fast food restaurants are very suitable for travelers all over the world.

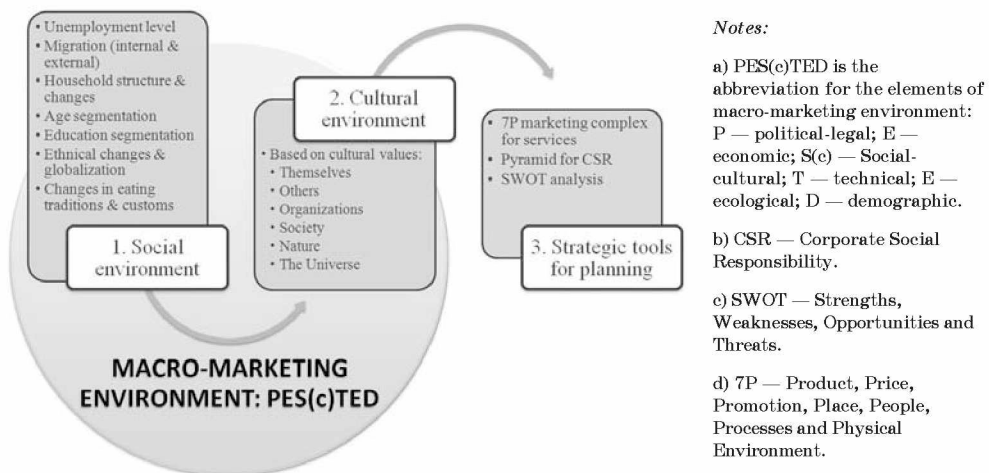


Fig. 2. The Proposed Research Model for Social-Cultural Environment and their Strategic Planning Tools in Catering Services

Household structure & changes. Fifty years ago a divorce was a rare thing. Nowadays there are even businesses that specialize in quick divorces. This leaves to more families with fewer traditions of family dinners. More children are living with one working parent who is unlikely to make a home-made meal from scratch and therefore, offers money for the child to buy something to eat ready-made from the school's canteen. That's where catering companies come in. They offer take-away foods or foods that are delivered to customers' doors which is very convenient for people who do not have the time to make food or eat away. However, it is important to mention that this situation doesn't usually occur in full families as home meal traditions are more common. Singles are more apt to dine out rather than in, which is again an opportunity not to be missed by catering companies in the vicinity.

Age segmentation. It is unlikely to meet a senior person in the McDonald's or near a Kebab kiosk in Lithuania (unless in the company of a grandson/-daughter). That is because people of different ages choose different catering companies in Lithuania. The seniors would usually eat at home and rarely eat in the restaurants due to low income. If they do eat outside they usually choose a healthier food restaurant rather than a fast food. It may also be a traditional Lithuanian food restaurant. Whereas, young people are becoming more and more favourable of fast food and therefore, choose a kebab kiosk or McDonald's/Hesburger/Pizzeria. Another reason why fast food restaurant are very popular among young people is because they are the only ones that stay open very late or even through the whole night. **Education segmentation.** It would be logical to think that more intelligent people pay more attention to what they eat. It is true but only up to a point. The main reason is that most educated Lithuanians have low incomes which influence their choice of catering companies. An intellectual teacher might wish to choose a fancy restaurant with live classical music; however, because he/she cannot allow themselves to spend so much money, they choose cheaper alternatives like pizzerias. Catering companies offer set menus for lunch for a wider segment now: students, civil workers, etc.

Ethnical changes & globalization. Due to globalization processes, different restaurants, catering for diverse culture cuisine began their business in Lithuania. Exotic, unseen and untried foods and dishes were in demand. However, Lithuanian catering companies adapted different culture dishes to the Lithuanian market. Asian food is served with greens, e.g. European cabbage and carrot mix (e.g. in *GanBei* Restaurant), sushi isn't made only out of raw fish (e.g. *Yakata*, *GanBei*), and Indian food is not as spicy as in India (e.g. *Redharane*). Therefore, catering companies in Lithuania try to adapt their menu to the local tastes with local ingredients available.

Changes in eating traditions & customs will be reviewed from a perspective of Lithuanian *traditional foods, school catering services, lunch time traditions, eating out, home cooked meals, and fast-food preferences*. **Traditional foods** in Lithuania are considered dishes prepared from potatoes due to the agricultural nature of the country's economy. Nowadays, there are many people who fancy traditional dishes and choose catering companies that provide such foods. Suitable examples of such catering companies would be «*Berneliui uoėiga*», «*Bajorkiemis*», «*Forto Dvaras*», «*Katpildlė*» and others. These companies are specifically oriented to those customers who wish to spend their time in a surrounding that resembles Lithuanian traditions and customs with rich historical heritage in the interior design and meals menu. **School catering** is probably one of the segments that are now in deep renovation. Ten years ago most common foods at school cafeterias were hotdog sausages, all sorts of soups and mashes. Now, due to the appearance of fast-food restaurants in the market, cafeterias also upgraded their menu with less healthy foods like pizzas, sandwiches and biscuits. They are simply adapting to the changing eating habits of children. On the other hand, an increasing number of school headmasters are calling off agreements with vending machines providers, as a source of unhealthy foods — salty snacks, chocolate bars, fizzy drinks, etc. — in order to improve

schoolchildren's diets. **Lunch time.** Lithuanians have a deep tradition of having a lunch break. Most catering companies respond to this fact by offering special prices on «set dinner» offers, usually comprising of a two-course meal (a soup & a second course). This way the customers are pulled to eat out of their office due to great offers (usually under 13Lt). Chinese restaurants in Lithuania buzz with popularity and they take a big share in the lunch-time eating market, as they are able to offer up to 10-15 varieties for a second course (as opposed to only two options offered by local restaurants. **Eating out traditions.** Most Lithuanians go for dinner to more fancy restaurants or to places where more interesting food is offered, for example Chinese, Japanese, Mexican, Indian or other non-traditional eating out places. **Home cooked meals.** Lithuanians have deep traditions for home cooked meals. No Christmas or Easter is imagined without mother's or grandmother's home cooked meals, including desserts. Also, some Lithuanians still have a tradition of having family dinners. People in the countryside still have very deep traditions of making almost all meals at home. They make their own sausages, milk, butter, cheese and other products. These days, home baked bread is becoming a hobby for urban house-keepers as well: some bake bread at home cutting their family shopping budgets, others — experiencing the exotic feelings of «something I did myself». **Fast-food restaurants** have become so widely spread that Lithuania is not an exception. However, most popular international fast-food restaurants like *McDonald's*, *KFC*, and *City Burger* have failed to reach their popularity tops in Lithuania. There is only one of each fast-food restaurants in Kaunas. Yet, another sort of fast-food is taking momentum in Lithuania is the Turkish «*kebab*» version — most likely adapted to suit the milder taste of a Lithuanian customer. Kebab kiosks can be observed on any corner of the city, parking space or next to the main country roads.

Results: The Case Study of Two Catering Companies in Lithuania

Two catering companies «*Forto Dvaras*» and *KSK Restaurant* in Lithuania were selected due to their traditional cuisines in the country to investigate the social-cultural environment and the strategic planning tools. The *social environment* will be analyzed from the following strategic tools' perspective: a) the 7P marketing mix; b) the pyramid of corporate social responsibility (CSR); c) SWOT analysis. The *cultural environment* will be analyzed from the perspective of cultural values model, comprising six criteria (themselves, others, the organization, the society, the nature and the universe) (see Fig. 2). Due to a more detailed explanation on 7P mix, separate descriptions of selected companies — «*Forto Dvaras*» and *KSK Restaurant* — will be presented (as indicated in Fig. 2). Other forms of analysis in strategic planning tools — pyramid of CSR, SWOT and cultural values — are demonstrated in a *comparative* way of thinking.

7 P's Analysis for «*Forto Dvaras*»

Product. «*Forto Dvaras Restaurant* is a catering company, where customers are offered traditional Lithuanian dishes, and where they may simply chill out or disport. This restaurant distinguishes from other immediate competitors by serving traditional cuisine certified dishes. This restaurant also offers special ethnographic regional dishes. All dishes are made with local products that distinguish with high quality. What is more, «*Forto Dvaras*» offers additional services, such as catering for large tourist groups, organizing business events, and offering degustation of Lithuanian dishes. This restaurant is for those who value traditional Lithuanian cuisine. **Price.** The prices per meal are quite average, aimed at people with middle or higher income. One main course is usually priced at the choice from 9Lt to 25Lt. The prices are very competitive with direct competition from such traditional Lithuanian cuisine restaurants as «*Berneliu uoėiga*» and «*Katradėlė*». Market penetration strategy, used by this restaurant, is aimed attracting as many local and foreign customers as possible; therefore, they are spending efforts on business networking with tourist information agencies and large institutions. The company attempts to get their products at minimum cost, which allows them to

serve dishes at available prices. **Promotion.** «*Forto Dvaras*» pays attention to bringing new clients, keeping loyal clients and promoting loyalty by introducing loyalty cards and discounts. «*Forto Dvaras*» usually give discounts for their seasonal dishes in order to attract customers. The restaurant caters for all sorts of special and national events such as Easter, Mardi Gras, St. John's Day, etc. are also used for customer attraction. Customers are also informed about special offers through leaflet distribution or discount coupons which are posted to local post boxes. «*Forto Dvaras*» possesses the website www.dvaras.eu [7] where the latest information can be found about the company and their promotional activities. **Place.** The researched subsidiary of «*Forto Dvaras*» is located in Kaunas City, the shopping-mall «*Molas*». The area is private and cozy. The interior reminds of a vision of a fairy tale also it has authentic elements which are imbedded in traditional furniture decoration, sewing, embroidery and knitting, wood carvings. The preparation of dishes may take a long time and this, unfortunately, upsets the customers; therefore, a cozy and comfortable surrounding will help to increase customer satisfaction. This pace is not for fast-goers. As «*Forto Dvaras*» restaurant is situated in a shopping-mall, it ensures a comfortable approach and a large parking space is available for free. **People.** The employees have their duties and responsibilities clear cut. The waiters have the most physical contact with the customers, which influence customer satisfaction a lot and they are safe-guarding their level of satisfaction. For this reason the employees are very kind and well informed about the traditional dishes and their history. **Process.** The process can be broken into several stages at «*Forto Dvaras*»: 1) *service ordering* has the following procedure — the *order* is taken at the moment when the customers arrive and are seated or the *table reservation* is available in order to avoid queues; 2) *arriving to the service* comprises of the following elements — the customer is met and welcomed, the menu is given for the customer for ordering the meal; the order is taken by the waiter/-ess; 3) during *the departure process* the bill is given to the customer, the payment is received and the thank-you-and-visit-us-again ceremony is performed; 4) *after service actions* follow when the customers may comment the service on their website, recommend this restaurant by viral marketing to friends or acquaintances or on the contrary — pass no recommendations due to long waiting time at the table. How people consume services at «*Forto Dvaras*»? The customers are offered to have breakfast, lunch, dinner at the restaurant or just enjoy deserts or drinks at the bar. Banquet services are on offer, as well as specialized restaurant events. **Physical environment** is achieved through the interior design, table payout, presentation of dishes and the musical background of «*Forto Dvaras*» restaurant. The theme of the restaurant is a traditional Lithuanian country surrounding. Besides the fragments of the city, castles, trades, hunting scenes, agriculturalist scenes, ornaments and colours typical for Lithuanian regions are dominant. Typical dishes of different regions are put on separate menu pages. The Menu includes not only traditional foods but also drinks such as cranberry juice, sour milk and curds, own produce beer, birch sap, own produce bread kvass. Only Lithuanian music pieces (folk, country and old-time hits) are played at «*Forto Dvaras*».

7P's Analysis for «KSK Restaurant»

Product. *Karalipkoji Senoji Kibinina (KSK) Restaurant* has differentiated its business by aiming at providing a variety of pastries with different type of meat (except pork), cheese, vegetables, mushrooms or even curds. At one going, they have 15 different types of pastries and spend time and effort in improving recipes and ingredients on offer. *KSK Restaurant* mainly serves traditional pastries called «*kibinai*» that are stuffed with beef and lamb. They are prepared from the original recipe and technologies, which the Karaite nation brought to Lithuania 600 years ago; these days «*kibinai*» are branded as «*Culinary Heritage Fund*» national dish. *KSK Restaurant* also offers other exclusive meals and drinks like homebrewed kvass, which are differentiated on the market by products quality and exquisite taste of food. **Price.** *KSK Restaurant* has a simple and straightforward pricing

approach of *premium pricing*. High quality products, in this case meals and drinks, are sold at a higher price. As the name suggests, their specialty is pastries. *KSK Restaurant's* pride in their food quality and deep pastry traditions that reach back as far as 600 years, so they believe they have a reason to price their food accordingly. The restaurant has two more pricing strategies of *optional product pricing*, where someone orders a pastry (Kibinas) for take-away and *standard pricing* for guests to eat in, with bouillon or as the menu of the restaurant suggests eating it with pickled vegetables, so that adds to the price of simply eating pastry alone. The other pricing strategy is *promotional pricing*. You can buy a discount card with 15% discount for all meals per year. Promotion of the *KSK Restaurant* due its unquestionable heritage cuisine invest into promotional activities very cautiously; therefore, there is no advertising on TV or radio, but they do have their own website in four different languages. They have put advertisements in popular Lithuanian websites like www.meniu.lt [8] and www.restoranai.lt [9] pinpointing on their menu and prices, history, picture galleries; and also more specific information like parking spaces or capacity of people the restaurant is able to serve. *KSK Restaurant* is also situated in a way that you can see it from the highway while driving, it also offers a fast drive in service called *Kibin-drive*, similar to *MacDonald's*, which may attract customers who have been on a long journey and want a quick snack. As common for restaurants, on weekends there are music bands and singers who perform live on stage for the guests and the shows are announced in advance, to attract more customers. The final promotional effort of theirs is the ability to buy a discount card, which is provided by the website www.restoranai.lt [9]. **Place.** There aren't any other ways to buy the food from the restaurant except directly going there, as this is common for restaurants, the only thing you can do indirectly is order food to be picked up. This method is popular with various events, when a specific amount of Karaites national food is ordered to be produced on time, e.g. during Easter holidays the Karaites pastry cake with pop-seeds and raisins is very popular in Lithuania. **People.** Judging from the comments on different websites, *KSK Restaurant* provides excellent customer service and has a 4.7 rating out of 5 on the website www.restoranai.lt. The staff is welcoming, friendly to customers and always with a smile; the food is prepared quickly and with quality in mind. If timing is crucial then the restaurant offers the *Kibin-drive* service, for those who are really hungry and don't even want to leave the car (the parking space is charged). Also, there are other people that add to the value to customers indirectly like the singers and performers, gardeners and cleaners. The restaurant is always in top shape and spotless thanks to them. The first thing you see when you go near the restaurant is a big parking area, attractive Karaites architecture, well preserved gardens and everything is clean [10]. The environment is wonderful and eye catching you can clearly see where the WC is and it is easy to catch the attention of staff if you want something. **Process.** Usual processes of a service business are adhered to in *KSK Restaurant*, applicable in «*Forto Dvaras*» case. Though, the service process at *KSK Restaurant* might start from visiting its website first. The selection of four languages gives freedom for a visitor to investigate the menu and prices, which gives you an advantage of planning in advance and not spending too much or being all puzzled about what to eat. A customer can also call the restaurant's number asking for service advice or even e-mailing them. Ordering food in advance is also convenient and adds to the customer value. Having a drive-through fast food pick up, decreases the load on waitresses and chefs and increases satisfaction of customers. The **physical environment** in *KSK Restaurant* is nothing short of exceptional. The architecture of the building looks unique, and the concept of a drive through in a sophisticated restaurant adds the feeling of variety in it, and there is a fun factor like a vintage truck standing next to the *Kibin-drive* that is carrying a large «*kibin*» pastry [10]. The interior design can seem very serious at first sight and pretty close to Lithuanian traditions, because it resembles *Trakai* town and its medieval red-brick castle. The walls are made of bricks and the floor is made out of tiles, the tables are wooden, everything spacious, all to resemble luxurious Middle Age castles. The interesting part is that it all blends in nicely with modern touches

like changing lights, for example. There is also a place to play for children and a place to have business conferences, so it's pretty much a multi-purpose environment inside.

Comparative SWOT analysis for «Forto Dvaras» and KSK Restaurant

«Forto Dvaras», taking a market position of serving locals and foreign visitors in Kaunas City (the second biggest city in Lithuania by its population) with national cuisine meals, face a fierce competition from other competitors, who supply identical catering services, such as «Berneliu uoeiga» («Bajorkiemis» — a subsidiary of «Berneliu uoeiga») and «Katpudla».

The objective of *KSK Restaurant* is to serve as many people as possible while maintaining high quality and customer satisfaction standards in *Trakai* town, which is only 27km away from the capital city of Vilnius in Lithuania. Baring in mind that *Trakai* town used to be the first capital of the country in the Middle Ages, its national heritage being supported by *Trakai* Castle ensemble and the national cuisine of Karaites, who have been residing here since 14th century.

The SWOT analyses for two selected catering restaurants in Lithuania are defined and evaluated in *Fig. 3* (for «Forto Dvaras») and *Fig. 4* (for *KSK Restaurant*), pinpointing their strengths, weaknesses, opportunities and threats.

Comparative Analysis for the Pyramids of CSR in «Forto Dvaras» and KSK Restaurant

«Forto Dvaras» is in the second level of pyramid, i.e. *legal responsibility*. This company operates according to the *profit motive* but at the same time «Forto Dvaras» complies with the *laus*. «Forto Dvaras» pursue their economic missions within the framework of the law. Also this restaurant provide goods and services that at least meet the minimal legal requirements

KSK Restaurant does not go far in the pyramid of CSR, since it is a small enterprise and does not possess a huge chain of restaurants, concentrating on the original location of *Trakai* town. So at the bottom level of the pyramid it's the *economic responsibility* of being profitable and without it no business would exist. The restaurant also reaches the second level of the pyramid of CSR, which is *legal responsibility*. The restaurant had obeyed and still obeys the Lithuanian law. The highest level of CSR pyramid — the *philanthropic viewpoint* — is observed for *KSK Restaurant* in rare cases of Karaite traditions promotions, when they support local cultural events (concerts, competitions).



Fig 3. SWOT analysis for «Forto Dvaras», 2011



Fig 4. SWOT analysis for KSK restaurant, 2011

Comparative Analysis of Cultural Environment in «Forto Dvaras» and KSK Restaurant

The basis for comparing two selected Lithuanian catering companies — «Forto Dvaras» and KSK restaurant lies in Fig. 2, comprising the cultural environment for catering businesses. In the essence, six criteria were selected: themselves, others, the organization, the society, the nature and the universe. The Table presents the findings of the comparative analysis in accordance with the set methodology. Both selected catering companies are sensitive in preserving national culinary heritage, but from different cultural perspectives: a) «Forto Dvaras» stands out for its unique efforts to offer national and traditional Lithuanian cuisine, while b) KSK Restaurant caters for the ones, who want to indulge in the minority cultures in Lithuania, i.e., the cuisine, preserved for 600 years by the Karaites nation, producing authentic pastries — sweet and sour.

Table. Cultural Values at two Selected Lithuanian Restaurants, 2011

	“Forto Dvaras”	KSK restaurant
Themselves	People have restaurant location options: which “Forto Dvaras” restaurant to choose in the vicinity.	Can satisfy different customers needs, from children to businesspeople, and has a drive through for customers in a hurry.
Others	“Forto Dvaras” offers visitors to communicate with each other, people usually appoint meetings with friends and foreign guests to spend their leisure time or business lunches.	You can always meet new people in a restaurant; you can arrange banquets, parties, business meetings. Also parents can dine well assured that their children will be occupied by restaurant’s personnel and won’t restrict them from having a peaceful meal.
Organizations	“Forto Dvaras” cooperates with other institutions in catering for symposiums, conferences and other business-related meetings. Also it is a place for immense and popular tourists’ catering facilities.	The restaurant tries to maintain loyal customers and improve its image as an inseparable part of <i>Trakai</i> town (The Old Capital of Lithuania). They say that if you haven’t tasted their pasty, you haven’t been to <i>Trakai</i> town yet.
Society	“Forto Dvaras” offers the menu, the mainly part of which is composed from traditional Lithuanian dishes. Visitors, who are tradition-seekers, are able to get their most loved foods.	KSK Restaurant has a very patriotic design that adheres to the old Lithuanian traditions and history, related to <i>Tartars</i> and <i>Karaites</i> nationalities, invited by <i>Vytautas the Great</i> during the times of Lithuanian Great Dukedom. Therefore, KSK Restaurant tries to attract people who still feel patriotic about their country’s multidimensional history and feel emotional for the middle ages atmosphere in the restaurant.
Nature	“Forto Dvaras” has weak connection with nature. First of all, in “Forto Dvaras” you have no opportunities to sit outside because all seats are inside. But they are concerned on the eco-issues and recycle paper, glass, metal cans, plastic, and food.	KSK Restaurant does not have any seating outside, but it offers natural and fresh food to its customers, prepared in <i>Tartar and Karaites</i> traditional style. All agricultural products are attained from local produce, mainly based on organic growing methods. Pork dishes are not served in this restaurant due to traditional taboos.
The Universe	“Forto Dvaras” presents a unique opportunity of preserving Lithuanian eating traditions in a big pot of the expanding European Union.	Going to this restaurant may be a symbolic relief by looking at the interior design to remember the Middle Ages in Lithuania and its national heritage of the Karaites nation, when our country was the last country to remain unabaptized in Europe.

Conclusions

Theoretical and practical insights into the social-cultural environment of catering business in Lithuania, gave rise to a set of conclusions, which are formulated in the following statements:

- In order to reflect the background of social-cultural environment, the adequate methodology was proposed, incorporating social environment, cultural environment and strategic planning tools, such as 7P marketing mix, the SWOT analysis and the pyramid of CSR.

- Social-cultural environment in Lithuania is mostly influenced by traditions, migration patterns, changes in the household structure age differentiation and tourist flows.

- Both selected catering companies are sensitive in preserving national culinary heritage, but from different cultural perspectives: a) «*Forto Dvaras*» stands out for its unique efforts to offer national and traditional Lithuanian cuisine, while b) *KSK Restaurant* caters for the ones, who want to indulge in the minority cultures in Lithuania, i.e., the cuisine, preserved for 600 years by the Karaites nation, producing authentic pastries — sweet and sour.

- What is distinctive between the two catering companies, the location of their facilities? «*Forto Dvaras*» is located in Kaunas — the second largest city in Lithuania (100km from capital city Vilnius), which was called the Temporary Capital of Lithuania in between wars. In the meanwhile, *KSK Restaurant* is located in *Trakai* town, which 27km away from capital city Vilnius. This is historical location of Lithuania's first capital over 600 years ago.

- «*Forto Dvaras*» tries to influence general social-cultural business environment by fostering Lithuanian traditions in the field of national cuisine.

- *KSK Restaurant* cannot influence the social-cultural environment noticeably, but it can adapt to it and try to meet social-cultural needs, wants and values of the customer.

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