Summary

Subject matter: Specific features of the marketing of public catering organizations and ways of its optimization.

Author: Nagoeva Z.Z.

Supervisor of studies: candidate of economics, assistant professor, chair of innovatics, marketing and advertizing Avsharov A.G.

Customer organization: "Rublyovka", ltd.

Topicality of the research is conditioned by the fact that today's organizations of public catering should build their marketing strategy depending on the target segment, the affordable level of service, the place of the organization in the infrastructure.

Objective of the research is the development of the theoretical theses and practical recommendations on the improvement of the effectiveness of the marketing provision of the performance of public catering organizations.

Tasks of the research:
1. to reveal the essence and main tendencies of the development of modern marketing management;
2. to explore the industrial peculiarities of modern Russian marketing of services;
3. to analyze the modern state and tendencies of the development of the public catering industry in Russia;
4. to identify the problems of modern marketing in public catering organizations;
5. to study the structure of the system of marketing management of "Rublyovka";
6. to propose the ways of the optimization of "Rublyovka", ltd. by marketing tools

Theoretical and practical significance of the results of the research is the development of the system of marketing management as a tool of the increase in the effectiveness in public catering industry.
The practical recommendations of the work can be of use for public catering organizations.

**Results of the research:**

The developed project implies:

- The exploration of the perspective market of public catering services;
- The improvement of the organization's competitive ability through the restaurant's rebranding;
- Meeting the customers' needs.

**Recommendations:**

1. to carry out the rebranding of the restaurant with a new name "For men only". The restaurant's concept: Men take a break from women and their problems at work";
2. To improve the work of the advertizing department made responsible for all the types of advertizing, products promotion, sales stimulation and development of public opinion;
3. To conduct surveys aimed at the research into customers' opinions and expectations in order to improve the organization's own work.