

Kyiv National University of Trade and Economics
Department of hotel and restaurant business

FINAL QUALIFYING PAPER

on the topic:

**INTEGRATED MARKETING COMMUNICATIONS OF THE CLUB
RESTAURANT «FILIN», MYRGOROD**

Student of the 2^d year, group 2a,
specialty 073 «Management»
Specialization “Hotel and Restaurant
Management”

_____ Daria I.
Slyvka

Scientific adviser
Candidate of Sciences (Economics),
Associate Professor of hotel and
restaurant business department

_____ Mariia V.
Kulyk

Manager of the educational program
Doctor of Sciences (Economics),
Professor of hotel and restaurant
business department

_____ Svitlana V.
Melnichenko

Kyiv 2020

Kyiv National University of Trade and Economics

Faculty of	Restaurant, hotel and tourism Department of business	Hotel and restaurant business
Specialty	073« Management »	
Specialization	Hotel and Restaurant Management	

Approved by

Head of the Department _____
(Margarita H. Boyko)
on _____, _____, 2020

Task for a final qualifying paper

Dariia I Slyvka

(last name, initials)

1. Topic of a final qualifying paper: Integrated marketing communications of club restaurant «Filin», Myrgorod. Approved by the Rector's order from 04.11.2019 № 3770.
2. Term of submitting by a student his/her terminated paper: 16.11.2020
3. **Purpose of research** is to develop theoretical and methodological regulations, methods of effectiveness estimation, guidelines and suggestions for the integrated marketing communications of club restaurant «Filin», and implementation of new principals in overall operation of the restaurant industry based on the study of new conceptual framework and methodological approaches to improve the assessment of the development of theoretical bases and creation of practical recommendations for marketing communications in the restaurant.
The object of research are integrated marketing communications of club restaurant.
The subject of research is exploration of the theoretical approaches, methodical basis and practical recommendations of integrated marketing communications of club restaurant «Filin», Myrgorod.
4. Contents of a final qualifying paper (list of all the sections and subsections)

INTRODUCTION

PART 1. THEORETICAL ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS

1.1 Literature review

1.2 The elements of marketing communications in the restaurant

PART 2 ANALYSIS OF CLUB RESTAURANT «FILIN» MARKETING COMMUNICATIONS

2.1. Marketing approach of club restaurant «Filin»

2.2 Segmentation of the customers of club restaurant «Filin»

2.3 Marketing analysis of club restaurant «Filin»

PART 3. THE DIRECTIONS OF IMPROVEMENT INTEGRATED MARKETING COMMUNICATIONS OF CLUB RESTAURANT «FILIN»

3.1. Propositions the integrated marketing communications improvement in the restaurant

3.2. Confirmation of improvement measures for club restaurant «Filin»

CONCLUSIONS

REFERENCES

APPENDECIES

5. Time schedule of the paper:

№	Stages of the final qualifying paper	Terms of the final qualifying paper	
		de jure	de facto
1	Choosing and approval of the final qualifying paper topic	01.09.2019 p.- 31.10. 2019 p.	01.09.2019 p.- 31.10. 2019 p.
2	Preparation and approval of task for the final qualifying paper	01.11.2019 p.- 31.12.2019 p.	01.11.2019 p.- 31.12.2019 p.
3	Writing of the 1 st part of the final qualifying paper	02.01.2020 p.- 11.05.2020 p.	02.01.2020 p.- 11.05.2020 p.
4	Defense of the 1 st part of the final qualifying paper in scientific adviser	14.05.2020 p.- 18.05.2020 p.	14.05.2020 p.- 18.05.2020 p.
5	Writing and preparation for publication of a scientific article	Before 18.05.2020 p.	Before 18.05.2020 p.
6	Writing and defense of the 2 nd part of the final qualifying paper in scientific adviser	18.05.2019 p.- 07. 09. 2020 p.	18.05.2019 p.- 07. 09. 2020 p.
7	Defense of the 2 nd part of the final qualifying paper in scientific adviser	07.09.2019 p.- 10. 09. 2020p.	07.09.2019 p.- 10. 09. 2020p.
8	Writing and defense of the 3 rd part of the final qualifying paper in scientific adviser	11.09.2020 p. - 28.10.2020 p.	11.09.2020 p. - 28.10.2020 p.
9	Registration of the final qualifying work and abstract for preliminary protection in commissions	29.10.2020 p.- 31.10.2020 p.	29.10.2020 p.- 31.10.2020 p.
10	Presentation of final qualifying paper and abstract on the department	20.11.2020 p	20.11.2020 p
11	Presentation of the final qualification work to the Dean's Office for receiving a referral for an external review	16.11.2020 p. 18.11.2020 p	16.11.2020 p. 18.11.2020 p
12	Preparation of final qualifying paper to defense in the Examination Board	18.11.2020 p.- 01.12.2020 p.	18.11.2020 p.- 01.12.2020 p.
13	Defending of the final qualifying paper in the Examination Board	According to the schedule	According to the schedule

6. Date of receiving the task: 28.12.2019

7. Scientific adviser of the final qualifying paper _____

Mariia V. Kulyk

8. Manager of the educational program _____

Svitlana V. Melnichenko

9. The task received by the student _____

Dariia I Slyvka

10. Resume of a scientific adviser of a final qualifying paper

Purpose of the paper is to develop theoretical and methodological regulations, methods of effectiveness estimation, guidelines and suggestions for the integrated marketing communications in the club restaurant «Filin», and implementation of new principals in overall operation of the restaurant industry based on the study of new conceptual framework and methodological approaches to improve the assessment of the development of theoretical bases and creation of practical recommendations for integrated marketing communications in the club restaurant.

Scientific adviser of a final qualifying paper Kulyk M.V.

11. Resume about a final qualifying paper research

A final qualifying paper (project) of the student Dariia I Slyvka

(last name, initials)

can be admitted to defence in the Examination Board.

Manager of the educational program _____

Svitlana V. Melnichenko

Head of the Department _____

Margarita H. Boyko

_____, _____, 2020

CONTENT

INTRODUCTION	7
PART 1. THEORETICAL ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS	10
1.1 Literature review	10
1.2 The elements of marketing communications in the restaurant	13
PART 2 ANALYSIS OF CLUB RESTAURANT «FILIN» MARKETING COMMUNICATIONS	23
2.1. Marketing approach of club restaurant «Filin»	23
2.2 Segmentation of the customers of club restaurant «Filin»	35
2.3 Marketing analysis of club restaurant «Filin»	38
PART 3. THE DIRECTIONS OF IMPROVEMENT INTEGRATED MARKETING COMMUNICATIONS OF CLUB RESTAURANT «FILIN»	44
3.1. Propositions the integrated marketing communications improvement in the restaurant	44
3.2. Confirmation of improvement measures for club restaurant «Filin»	48
CONCLUSIONS	50
REFERENCES	52
APPENDECIES	55

INTRODUCTION

The relevance of the topic of the thesis lies in the fact that currently there is an active development of marketing both in the whole world and in Ukraine. Competition in the global market is intensifying, and, therefore, companies need to spend more money on promoting their own product so that it does not get lost among the mass of others, on the creation of unique, fundamentally new products.

American and European companies give leading role to research and development activities. To optimize the work, the sellers are equipped with laptop computers that allow them to control the inventory in the warehouse and the activities of competitors: the central office is immediately informed about the end of inventory in any of the stores or about the actions of competitors[1]. There is an intensive development of technology. For example the use of interactive CD players and electronic scanners at retail locations. Marketers understand the need to target specific market segments to avoid unnecessary costs and maximize consumer exposure.

At the same time, the global economic crisis has led to a reduction in marketing budgets. However, this increases the need to find economic and at the same time effective ways of communicating with consumers. Therefore, the role of integrated marketing communications is increasing every day.

Competition is also intensifying, so only those companies that know and understand their consumers and competitors well, conduct an effective communication policy, will be successful in the market [2,3].

Shifting interests from mass to targeted marketing, as well as dynamic development of communication channels and tools promotions set a new challenge for marketers. The modern consumer is exposed to numerous and varied information about the company. However, buyers do not distinguish between sources of advertising messages the way marketers do. The messages they receive through a variety of media - advertising, personal selling, sales promotion, public relations, or direct marketing - create an overall impression of the company. If information coming from different sources is contradictory, this provokes distrust in the company and its products. Companies often

fail to properly coordinate the activities of their communication channels. As a result, the consumer cannot understand a large number of messages.

Currently, the concept of integrated marketing communications (IMC) is gaining more and more popularity, coordinating all types of promotion - advertising, personal sales, sales promotion and PR in order to reach all target audiences with a single message.

This approach is more modern and allows solving the problems associated with traditional promotion.

1) a single funding is introduced and the conflict over budgets in different directions of promotion is eliminated, which takes time and effort.

2) a single "control center" for the product promotion campaign appears.

3) unified campaign planning is introduced. This eliminates the effect of sending out various and often conflicting "messages" about the product.

4) And most importantly, this approach is at least 2 - 2.5 times cheaper than the traditional one. Significant savings are possible because integrated marketing communications allow you to opt out of direct advertising on television[6].

General issues of theory and practice the application of marketing communications was given much attention in the works the following foreign authors: F. Kotler, D. Schultz, S. Tannenbaum, R. Lauterborn, J. Burnett, S. Moriarty, P. Smith, K. Barry, A. Pulford, G. Dowling. Among Russian and Ukrainian authors studying this direction of marketing communications, it is necessary to note EN Golubkov, AND. Primak, F.I. Sharkova, E.V. Romat, V.I. Cherenkova and others.

Analysis of the scientific literature related to the topic of the thesis allows us to conclude that there is a fairly high level of elaboration of various theoretical and practical aspects of integrated marketing communications.

The growing role of marketing communications, their consistency and control made it necessary to expand the scale of scientific research substantiating ways to solve managerial tasks for the coordination and assessment of the effectiveness of the marketing departments of companies.

The aim of the thesis is to study the theoretical and methodological aspects of an integrated system of marketing communications and, on its basis, develop directions

for the development of the company in the context of the concept of integrated marketing and communications.

Achieving this goal implies the need to solve the following tasks:

- consider the role and importance of integrated marketing in company management;
- to characterize the evolutionary path of marketing and its concepts;
- to reveal the essence of the marketing communications system at the enterprise;
- to identify the features and tools of integrated marketing communications;
- to characterize enterprise development programs as an integrated marketing tool;
- to analyze the concept of marketing and marketing communications at the club restaurant «Filin»;
- develop directions for the company's development in the context of the concept of integrated marketing and communications and assess the effectiveness of the proposed activities[7].

The subject of the thesis is the marketing communications of club restaurant Filin.

Subject of work - methods of integrated marketing communications for modeling the behavior of consumers of an enterprise.

In the course of the study, a systematic approach, methods of scientific research, including statistical, economic analysis, expert assessments, generalizations, questionnaires, synthesis, formalization, observation, induction, were used.

The theoretical significance of the work lies in the fact that the theoretical and scientific-methodological developments presented in the thesis contribute to the development of integrated marketing communications in a commercial organization.

The practical significance of the study is determined by the possibility of widespread use of the results obtained for the development of the company in the context of the concept of integrated marketing communications.

PART 1

THEORETICAL ASPECTS OF INTEGRATED MARKETING COMMUNICATIONS

1.1 Literature review

Marketing, seen as a philosophy and toolkit for entrepreneurship, is the product of the theory and practice of various schools. It developed in the course of the collective creativity of entrepreneurs, managers, scientists from different countries, operating in specific political and socio-economic conditions. There are many opinions as when exactly marketing began. For example, Vusik I.V. indicates that “the first elements of marketing (oral advertising) arose as soon as humanity began to free itself from the closed nature of the natural economy and commodity production appeared”[3].

Active development in the 17th century got such elements of marketing activities as advertising, price, sales. For example, in Japan, department stores used information about customer needs as the basis for the development of a high-demand product. Buyers were provided with guarantees.

Until the end of the XIX century marketing in most enterprises was of secondary importance, since the main goal was production. When modern means of mass production did not yet exist, the issue of their production was more important than the search for a sales market. The leaders of the company were primarily interested in the development of production technologies, in finding sources of financing for expanding production, in improving methods of organizing labor and were less concerned with the question of how to sell the produced goods. Therefore, marketing was perceived as an additional, secondary and low-prestige type of activity[9,10].

With the development of mass production, sales have become the main focus of most companies. Numerous manufacturers offer their goods and services to the consumer in almost unlimited quantities, respectively, the consumer becomes the greatest value for the company. Manufacturing technologies have advanced and continue to evolve, and for most companies, production is limited only by their ability to sell what they produce. The management of the company begins to understand that the market is becoming the most valuable, i.e. consumers of their goods and services.

Today, attracting customers is a longer and more difficult process than building factories, so the usual idea of the goals and objectives of the company has changed.

The formation and development of marketing has its own characteristics in each individual country. During the Soviet period, marketing was criticized and viewed as a bourgeois economic theory that attempts to solve the intractable problems of implementation under capitalism. The real process of introducing marketing into the business sphere in our country began in the 1990s.

Ukrainian practice has generated a new understanding of marketing as a necessary condition for the survival of enterprises in crisis situations.

There are the following modern trends in marketing development:

- transition from mass to individualized marketing;
- development of relationship marketing, the concept of "lifetime value clients";
- deeper understanding and use in practice marketing tools;
- growth of the company's intangible assets and the formation of a brand capital;
- maximum adaptation of marketing activities to the new information environment.

Modern trends in business development in Ukraine in the context of market globalization and the global economic crisis are forcing enterprises to use marketing tools more widely in their activities. At the same time, it is necessary to take into account the accumulated experience in improving new forms and methods of marketing in other countries and adapt them to Ukrainian conditions.

Marketing concepts have gone through a certain evolutionary path over time. The concept is understood as a system of views, basic ideas, ideology of organizing activities. Depending on the level of production development and the demand for the offered goods, the marketing concepts underwent evolutionary development.

The essence of the production concept is to focus the efforts of the enterprise on the production of the maximum volume of goods in order to achieve economies of scale

of production, reduce the cost of production, increase production efficiency and low prices. The concept is applicable in conditions of a shortage of goods and with a significant reduction in production costs. The result may be an increase in profitability indicators.

The commodity concept is based on the concentration of efforts of enterprises on the production of high-quality goods or the provision of high-quality services. It is an attempt to win over customers by offering the very best products in its category. In the area of product development, the company focuses its efforts on functionality, quality, novelty and reputation for being the best product. This happens when the price does not play a decisive role for the buyer. This concept is difficult to apply if there are no generally accepted definitions of the best quality and when a large proportion of buyers prefer cheap goods to more complex and expensive. The danger of using this concept, according to Theodore Levitt, is in “marketing myopia”, when manufacturers of goods are keen on improving goods without taking into account the needs of consumers.

The concept of traditional marketing assumes that the achievement of the goals of the organization depends on how successfully it has studied the needs of consumers and how fully satisfied them in comparison with competitors. The concept is based on the production of goods with high probability of buying in the target market. E. N. Golubkova indicates that “the tasks of social and ethical marketing are to identify the needs, needs and interests of target markets and to ensure the desired satisfaction in more effective and more productive (than competitors) ways, while maintaining and strengthening the well-being of the consumer and society as a whole” [1].

The concept of socio-ethical marketing seeks to balance all three factors: the firm's profits, customer needs and the interests of society. The concept was a consequence of the development of business, since the problem of the impact of business on the environment and the human environment, the limited nature of natural resources has become urgent.

Concept development includes various groups of people in the field of marketing who can influence the enterprise, reducing the likelihood of social conflict.

Interaction marketing concept is a new marketing management concept. It is a process of creating new value in close cooperation between the manufacturer and the consumer. The goal of relationship marketing is to develop partnerships for sharing benefits through collaborative value creation efforts. The main mechanisms of relationship marketing are an individualized approach, consumer lifetime value, and the formation of a chain of relationships. The goal is to meet the demand of consumers, the interests of partners and the state in the process of their commercial and non-commercial interaction.

The concept of integrated marketing says that all actions for the development and promotion of goods are carried out in a coordinated manner, complement each other and are aimed at achieving a single marketing goal.

Integrated marketing means that every advertising campaign about a product, packaging, product properties, internet marketing programs, promotions emphasize a single product image, do not contradict each other, and optimize the budget. The result of integrated marketing is that all marketing programs are synergistic and more effective than each one individually.

1.2 The elements of marketing communications in the restaurant

A modern effective of enterprise functioning means marketing, which is used to develop and make management decisions and plays a key role, planning and controlling entrepreneurial activities in organizing.

Translated from English market means target, place of trading and sales. According to Umavov YD, it is with this value that modern marketing is associated, defining it as the art of “survival” of a particular product in the market [12]. Thus, this term includes the whole range of actions that must be performed to promote a product in a particular market: a thorough study, analysis of the processes taking place in the market. Based on the data obtained, no less careful planning is expected, the study of options for the development of the situation in the future and the adoption of competent decisions aimed at securing the product on the market.

Marketing as a philosophy guides the development of the company, and marketing tools allow this to be successfully implemented. But the greatest effect is achieved if marketing works as a holistic management concept.

Philip Kotler, Professor of International Marketing at the J.L. Kellogg Graduate School of Management at Northwestern University in the United States [15,16], defined marketing as “a social and managerial process that allows individuals and groups of individuals to meet their needs and wants through the exchange of goods and consumer goods they create.

Each company from the moment of creation goes through the evolution of goals and orientations. In the activities of any company, the process of changing priorities occurs under the influence of many factors: the external environment, the business life cycle, market trends, etc.[5]

Business orientation of a company is the direction of business development, expressed in the basic principles of the company's functioning and achieving business goals. indicate that there are two main business orientations:

- 1) pushing the product to the market (product out);
- 2) attraction of goods by the market (market in);

Business orientation (product out) is the organization of an enterprise's activities using active methods of sales, promotion, competition in the market to increase sales. The enterprise seeks to sell what it can produce, or what is profitable to produce.

Business orientation (market in) is the organization of an enterprise's activities, in which marketing means create conditions when a consumer at a particular moment of making a purchase decision wants to buy not just some product, but the product of a given enterprise and a certain brand.

The marketing approach to the formation of the production activity of the enterprise poses questions to the manufacturer before starting this activity: what to produce, for whom to produce products. Marketing is designed to identify, create and meet the needs of potential buyers for goods and services. According to Ilyicheva I.V., “the main goals of marketing are to meet the needs of consumers and receive through

this profit, as well as to achieve a market agreement between producers and consumers, sellers and buyers with mutual benefit and in the best conditions” [14].

The scope of marketing is expanding significantly in modern conditions. The concept of marketing initially took hold in consumer goods companies. It has long been assumed that marketing cannot be applied to nonprofit organizations that do not aim to make a profit.

However, after the end of World War II, political parties discovered election marketing. "Then social, religious, charitable organizations turned to marketing means, trying to change the habits of the population (anti-smoking organizations), to get donations (UNICEF, Red Cross) or to attract believers (Church)»

Public authorities, local governments and administrations have also come under the influence of marketing. Examples of this are publicly funded campaigns for energy conservation, road safety, and youth employment.

In connection with the spread of marketing to the non-market sector, the following generalized definition of marketing can be given: marketing is a set of tools that contribute to the achievement of the organization's goal, create and promote various values within the target audience.

Using marketing approaches in the enterprise requires studying the potential audience in order to better adapt to its needs and more effectively influence it. Market research allows you to study potential consumers [24].

The information obtained at the same time, although necessary for the preparation of further marketing activities, in itself is not an end in itself. Adapt to the consumer, i.e. try not to contradict his habits, to satisfy his needs and tastes, to speak the language he understands - one of the conditions for the success of any marketing event.

As Y.D. Umavov points out, “the essence of marketing is that it influences most decisions of companies:

- when it comes to deciding what to produce, marketing must answer the question of what products consumers want or are ready to purchase, and not what products the company has, what products it would like to produce or what products it considers best; when setting a price for a product, marketing should determine how

much buyers are willing to pay, and not how much the product will cost to the manufacturer;

- to organize sales or sales with a marketing approach, it is necessary to find out which system of distribution of goods and services will be most convenient for buyers, and not which conditions are more economical from the point of view of the company itself;

- when developing a promotion program, one should find out what consumers think about the product and what can induce them to purchase it”[18,19].

Thus, the marketing approach is that management decisions should be made taking into account the interests of consumers, not the manufacturer.

Basically, people perceive the concept of "marketing" in a classical way, i.e. considers it to be the activity that governs the promotion of goods and services from producer to consumer. But now this definition is not enough, the American Marketing Association has given a more precise definition of marketing in modern conditions: marketing is the foresight, management and satisfaction of demand for goods, services, organizations, people, territories and ideas through exchange. Marketing, like any other field of activity, is constantly developing and improving. There are many types of marketing. Let's consider the most common ones.

1. **Differentiated marketing** is characterized by a policy that is aimed at subordinating several market segments, and not just one. Thus, the consumer audience expands significantly, and sales volume is growing. But for this you need to have a wide range of goods, which means a well-developed production.
2. **The direct opposite of the first type is undifferentiated (mass) marketing**, the essence of which is the lack of orientation in a certain market segment. The company enters the market with a single product that is intended for the masses.
3. **Concentrated marketing** means focus production for any one market segment. This allows you to raise customer confidence in the product as specialized, and therefore of higher quality[43].

Product oriented marketing, oriented customer marketing, integrated marketing. In the industrial era, there were two main types of marketing: product-oriented and

consumer-oriented marketing. You can reduce the risk to your business if you apply both types of marketing at the same time and follow the rule: there is no product, there is no consumer yet.

The most important marketing task is to ensure maximum possible stability in the activities of the company, systematic development and achievement of strategic goals. In the process of marketing activities, other, more specific tasks are also solved:

- providing the firm with reliable, timely and reliable information about the market, products, consumers and competitors;
- creating a product that best suits the capabilities of the company;
- impact on the consumer, demand and market[4].

Thus, the importance of marketing in modern society is determined by the fact that it allows you to reveal the potential of production and sales, to develop an optimal product and price policy, to determine a set of tools to stimulate demand, to create an effective system of commodity circulation, to study and predict the state and development of the market.

The significance of the study of marketing communications lies in the fact that we live in an era of total power of information, disseminated through various channels using sophisticated information technologies. Communication is a key element of the “information society”.

In turn, the information space is literally permeated with advertising, brands demand loyalty from consumers from the pages of traditional mass media, the Internet. Marketers, communicating with potential buyers, form tastes, opinions, dictate fashion. Under these conditions, it would not seem too bold to declare that the modern world is largely shaped by marketing communications.

It is important to emphasize that today a serious theoretical study of the phenomenon of communication and the practical use of knowledge in this area for marketing is especially important[10].

In the current environment, communication is a real factor in creating added value. Intangible factors play an increasing role in assessing the market value of an

enterprise: reputation, brand, business relationships - everything that is created through communication.

The main elements that require theoretical understanding in connection with the phenomenon of marketing communications are the concepts: communication, information impact, integrated marketing complex.

Communication (lat. communicatio - make it common, connect, communicate) is:

- 1) the way of communication, the connection of one place with another;
- 2) communication, the transfer of information from person to person - a specific form of interaction between people in the processes of their cognitive and labor activity, carried out mainly with the help of language (less often with the help of other sign systems)[9].

Thus, communications, including marketing, are both the system in which the interaction takes place, and the process of interaction, and the methods of communication that allow you to create, transmit and receive a variety of information, in this case marketing.

Nowadays competent business management can be called an art. This is confirmed by statistics: out of a hundred opened companies in Ukraine, ninety cease to exist after a period of one year. And the economic crisis has shown that even the most successful companies that seemed to be quite successful and stable in all respects can lose all influence and property. And these circumstances cannot be called luck or luck - this is nothing more than competent management, that is, the competent use of business management tools. And marketing communications are just one of those management tools that you need to pay attention to in the first place. In modern conditions of a saturated market, the success of marketing communications is one of the main guarantees of business prosperity.

Marketing communication systems should be developed individually for each target market segment and contain not only mechanisms for transmitting information to the target audience of buyers, but also functions of customer feedback with the seller of

goods and services. It is the analysis of feedback data that makes it possible to evaluate the effectiveness of investment in a marketing campaign.

The first phase is critical. If the target audience (TA) is incorrectly identified, then it can cost the company dearly - literally and figuratively. If you try to convey information to all groups immediately, you will get a universal message that will not attract attention and will not take into account the characteristics of any group at all. Accordingly, it will be a waste of money and time[3].

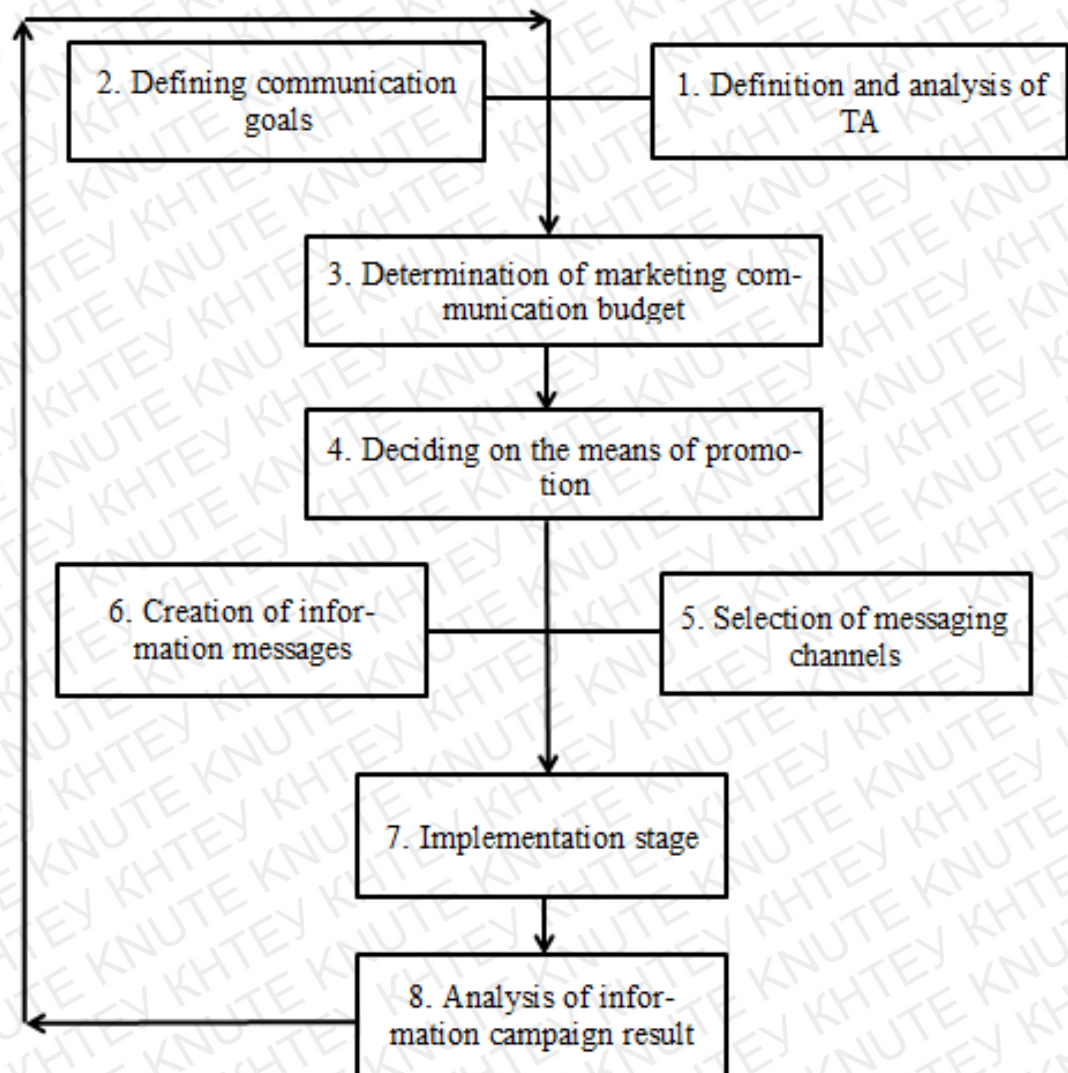


Figure 1.2 Marketing communications system

In the system of marketing communications there are seven main stages. The company should be aimed at a specific sales market, since if it tries to cover all directions at once, it will fail. No single firm is capable of acting and promoting in all

markets simultaneously in an attempt to satisfy the needs of consumers of all categories. A company can only succeed when, and only when, it targets a specific target audience that will be interested in a specific marketing program[18].

Second phase. In terms of goals, a marketing campaign will be considered successful if it has largely achieved its goals. Obviously, the most common marketing campaign targets are:

- increasing brand awareness;
- informing the TA about a product or service;
- increasing competitiveness;
- winning the liking of consumers in relation to the brand
- to achieve the propensity of consumers to buy goods or services of the firm;
- attracting TA of competitors;

Table 1.2

Main club restaurant's competitors

Restaurant name	Kitchen specialization	Average bill per guest
1."Shshlichny dvor"	European, Greek	180 hrn.
2."Stare misto"	Eastern European, Ukrainian	200 hrn.
3." <u>Restoraunt</u> <u>KozatskiRozvagi</u> "	Central European, Russian	150 hrn.
4. "Amichi"	Italian, Japanese	200 hrn.
5. "Gogol Restaurant"	Eastern European, Ukrainian	150 hrn.

The goals of the campaign completely and completely determine the distribution channels of advertising messages, as well as the expected feedback from the TA.

The third phase is the budget. Defining it is one of the biggest challenges marketers face. It directly depends on the industry and sales plans.

Also, a lot depends on how much the company allocates for advertising in general. Most often, the advertising budget is planned for a year in advance and the advertising

campaigns that will be carried out directly depend on how much the company is able to allocate for these events.

After the budget is determined, the **fourth phase** comes - the choice of promotion tools. There are several of them:

- advertising;
- sales promotion;
- PR;
- personal sales and direct marketing.

The most effective way is to use multiple tools. For example, run active TV ads and use radio and print ads as supportive.

Fifth phase. On it you should choose the channel for transmitting the message, that is, the most effective communication channel.

There are two channels: personal and personal. Key communication channels include exhibitions, press conferences, presentation seminars, etc.

Non-personal includes media thirty and special events. The choice of the channel directly depends on the characteristics of the target audience, the message format, and also the financial capabilities of the company.

The sixth phase or the development of an effective information appeal to the audience is one of the most important tasks of any marketing communications system. A mistake at this stage can lead to the collapse of the entire advertising campaign. When determining the optimal message content, marketers should strive to create a message, theme, idea or unique selling proposition, that is, to highlight the advantages, motives or reasons based on which the audience will evaluate the proposed product[38].

Thus, marketing communications are the main tool for business management. Very few firms use this tool to improve their own market position. And until recently, almost no one used marketing communications properly to keep their company afloat.

In conclusion of the first chapter, some conclusions can be drawn:

- 1) The importance of marketing in modern society is determined by the fact that it allows you to reveal the potential for production and sales, develop an optimal product and price policy, determine a set of tools to stimulate demand,

create an effective system of commodity circulation, study and predict the state and development of the market.

2) Modern trends in business development in Ukraine in the context of globalization of markets and the global economic crisis are forcing enterprises to use marketing tools more widely in their activities. Marketing concepts are different not only in content, but also in prevalence in the practice of enterprises in different periods of time. The main directions of the evolution of marketing concepts are the shift of emphasis from production and goods to commercial efforts, to the consumer and an increasing focus on society's problems and social aspects.

3) Integrated marketing communications refers to the coherence of multiple channels and communication methods. The goal of integrated marketing communications is to create a clear, compelling view of the company and its products. The perception of the company occurs through the impact on the consumer with elements of communication[27].

PART 2

ANALYSIS OF CLUB RESTAURANT «FILIN» MARKETING COMMUNICATIONS

2.1. Marketing approach of club restaurant «Filin»

The growing problems of information "overload", the increase in the methods and channels of information interconnection between the enterprise and the external environment of management, especially actualize the issues of systemic development of the integration of marketing communications. IMC in a modern interpretation is characterized as an integrated approach to the promotion of goods and services, which allows them to include almost all communication tools - from creating a corporate image to personal sales and advertising, as well as sponsorship, exhibition activities, word of mouth, hidden advertising in the media etc.

According to the American sociologist Wilburg Schram progress in the communication system is the main driving factor in the development of human civilization. At the heart of the development of civilization. This concept is also shared by the Canadian philosopher and sociologist Marshall McLuhan, who noted that the mass media reflect the level of public consciousness and, at the same time, the degree of impact on it [14].

In the classification of "4P" (Product, Price, Place, Promotion - Product, Price, Place and Promotion) proposed by D. McCarthy, in the last group representing marketing communications, four subgroups are distinguished, and only three of them cover exclusively tools aimed to attract the attention of a potential partner in the transaction to the proposed product, and influence his feelings and preferences. These three subgroups are advertising, personal selling, and propaganda. Traditionally, marketing communications tools are defined as follows:

- Advertising is a mediated presentation and promotion of its ideas, goods or services paid by a manufacturer. Advertising is the most visible component of the communication complex. It is a paid presentation and promotion of products and services through the media. As defined by the American Marketing Association: "Advertising is any form of impersonal representation or promotion of a business

idea, product, or service paid for by a clearly identified customer." The main functions of advertising are to inform about a brand or product, induce action, and remind and reinforce.

- While advertising has a heightened ability to reach more people at the same time than other elements, it is less powerful in stimulating immediate behavior change. In addition, the contact between the advertiser and the audience is indirect one-way and advertising takes more time to communicate information to the consumer, change his attitude and create mutual understanding or trust between the two parties.

- Personal sales - the verbal presentation of a product during a conversation with one or more potential buyers in order to complete a transaction.

- Propaganda - indirect stimulation of demand for a product or service through the free distribution of commercially important information about the product in the media or by creating a favorable attitude towards it through show business.

F. Kotler, reflecting marketing communications, opportunity for further characterizes alternative methods of attracting consumers when implementing such a marketing communications tool as sales promotion. Among them - sponsorship, mentions in talk shows, product placement in films or literary works, the use of "street advertisers", attracting celebrities, "wearable" advertising. [15]

Modern researchers in greater marketing communications with messages corresponding channels. According to J. Burnet and S. Moriarty, this appeal has different sources depending on whether they are planned or not [6]. This approach confirms the interest in the formation of an integrated system of marketing communications not only by economists, but also by philosophers, sociologists, specialists in the field of information and others, which reflects not only the trend of expanding the scope of marketing, but also its socialization, individualization of information flows. Table 2.1 shows the strengths and weaknesses of the main marketing communications tools.

Sales promotion - «a set of techniques used throughout the entire life cycle of a product in relation to three market participants (consumer, wholesaler, seller), for a short-term increase in sales, as well as increasing the number of new customers.»

Table 2.1

Advantages and disadvantages of the main marketing communications tools

Tool	Advantages	Disadvantages
Advertising, PR	The most widespread type of communication. Can provide a comprehensive impact on the target audience	It often turns out to be intrusive. High cost
Direct marketing, sales promotion	Helps generate immediate responses by creating additional incentives and real added value. Increases the likelihood of repeat purchases. Stimulates support for intermediaries	May generate expectations of price reductions, undermine brand image and long-term consumer loyalty
Public relations	Can enhance the reputation of the firm. Helps to place marketing messages in media that will benefit the company due to their high reputation and attention to them from readers and viewers.	Their effectiveness is difficult to assess. Usually cannot directly affect sales growth
Personal sales, packaging, symbols, letterheads, sponsorship	When promoting goods on the industrial market, it is the most personalized tool. Delivers the most informative and persuasive messages	When promoting goods Is the most expensive of the types of marketing communications. It can irritate the client if he is not interested in the offer made on the industrial market. It is the most personalized tool. Delivers the most informative and persuasive messages

Direct marketing is an interactive communication method using databases that provides feedback and feedback. Unlike traditional advertising, direct marketing combines three functions: communication, sales and distribution. Direct marketing is the fastest growing element of the communications mix because it provides the buyer with three things: convenience, efficiency, and reduced decision-making time. Direct

marketing messages are directed to target groups through direct mail, telemarketing, print, broadcast, catalogs and point-of-sale demos.

Public Relations (PR) is a management function aimed at creating and maintaining a favorable relationship between an organization and its public groups, both within the organization and in the external environment. The arsenal of tools available to PR specialists is wide and varied. The interaction of the PR function with numerous audiences takes this activity beyond the functional framework of marketing, which makes it difficult to fully integrate PR into the marketing promotion plan. The main advantage of PR as a means of promotion is a high degree of trust. PR messages tend to be trusted more than advertisements.

Internal communications work with company personnel. Many market researchers believe that in modern conditions, the only fundamental competitive advantage of any organization is its human resources. Therefore, along with the rest of the complex of integrated communications, a separate item is the management of human resources within the organization.

Effective work of the personnel, their internal satisfaction, requires not only well-organized work of the company's managers with the personnel, but also effective and active internal PR. The development of corporate culture, especially those aspects of it that form a sense of belonging and pride in their company in the staff, is of great importance.

Packaging - in addition to the main function, serves as a location for the marketing communication message. Therefore, both technologists and designers and specialists in planning marketing communications are engaged in the development of product packaging.

Specialty souvenirs are free gifts that serve as a reminder of the manufacturing company and its brand name.

The numerous means of marketing communications also include: verbal messages and direct interactions based on viral marketing technologies, word-of-mouth marketing, promotion of goods and services using creative actions (flash mobs, etc.)

developed by and implemented in order to encourage discussion of a company, product or service in a positive way, using interpersonal communication[36].

Driving to the conclusion and combining key concepts, we can conclude that the BCI is a system of active methods of business development, which combines knowledge from various fields, such as advertising, sociology, management, marketing, psychology, economics, integrating not only the methods and channels of information delivery, but also personifying information flows in the external environment of the enterprise, allowing to achieve the synergetic effect of information interaction between the company and its main stakeholders[26].

The specificity of the services themselves, namely: The service sector lags behind production in the practical use of marketing. Marketing is turned to as competition intensifies, costs rise, labor productivity growth slows or falls, and the quality of services deteriorates. And, as a rule, they start with individual elements of marketing, most often with advertising. In our country, enterprises and organizations of various industries are showing interest in marketing, but often they consider it in a simplified way only as advertising and sales promotion measures.

I had a chance to do an internship at the club restaurant "Filin". This club is one of the best in the city of Mirgorod. It's no secret that the best clubs in Mirgorod are the following establishments: Angels, Filin, R99. And many citizens find it difficult to decide where to go to rest. Each of these clubs is good in its own way. And for each person, one of these clubs stands out in its own way.

Any enterprise works to achieve certain goals, one of the most important tasks is making a profit. The most important goal of any nightclub is to attract the attention of visitors with a good financial situation. After all, it's not a secret for anyone that the main income of a nightclub is formed from the bar and the kitchen, and good music and entertainment are only a means of luring people to the club. In this regard, the most urgent problem of any nightclub is attracting a wealthy audience, the so-called "golden youth"[34].

The club restaurant «Filin» offers cuisine based on Italian and Ukrainian cuisine, as well as on a mixture of Russian and European, which is very popular today

in Mirgorod. The restaurant menu is varied and changes twice a year. In addition to the main menu. The favorable location, the quality of the offered dishes and reasonable prices brought guests to the restaurant-club, the number of which, despite the existing competition, is growing every day, thanks to the good service. To attract more guests, the restaurant management offers its regular customers 5% and 10% discount cards, as well as VIP cards for special guests.

The interior of the club restaurant «Filin» is made by a professional artist with many years of experience in decorating various types of premises and restaurants, a restaurant at a highly artistic level.

Interaction with reliable suppliers of raw materials and semi-finished products, as well as finished products (cigars, cigarettes, alcoholic drinks, water, etc.) is a source of stable receipts of working capital in production, deliveries are made daily.

The club restaurant «Filin» is equipped with modern equipment and the technology acquired with it provides high quality products and the opportunity to compete with other clubs in the area. The company that provided the equipment provides technical support and maintenance of its goods, so the restaurant has no problems with repairs. In addition, the club restaurant «Filin» has its own specifics of processing finished raw materials, which is the property of this enterprise[13].

According to the charter, the club restaurant «Filin» is a limited liability company, a legal entity that owns separate property, recorded on its independent balance sheet, can, on its own behalf, acquire and exercise property and personal non-property rights, bear obligations, be a plaintiff and defendant in court. The company is liable for its obligations with all property belonging to it.

The administration of the club restaurant «Filin» pays great attention to communication activities. The use of various types of communications allows you to increase awareness in general, the popularity of the institution, and attract new visitors. Thus, communication activity is one of the main factors in increasing the economic efficiency of a restaurant.

Advertising represents an integral process, and any intermediate result is only a stage for subsequent advertising studies. Each advertising company should have its own

style, taking into account the true values (needs) of customers. Effective advertising should contain: original script and compositional solution; have high aesthetic and stylistic expressiveness; serve as a marketing tool[34].

Many restaurateurs don't want passively wait for fame to come to them. They use advertising. It is important to note that after reaching a certain level of well-being, the restaurant stops advertising itself. Therefore, if suddenly such an advertisement appears again, it means that things have not gone so well in it. There are number of elements of integrated marketing communications that the club restaurant «Filin» uses, each researcher in the field of marketing adds something new to this list. With regard to catering establishments, the following five characteristics are most applicable.

Advertising. Outdoor special structures, advertising posters in transport, audio advertising in large shopping centers act as advertising media. When communicating advertising information (promotions, opening a new cafe), absolutely all media contain the same information, they are made in the same style with a logo and a slogan-name that identifies the cafe (cafe “for friends”).

Public relations. Cafe PR managers reach out to the general public mainly through publications in the mass media (interviews, comments on events). It is indicative that the statements of managers regarding the information policy of the cafe and the current events are the same. This means that the cafe has its own communication policy, which is effectively implemented.

Branding. As in many large companies, it has its own style of hall decoration, the dishes and furniture in each cafe are the same. The only difference in terms of the interior is the location of the dining areas and bars, but this fact is permissible, since the premises rented for cafes have different layout '. The cafe has its own logo, which is used when branding employees' clothes, souvenirs and any other corporate carrier.

Loyalty programs. To attract new customers and increase the loyalty of regular customers, a bonus program has been introduced in the cafe, according to which, when you regularly visit the club restaurant «Filin», a special card accumulates interest from orders made. Thus, any other visit can be paid with bonuses on the card. This program applies to absolutely all clubs operating in Mirgorod. The company's birthday is

celebrated together with visitors, holding contests for them with the opportunity to win prizes, providing additional discounts on orders.

Sales promotion. On the eve of the holidays (New Year, February 23, March 8, etc.), you can order dishes at special prices in the cafe. A visitor who decides to celebrate his birthday at the club restaurant «Filin» receives a 10% discount, in addition, the club chef congratulates him with a festive treat[22].

Thus, we can say that the club restaurant «Filin» uses and implements the IMC approaches. How effectively this happens can be judged by the reviews that visitors leave. The place where you can get acquainted with the opinions of consumers is the universal Internet service "tripadvisor", where anyone can leave a comment about the work of a particular enterprise. At the moment, the rating of the cafe on this service is 4 out of 5 points. It should be noted that all the reviews leave a good impression, and many of the users do not hesitate to admit that they visited the club restaurant «Filin» after reading similar comments on Tripadvisor.ru the figure 2.1 you can see the popularity of the restaurant on different sites that provide information about good restaurants.

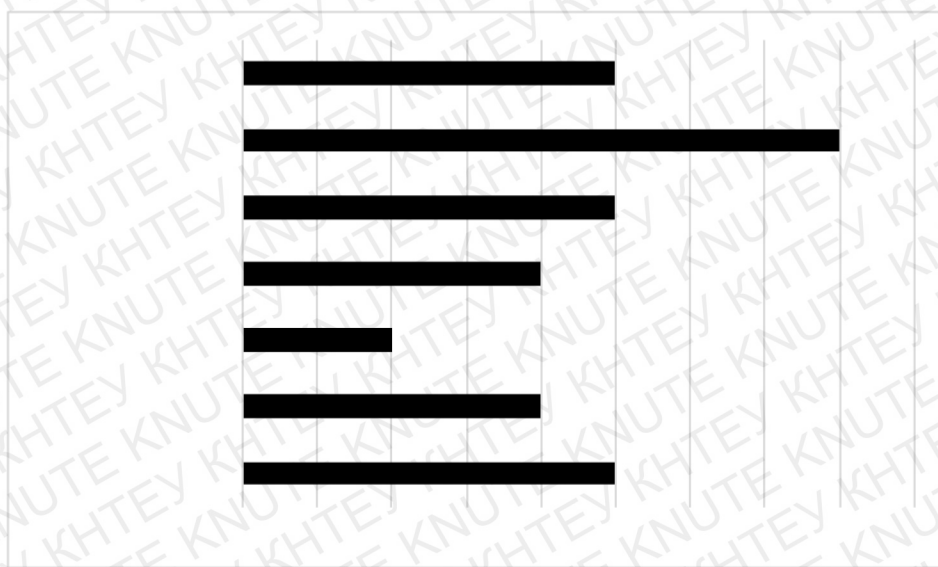


Figure 2.1 The place of the restaurant "Filin" in the rankings of various online publications

Foodservice establishments can use the entire toolkit of Internet communications (website, blogs, social media, Internet advertising, search engine marketing, email, Internet PR), but only a few can be traced.

The main internet communication for restaurants / bars is the website. In most cases, it is a business card, but by launching additional automatic services, it becomes complex, tending to a corporate website with portal elements.

In addition to the site, the monitoring took into account the company's presence on social networks, the presence of e-mail or a form for sending a message from the site. Contextual advertising and search engine marketing are difficult to trace, since the wording of the query can be different and it is difficult to draw a final conclusion, banner advertising is generally impossible if it does not come across by accident. In the study of Internet communications, the websites of restaurants and bars of Mirgorodcity were used in this work[19].

The classification of electronic services on club-restaurant's site is built as follows:

- electronic form for feedback / question / letter;
- form of electronic table reservation;
- an electronic form for placing an order for delivery through the site;
out of 16 delivery establishments, 10 take orders only by phone;
- news subscription form;
- electronic consumer survey;
- form for registration of an application for a banquet;
 - registration of receiving a bonus card.

The club restaurant «Filin» uses three social networks: Instagram, Website and Facebook.

Also it has services that help attract consumers' attention to the site or the establishment itself.

- a music player on the site,
- user survey questionnaire,
- user registration,

- the ability to download a flyer to provide a discount at sight
- the ability to install the application on iPhone and Android

All of these above services will increase loyalty consumers and improve the image of the establishment. In my opinion, the latter is an especially relevant service, since a large number of consumers have changed their cell phones and have one of these two platforms. These application formats make it easy to use. There is no longer a need to go to the site, since all the functions of the site are moved to the application, which is constantly updated in the cell phone and immediately informs about it in the notification.

Analyzing the structure of the restaurants' sites, we note that the following sections are common for restaurants: news, menus, wine list, contacts, photo gallery. But the number of sections in the monitoring varied from 1 to 18.

Electronic services make it easy to find out statistics, since they have connected counters that determine the number of requests in general, which section of the site consumers are most interested in, how many people have downloaded a mobile application, etc. The presence of such marketing information helps to develop various promotions and special offers for customers, adjust the menu and wine list, and monitor consumer behavior. Under such conditions, communication management increases and becomes more effective, reflecting on the image of the institution and its profits[11].

A major trend in restaurant marketing, besides being on social media, is launching cell phone apps that can be used to place a delivery order or book a table via a cell phone while connected to the Internet. This breakthrough in communication will enable the integration of the worldwide network and mobile communications in the future. Periodic monitoring of the Internet environment will minimize forecast deviations and provide statistics more accurately.

In the field of communication policy, the club-restaurant uses the following elements of the promotion complex: PR; sales promotion; direct marketing; advertising. PR in the restaurant business is, first of all, the creation of the "uniqueness" of the image of a particular institution; it is an organization of positive public opinion in

order to ensure the most successful functioning of the enterprise and increase its reputation.

At the heart of the PR strategies of a club-restaurant is primarily its image or concept, therefore PR - means vary from one type of restaurant to another. But the tasks of the PR manager for all types are the same:

1. Dissemination of correct information about the restaurant, concept, interior, atmosphere, high professionalism of the chef and line personnel, balanced menu, wine list and alcoholic list, quality of products used, good service, attention to visitors, capacities, production capabilities, technologies.
2. Establishing contacts with the most important groups: not only potential guests, but also suppliers, regulatory authorities, even our own staff.

Sales promotion methods

1. Discount at certain opening hours. And also seasonal discounts.
2. Discount for the second and subsequent purchases
3. Discounts on the occasion of various events at the client
4. Discounts for a specific channel of information
5. Simple discount cards
6. Cumulative discount cards. Including bonuses.

Direct Marketing Direct marketing is a type of marketing communications carried out for the purpose of direct implementation and using means of direct appeal to consumers. These tools include direct mail, telemarketing (telephone marketing), email marketing, direct advertising, and catalogs.

The club restaurant «Filin» website is also a communication policy tool that also uses company. Thanks to the Website, customers can get complete information about the company, about the products it supplies, about partners, its directions of activity, awards and merits, prices for products, as well as various promotions carried out by the company, etc.

To characterize the volume of sales of culinary products and restaurant goods, it is necessary to refer to such a quantitative indicator as turnover, which expresses the economic relations that provide sales with their own products, buyers of goods and

services of consumption. Now you can see the main economic indicators of the club restaurant in the Table 2.2.

Table 2.2

The main economic indicators of the club restaurant "Filin" for 2017-2019 years

Indicators	2017	2018	2019	Absolute deviation		Rate of increase %	
				2018/2017	2019/2018	2018/2017	2019/2018
Net profit from product sales, thousand UAH	998,5	1110,8	1318,3	112,4	207,5	11,3	18,7
Cost of goods sold, thousand UAH	465,3	515,2	584,5	49,9	69,3	10,7	13,5
Gross profit	85,4	98,6	112,6	11,8	14,1	13,8	14,4
Loss, thousand UAH	0	0	0	-	-	-	-
Other operating income, thousand UAH	36,5	38,9	41,6	2,4	2,7	6,6	6,9
Administrative expenses, thousand UAH	43,6	49,9	56,7	6,4	7,7	14,5	15,9
Selling expenses, thousand UAH	29,5	31,2	36,8	2	4,8	6,8	15,6
Net income beliefs realization, thousand UAH	998,5	1110,8	1318,3	112,4	207,5	11,3	18,7
Gross costs, thousand UAH	911,6	1012,2	1305,4	112,4	207,5	11	19,1
Gross profit, thousand UAH	86,8	99,6	112,7	11,8	14,2	13,9	14,4

Profitability of profit, %	18,7	19,2	19,4	0,5	0,3	2,1	1,04
----------------------------	------	------	------	-----	-----	-----	------

The data in tables indicate that in the period under study, the club restaurant functioned quite effectively, since it managed to achieve an increase in absolute and relative indicators of the functioning efficiency.

When planning an advertising budget for a restaurant, it should be borne in mind that advertising costs for the establishment should be at least 5 percent of the total turnover, if the institution is already operating, then at least 1.5%, the optimal value is 3% of the turnover. In the Table 2.3 you can see how much money bar restaurant spend on advertisement every month.

Table 2.3

Restaurant bar marketing costs

Internet advertising	Instagram, Facebook, Youtube	500\$ per month
Billboard	Outdoor advertising	102\$ per month
Radio	Advertising of discounts and events	100\$ per month
Sending messages	Advertising of discounts and events	Service fee - UAH 100 per month; One delivered message - 0.35 uah.

The bar restaurant's approximate ad spend is \$ 900 a month for the above ad services. «Filin» use customer base accumulated over several years of work and it's very easy and fast to use it for new discounts, events and also about new information about the restaurant.

2.2 Segmentation of the customers of club restaurant «Filin»

Segmentation of the target audience is the division of the audience into groups, where they are united on the basis of similar needs (requests). Wikipedia writes that

target audience segmentation is “a critical aspect of marketing” and this is true. Having learned the target audience by sight and properly segmenting:

- Build an advertising campaign more successfully than competitors who have not segmented their target audience. While they are trying to "get your finger in the sky," you are selling to "your" client.
- Forming an offer for your clients with a suitable assortment, because you will know what and which group needs.
- Significantly reduce the time spent on promoting and developing your online store, because you will be able to offer your services to those who are interested in them.

"British scientists" have found that communication is easier to build with small groups of buyers. In practice, it has already been verified by real characters of the market that this is really so. To get a complete picture, customer groups are divided into target audience segments:

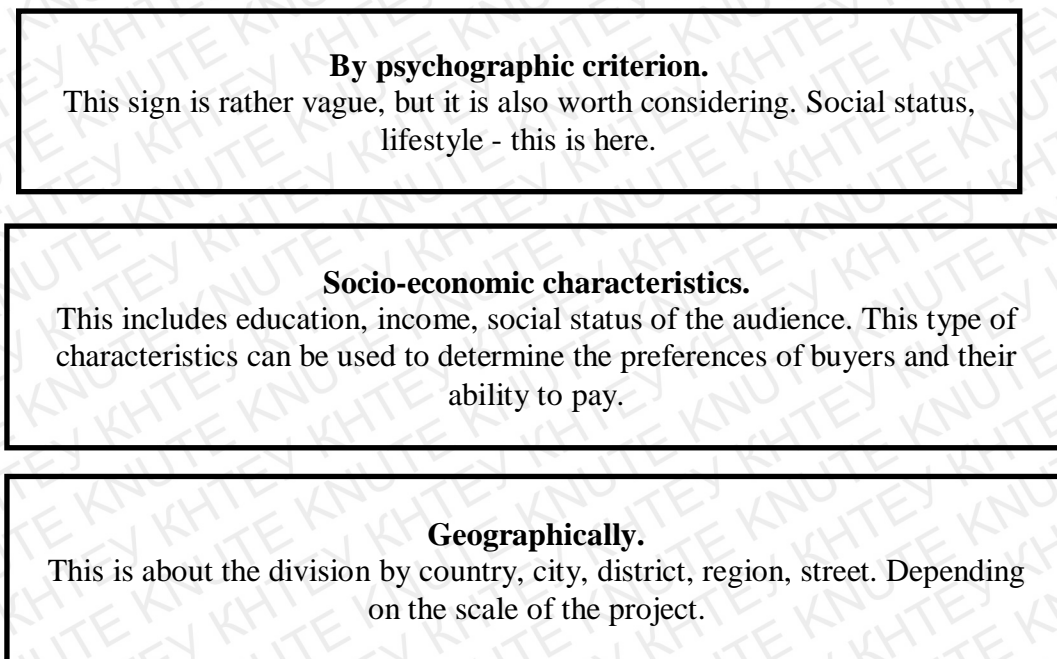


Figure 2.2 Target audience segments of the club restaurant

To get information about the target audience club restaurant «Filin» communicated with customers using Internet marketing tools, in particular SMM:

- filling out questionnaires gives information about target transitions, age, preferences, devices, etc.

- internal and external polls
- internal social media tools and statistics
- analytics systems that know what he was looking for, where he went, what he bought and what he refused, where your potential buyer called

One of the key elements of communication activities is the very location of the restaurant. The restaurant is located in the very center of Mirgorod. Such a location informs potential restaurant visitors to what target audience they are designed for, what price category a particular restaurant has.

An important type of communication that allows to turn new visitors into regular ones is the external and internal design of establishments. Not unimportant attention is paid to the assortment of offered dishes. The restaurants offer a variety of European and Italian cuisine.

The investigated club - restaurant is located in Mirgorod. According to 2019 statistics, 30 thousand people live in the city of Mirgorod. The peculiarity of the club restaurant "Filin" is that their zest is entertainment at night. This is a club restaurant with a special atmosphere, addressed to connoisseurs of nightlife. Visitor service must be of the highest standard.

Thus, we come to the question of the contingent. The customers of the club restaurant "Filin" are people with a high level of income, aged 18 to 50:

- regular guests - men and women with a high level of income 25-30 years old
- men with high income 30-45 years old
- office workers - men and women with an average income of 25-30 years

Opening hours of the club-restaurant Mon-Fri from 11:00 to 02:00

Sat-Sun from 11.00 to 04:00. Business lunch on weekdays from 12.00 to 16.00.

This is the most suitable working mode for both clients and the restaurant.

Additional services of this company are: booking seats and tables for a specific time-holding business and festive events, ideal for stag parties. A special offer for couples in love - a romantic dinner by candlelight in a separate VIP room! Gift certificates and a Bonus personal card, which is given to club - restaurant guests as a

reward for their choice and regular visits to the club-restaurant. The discount is 10% - 20%.

So, examining the club restaurant «Filin», you can see how a club-restaurant is segmenting the market based on a combination of two or more demographic variables. This club-restaurant focuses on people with a high level of income, and also takes into account the age of its visitors. It is visited mainly by young people seeking a more noisy and chaotic atmosphere.

2.3 Marketing analysis of club restaurant «Filin»

Marketing is the science that studies the needs of the market for goods and services. The study, analysis and processing of information about the state of the market in a particular area is called marketing analysis. The purpose of any marketing analysis, ultimately, is to obtain information about consumers, competitors, specifics of the field of activity. Marketing analysis provides timely and reliable information about the market situation, the effectiveness of the policy of promoting its products, and helps to choose possible directions for business development.

The study, analysis and processing of information about the state of the market in a particular area is called marketing analysis. The purpose of any marketing analysis, ultimately, is to obtain information about consumers, competitors, specifics of the field of activity. Marketing analysis provides timely and reliable information about the market situation, the effectiveness of the policy of promoting its products, and helps to choose possible directions for business development.

Let's carry out a marketing analysis of a public enterprise using the example of the club restaurant «Filin». One of the main factors in the formation of an enterprise development strategy is the market conditions and competition in it. Therefore, the analysis of the competitiveness of the club restaurant «Filin» should begin with a marketing analysis of the external environment. To do this we use M. Porter's model of five forces of competition and present it as percentage.

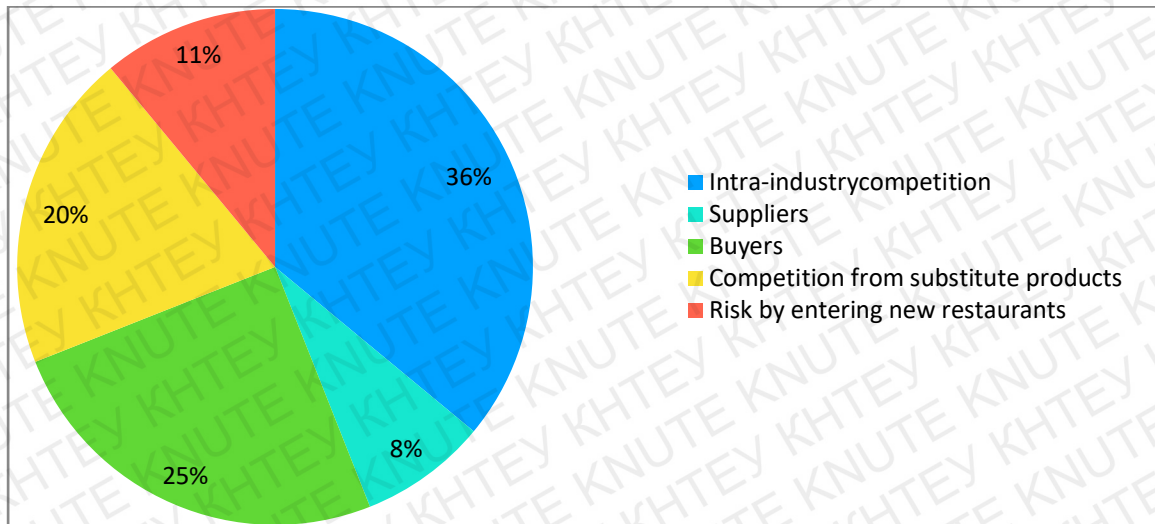


Figure 2.3 Analysis of the competitive environment according to the Porter's five forces of competition model

- 1) the threat from substitutes although is not dangerous since the club restaurant is not a unique product on the public catering market.
- 2) the threat of a change or loss of suppliers is insignificant since today many companies offer their services for the products' delivery
- 3) the risk of new players entering is not great since at the moment the market is oversaturated with such establishments.

One of the high risks for the club restaurant of the "Filin" is the departure of key buyers. To study the segment in which the restaurant club operates, let us present diagrams 2 and 3. The data are taken from the results of the restaurant survey in 2020. Every six months, "Filin" conducts this survey among visitors during a visit to the establishment in order to be aware of the preferences of customers.

The main visitors of the club's restaurant are young and middle-aged people 26-40 (39%), aged 18-20 (10%), young people aged 21-25 (35%) and 40-55 (16%).

The high percentage of visitors from 21 to 40 years old is due to the fact that the club's restaurant offers dishes and services for both adults and young people. There are also several halls with different themes for every taste.

1. The main consumers and regular customers of the club's restaurant are young people and people in a more mature age, the purpose of visiting which is to show interest in European cuisine and in an active nightlife, entertainment life. A large

percentage of consumers visit a restaurant for the purpose of communication and recreation - 39%, family vacations - 26%, and some are attracted by the events held in the restaurant-club.

2. The restaurant has affordable prices and a low average check in comparison with competitors. But there are problems with the quality of the food. Therefore "Filin" needs to minimize the risks of possible customer leaving due to dissatisfaction with the service.

3. Conducted model assessment Porter says that the market is organization is highly competitive, but in the same time promising. Absent the ability to fully compare products different organizations. There are restrictions in higher prices. To maintain competitiveness, it is necessary to constantly monitor the proposals of competitors.

As a result of the conducted marketing analysis, namely the competitiveness of the club restaurant «Filin», we can say that its main advantages are low prices, varied quality of dishes and many areas of activity: home delivery, banquets, but the company does not have enough production capacity to ensure a continuous flow of supply dishes to the restaurant and to your home.

So marketing is a science that studies the needs of the market for goods and services. Marketing analysis is a comprehensive study of the market for products and services, as well as the development of a business strategy for an enterprise. The goal of any marketing analysis, ultimately, is to learn more about consumers, competitors, and the specifics of the field of activity. Based on the data obtained, strategies for successful business conduct, advertising campaigns, competitive advantages and much more are developed.

Thorough scouting of competitors and subsequent analysis of competition is one of the most important steps in marketing analysis to gain market share. Competitive analysis evaluates the strengths and weaknesses of your competitors and identifies effective strategies to shape your advantage.

Marketing analysis, namely the analysis of competitiveness, showed that the public restaurant market is highly competitive in Mirgorod. The club restaurant «Filin» has many competitors that are dangerous. The weak points of the restaurant are low

production capacity and quality of food. This is due to the fact that the enterprise lacks both personnel and modern equipment.

Controlling - control over current financial activities. To determine the impact of the macro environment, the restaurant club is of the greatest interest to study the following factors: political, economic, legal, socio-demographic, cultural, scientific and technical and environmental.

Table 2.3

STEP factors of club restaurant «Filin»

Name Table	Influence of factors
Social factors	Growth of unemployment and decrease in the level of income of the population Strong competition in the industry
Technological factors	Development of marketing systems, sales, etc. requiring constant professional development of the cafe staff (unwillingness to train staff in other cities)
Economic forces	Growth in inflation, rise in the cost of energy resources (increase in the cost of production, which leads to a decrease in the number of visitors)
Political factors	Government policy aimed at innovative development of the economy through intellectual capital

Optimization of the range of services allows the club restaurant "Filin" to guarantee relatively stable sales volumes, coverage of costs and the level of profits, for this a SWOT analysis is carried out. A SWOT analysis is an incredibly simple, yet powerful tool to help develop business strategy.

SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. Strengths and weaknesses are internal in the club restaurant—things that restaurant has some control over and can change.

Opportunities and threats are external—things that are going on outside restaurant. You can take advantage of opportunities and protect against threats, but you can't change them.

A SWOT analysis organizes top strengths, weaknesses, opportunities, and threats into an organized list and is usually presented in a simple two-by-two grid.

Table 2.4

Matrix SWOT - analysis of the club restaurant «Filin»

Strengths	Weak sides
Availability of contracts with suppliers of food products and raw materials	
The presence of an experienced technologist in the development of the range of provided dishes	The possibilities for expanding the area of the halls have been practically exhausted
Availability of qualified management personnel	The possibilities for expanding the area of the halls have been practically exhausted
Good location of the club restaurant, high traffic	economic instability in the country
The presence of regular consumer-guests	Growing competition in this service sector
Capabilities	Threats
The ability to expand the list of services	
Creation of a corporate image	
Improving the quality of service	
Improving product quality	
Target audience growth	

Based on the SWOT analysis, the conclusion is that the restaurant club seeks to strengthen its position in the local market in the city, reducing the threats and weaknesses of its enterprise, looking for an opportunity to increase its financial stability.

Arriving to the conclusion it can be used by various business entities in the development of programs to improve business efficiency in the market of public catering services, as well as in the formation of a marketing complex for public food

service enterprises by regional and state administration bodies in the development of programs development of public food service.

PART 3

THE DIRECTIONS OF IMPROVEMENT INTEGRATED MARKETING COMMUNICATIONS OF CLUB RESTAURANT «FILIN»

3.1. Propositions the integrated marketing communications improvement in the restaurant

Unlike the existing sales incentive scheme club restaurant «Filin» needs to create an effective integrated marketing communications system which would have the following characteristics:

1) Since the club-restaurant is not a restaurant chain business, it will be very unprofitable for us to make a marketing department. We came to such an option as finding an advertising agency that will help the club restaurant to make the right advertising moves to increase visitors and improve the image of the club restaurant «Filin».

2) To improve the system of marketing communications of the club restaurant, the company needs to optimize the choice of advertising media in Ukraine. This will reduce the cost of services, and therefore increase the efficiency of activities.

Within the framework of the system of integrated marketing communications, various subjects and elements of communication activities are in relations and connections with each other and form a system of relations, which we will further call the enterprise advertising support system. Within the framework of the enterprise advertising support system, various own structural divisions and third-party organizations operate, focusing on the general target setting within the chosen advertising strategy club-restaurant, taking into account the following system principles:

- unity of management,
- the generality of the advertising process,
- interchange ability of material and financial resources,
- the need to achieve a single result while minimizing costs for the maintenance and operation of the system.

3) To design, create and adjust the corporate identity, menus, flyers for upcoming events, it is possible to find a graphic designer. It can be found both in an advertising agency and on the Internet.

4) A good way to develop a restaurant club on the Internet is to be active in social networks. Instagram, personal website and Facebook are the main web pages. Administrators or managers of a club-restaurant can be active on these pages, while making good and interesting content about the club-restaurant itself and about upcoming events for visitors.

Let's consider in more detail each of the components of the proposed system to stimulate sales of club restaurant «Filin»:

1) First of all before investing in restaurant advertising, it is necessary to assess the prospects. The restaurant club does not have clear answers to questions such as "What dishes bring the most profit?", "How effectively is the advertising budget being used now?" Without a clear idea of the restaurant, it's best not to try advertising.

Dozens of establishments close every month in any major city in Ukraine. This happens for a number of reasons. There is no clear marketing strategy to bring the establishment to a stable profit. There is no budget planning and there is no money left for "promotion" after opening. Marketing and advertising processes for restaurants are not well-built, everything is done at the last moment and on a whim. There is no understanding of how to work with the audience - marketing and advertising are performed by employees.

Nowdays agencies are good at developing concepts for establishments, creating branding for restaurants, building and implementing an individual marketing strategy, organizing high-profile and not so openings, and providing first-class SMM support. Agencies invent and run promotions, produce promotional videos, analyze and work on solutions that help restaurants do their business better.

We came to such an option as finding an advertising agency that will help the club restaurant to make the right advertising moves to increase visitors and improve the image of the club restaurant «Filin».

Advertising agencies engage guests with marketing, PR and advertising tools. They offer comprehensive marketing solutions that attract people to the establishment, build loyalty and reveal the values of the restaurant project. The combination of various communication channels and a strategic approach in the work of an effective agency solution.

There are several advertising agencies that situated in the Mirgorod city, they will definitely help to increase the flow of guests. Thanks to advertising company club restaurant's budget will be effectively victorious.

Table 3.1

Advertising agencies of the Mirgorod city

Agency	Specialization	Price per month
Mirrec	Manual mailing of ads, Website development, Website promotion, SEO optimization, Internal SEO site optimization, Article promotion of sites, Graphics and design, Promotional videos, Placement in Ukrainian newspapers.	100\$ - 700\$
Reklama V Ynternene	Graphics and design, Promotional videos, SEO optimization, Advertising on Instagram, Facebook and YouTube.	200\$ - 600\$
CHAMELEON Advertising workshop	Outdoor and indoor advertising: - banner facades - volumetric letters on the facade - illuminated advertising - printing on banner fabric - printing on self-adhesive film - printing on paper • advertising pasting of shop windows • outdoor advertising • advertising on cars	100\$ - 800\$

The city has a fairly wide range of advertising agencies that can help the club restaurant achieve its planned goals, expand the number of visitors and, as a result, increase the income of the club restaurant itself.

2) To improve the system of marketing communications of the club restaurant, the company needs to optimize the choice of advertising media in Ukraine.

3) Today, the influence of design on the consumer and the advertising of the restaurant as a whole is very great, perhaps, even occupying one of the first positions. Colors, fonts, dimensions - everything is subject to one rule - make you want to try! Advertising of a restaurant directly depends on the design of everything in the restaurant itself.

We need our restaurant club project to match the time and withstand competition, its visual component must be at a high level - finding a good designer is very difficult and quite expensive but it is possible.

For the club restaurant «Filin» we need to renew restaurant's Brandbook and major sites (Facebook, Instagram) to make them look fresher and more stylish because time does not stop and every day new directions appear in style and visual perception.

The brandbook is simply a resource that makes every element easy to use throughout all your company's communications. So what is a brand book? It's who your company is, and who you want to become.

Just as every business needs a mission statement, every business also needs a brand book [17]. It includes:- Logo: Its placement, variations for different platforms and channels, colors, size and proportions- Colors: Primary and secondary colors as well its monochrome version- Fonts: Corporate typography that are used in headlines and bodies of text in official documents- Photography: Its style and guidelines used for consistent presentation- Brandmark- Other: Patterns, textures, graphics, icons.

There are two ways to improve social media information. We use to take city's agencies and freelance workers because it's the easiest ways to achieve desired.

The cost of a designer's work depends on the work that he or she will need to do, from the club restaurants tasks. In our version we need to carefully work out the brand book and the internal design of our own website, Facebook and Instagram. You might

think that something is quite expensive for a restaurant club but Brandbook and site updates are done on average every 5 years. These details play a huge and important role in the establishment of the establishment.

Table 3.2

Designer cost of the Mirgorod city's agencies

Agency (Cost)	Freelance			
	Brand-Book	Sites		
			Average cost	
			Brand-Book	Sites
Mirrec	400\$	200\$	From 529\$	From 300\$
Reklama V Ynternene	300\$	150\$		
CHAMELEON Advertising workshop	300\$	200\$		

4) A good way to develop a restaurant club on the Internet is to be active in social networks. Advertising a restaurant on social media is extremely effective. Instagram, Facebook, Twitter have long been the main tools for attracting new guests. In most cases, a restaurant's PR is based on social media promotion. For the club restaurant «Filin» we can use variants with advertising agencies and try to work with our managers and waiters. The last variant is cheaper and it will enable young people to express themselves and develop creatively. Follow new trends in social networks and know what is popular now, what can really interest regular and future visitors.

3.2. Confirmation of improvement measures for club restaurant «Filin»

At the moment the club restaurant can start work with the advertising agency for example "Mirrec" to launch advertising in such social networks as Instagram and Facebook. The number of visitors will increase minimum by 10%, activity in social networks also increase on the pages of the restaurant club, customers will become more

active and begin to take part in the life of the restaurant itself, as polls and raffles of small gifts are carried out on the Instagram page.

Also, the restaurant club can invite employees (manager, administrators and waiters) to take part in the more creative aspect of the restaurant club. Some young waiters will have opportunity to start introduce the Instagram page, making it more interesting and more informative for regular and new visitors.

They provide users with more new photos and more information about the restaurant itself, and they also try to focus on new promotions, new events and new information. A big plus of this new presentation of information from the younger generation makes it possible to attract visitors with new ideas in a new visualization approach.

But we must warn you that due to the coronavirus epidemic the restaurant and hotel businesses have a very low level of development. The percentage of effectiveness of the proposed actions to promote advertising for the club restaurant will not be so effective during an epidemic, therefore, for a truly fruitful result, it is necessary to wait until the city will be in the green zone.

CONCLUSIONS

In conclusion of the study, we can say that marketing communications are the main management tool business. Very few firms use this tool to improve their own position in the market. Until recently almost nobody used marketing communications properly in a way to keep your own company afloat.

The importance of marketing in modern society is determined by the fact that allows you to reveal the potential of production and sales, develop an optimal product and pricing policy, determine a set tools to stimulate demand, create an effective system commodity circulation, study and forecast the state and development of the market.

This work was study of the object and subject of research as:

The object of the study was the club restaurant «Filin» and the subject of the study was integrative management in this club restaurant. In the field of communication policy, the club restaurant uses the following elements of the promotion complex: public relations; sales promotion; personal sale; direct marketing; advertising.

In the first part of my thesis, the theoretical and methodological aspects of personnel activities at the club restaurant were described in general terms.

In the second part of my thesis, an analysis of integrated marketing communications in the club restaurant «Filin» was carried out, an analyst was carried out regarding the marketing situation at the enterprise, and the integrated marketing communications of the enterprise as a whole.

In the third section of my thesis, the main problems of the enterprise were highlighted, and ways of their solution were proposed.

So arriving to the conclusion we can say that the biggest problem of the club restaurant «Filin» was that no one really seriously deals with the marketing of the fundamental club restaurant so in the third part we suggested really important ways and steps to optimize and develop integrated marketing communications for this enterprise.

But we must take into account the current position of Ukraine in the economic environment. Since now the Covid period, all the hotel and restaurant industries are very affected and therefore at the moment marketing promotion will not be effective. Therefore, it is better to wait for the period of improvement in the country's economy in

order to really invest money in marketing tools that will help the club restaurant «Filin» develop in the future.

REFERENCES

1. Joe Vitale. Hypnotic ad copy. How to tempt and persuade clients. (2003- 12 p.)
2. Robert McKee. Storybook: Story-Driven Marketing in the Post-Ad World (2018 – 34 p.)
3. Seth Godin. Purple cow (2017-103 p.)
4. Philip Kotler. Marketing from A to Z: 80 Concepts Every Manager Should Know (2007- 74 p.) Igor Mann. Marketing 100%: Remix. How to Become a Good Marketing Manager (2013-32 p.)
5. Jim Collins. Good to Great (2015-56 p.)
6. Nir Eyal and Ryan Hoover. On hook. How to create habit-forming foods (2018-203 p.)
7. Philip Kotler. The Ten Deadly Sins of Marketing Book (2007- 57 p.)
8. Perry Marshall. Contextual advertising that works. The Google AdWords Bible (2006 – 03.)
9. Avinash Koshik. Web Analytics 2.0 in Practice: Subtleties and Best Practices (2019 – 56 p.)
10. Jack Mitchell. Hug your clients. Outstanding service practice (2020 – 34p.)
11. Ivan Setiavan, Philip Kotler, and Hermavan Carthajaya. Marketing 4.0. A pivot from traditional to digital. Internet promotion technologies (2019-87 p.)
12. Michael Eugene Porter. Competitive strategy: a methodology for analyzing industries and competitors (2004 – 32 p.)
13. G. Beckwith. Selling the Invisible: A Field Guide to Modern Marketing (1997-78 p.)
14. Lari, P., & Richard, E. Development of an integrated marketing communications program (2019-67 p.)
15. Kotler, F. Principles of marketing (2019).
16. Popova, N.V. Integrated marketing communications. (2010).
17. Abramian, E. Promotion Promotions a modern marketing communications (2017)

18. Burnet J., Moriarty S. Marketing communications - an integrated approach UA (2003)
19. Bowen J. Management, marketing, hospitality (2018 - 238 p).
20. Boone L., Kurtz D. Modern marketing (2019 - 1039 p).
21. Gunare M. Principles and technologies of advertising (2017 – 95 p.)
22. Sinyaeva I.M., Zemlyak S.V., Sinyaev V.V. Marketing communications: Textbook - M.: Publishing and trade corporation "Dashkov and Co", (2019- 304 p.)
23. Clow K., Black D. Integrated Advertising, Promotion & Marketing Communications – NJ: Prentice Hall (2017- 538 p.)
24. Kotler P., Bowen J., Makens J. Marketing for Hospitality and Tourism – NJ: Prentice Hall, (2018-1063 p.)
25. Kotler P. Marketing management (2019 – 760 p.)
26. Lane W.R., Russell J.T. Advertising (2020 – 537 p.)
27. Morgan N., Pritchard A. Advertising in Tourism and Leisure – Butterworth Heinemann (2019– 495 p.)
28. Strazhkov G. Advertising in real business - R.: 2010 - 215 p.)
29. Rossiter J., Percy L. Advertising communications & Promotion management – The McGraw-Hill Companies. Inc (2020 – 656 p.)
30. Consumer Marketing Market-Based Management. Strategies for Growing Customer Value and Profitability (2019 - 235 p.)
31. Phil Barden .Hacking marketing. The Science of Why We Buy (2013)
32. Main marketing book, Oleksiy Filanovskiy (2018- 176 p.)
33. Marketing analytics. How to support intuition with data - Adele Svitwood (2020- 223 p.)
34. <https://blog.calltouch.ru/marketingovye-kommunikatsii-kanaly-sredstva-tseli-i-zadachi-kommunikatsij-v-marketinge/> - article about marketing
35. <https://marketing.wikireading.ru/17268> - Marketing communications
36. <https://www.polylog.ru/ru/help/marcom> - integrated marketing communications
37. https://ru.wikipedia.org/wiki/Marketing_Communications Wikipedia Marketing communications

38. <https://core.ac.uk/download/pdf/196277134.pdf> Integrated Marketing Communications Tutorial
39. <http://www.advlab.ru/articles/article201.htm> - Integrated communications: strategic PR, marketing
40. <https://online.aurora.edu/integrated-marketing-communications-examples/>
41. <https://www.smartinsights.com/traffic-building-strategy/integrated-marketing-communications/what-is-integrated-marketing/>
42. <https://www.smartinsights.com/traffic-building-strategy/integrated-marketing-communications/what-is-integrated-marketing/>

APPENDECIES

**Kyiv National University of Trade and Economics
Hotel and Restaurant Business Department
Tourism and Recreation Department**

***HOTEL RESTAURANT
AND TOURISM BUSINESS:
FOCUS ON INTERNATIONAL TRENDS***

**Articles of master programs students
Specialty 073 «Management»
(specialization «Hotel and Restaurant Management»,
«Tourism Management»),
241 «Hotel and Restaurant Business»
(specialization «International Hotel Business»),
242 «Tourism» (specialization «International Tourism
Business»)**

Kyiv 2020

Continuation of Appendix A

SEVRUK Y. THE ESSENCE OF STAKEHOLDER THEORY IN HOSPITALITY.....	157
SKACHKOV D. FORMATION OF THE INTERNATIONAL LOYALTY PROGRAM.....	161
SKIBINSKYI Y. MARKETING FEATURES RESTAURANT BUSINESSES IN UKRAINE.....	165
SLIVKA D. INTEGRATED MARKETING COMMUNICATIONS.....	169
KHARCHENKO V. PROFESSIONAL COMPETENCE MANAGEMENT OF THE STAFF IN HOTEL «KHRESCHATYK» IN KYIV.....	173

Continuation of Appendix A

Conclusion

The need to study the specifics of marketing activities of restaurants is primarily due to the fact that, first, the existing theoretical foundations of the use of strategic marketing tools need some clarification from the standpoint of their improvement in the restaurant business. Secondly, the current stage of development of restaurants in terms of gradual integration into the European and world economic space is characterized by increased requirements for their marketing activities. An integrated approach must be provided for all marketing activities.

References

1. L.Balabanova Marketing product policy in the management system of enterprises/ L.Balabanova. - B: Professional, 2006. - 330 p.
2. Durovich Marketing of hotels and restaurants: [textbook. allowance. for students. higher textbook head.] / A.Durovich. - M.: New Edition, 2005. - 632 p.
3. O.Zhegus Features of the marketing complex of restaurant enterprises / O.Zhegus, M.Mikhailova // Socio-economic transformations in the era of globalization: a collection of scientific articles of participants of the VI All-Ukrainian scientific-practical conference (Poltava, April 2, 2015) / PNPU. V.Korolenko. - Poltava: PNPU, 2015. - P. 205-209.
4. How to survive a restaurant during a crisis? - 2014. - [Electronic resource]// Access mode: https://jv-kontakt.com/articles/restoranny-biznes-kak-vyzhit-vo-vremya-krizisa-/?Sphrase_id=74629.
5. M.Polienko Marketing complex [Electronic resource] // Marketopedia: online encyclopedia of marketing. - Access mode: <http://marketopedia.ru/6-kompleks-marketinga.html>
6. Restaurant management: [business encyclopedia]. - Electronic resource]. - K.:Media Market LLC, 2008-2009. - 675 s. - Access mode: www.handbooks.net.ua.
7. Z.Tymoshenko Marketing of hotel and restaurant business / [Z.Tymoshenko, G.Munin, V.Dishlev] - K. : Publishing house of Europe. un-tu, 2007. - 246 p.
8. Gilmore Audvey. Serve, Marketing and equipment. - Warszawa: PWE, 2006. - 217 p.
9. A.Mogilev, V.Budashko/ Features of marketing in the hotel and restaurant business // Scientific Bulletin of Kherson State University. - Series: Economic Sciences. - 2016. - Vip. 17. - Ch. 2. - S. 72-75.
10. I.Razorvin, N.Lisechko Formation of the modern concept of marketing services // Management issues. - 2009. - № 7. - P. 47-54.

Scientific advisor: the Doctor of Scientific (Economics),
Professor BOIKO M.G.

INTEGRATED MARKETING COMMUNICATIONS

**SLIVKA D., 2 course of master degree FRHTB KNUTE,
specialty «Hotel and Restaurant Management»**

The article devoted to the study of integrated marketing communication aspects. The generalized definition of «marketing communication» is given. Consider the main directions of the concepts according to which companies carefully consider and coordinate the work of their channels of communication.

Keywords: *marketing communication, advertising, strategic analysis*

Стаття присвячена дослідженню теоретичних аспектів інтегрованих маркетингових комунікацій. Наведене узагальнене визначення поняття «маркетингові комунікації». Розглянемо основні напрямки концепцій, згідно з якими компанії ретельно обмірковують і координують роботу своїх численних каналів комунікації.

Ключові слова: *маркетингова комунікація, реклама, стратегічний аналіз*

The actuality of the article. In recent years, along with the growing role of marketing, the role of marketing communications has increased. Indeed, effective communication with consumers has become a key factor in the success of any organization. Modern marketing requires much more than creating a product that meets customer needs. Firms need to communicate with their customers. There should be nothing accidental in the content of communications.

Setting objectives. The purpose of the article is to study the essence of integrated marketing communications, definition criteria of integration of communications, their principles and functioning as systems, consideration features of formation and management of integrated marketing communications in the domestic enterprises.

Integrated marketing communications (IMS) are used strategic analysis, selection, use and control of all secure marketing communications that highlight effective actions between yourself and its existing, potential buyers and customers. By its nature IMC has practical apply on various common communications. This means that all messages that sent to consumers, must be integrated and therefore unidirectional and agreed. In addition, they should contribute to the achievement of a common communication goal- minimizing the scope of divergence of economic interests of the enterprise and its target consumers.

An analysis of recent research and publications of scientific sources show us that researched questions of analysis of the essence «integrated marketing communications», their place and role in marketing activities and enterprise management are the focus of scientists and practitioners.

In the scientific literature the problems of formation and using of integrated marketing communications are considered by both domestic and foreign scientists marketers: Dibrova TG, Kotler F., Mazilkina SI, Primak TO, Reshetnikova IL, Romatom EV, Smith P., Starostina AO, Holenson S., Sherasheva M.Yu. With thus, assessing the contribution of these scientists in the development of marketing theory, the study of the essence marketing communications in general and integrated marketing communications in particular [1, 2].

It should be noted that the analysis of the process in forming and managing integrated is paid not enough attention to marketing communications.

Marketing interactions that reflect the essential aspects of the market modern economy, determine the movement of marketing communications in the direction of their integration. This trend is shown by the formation of integrated communications. In fact, the process of implementing integrated marketing communications is a process introduction of a new marketing paradigm [3].

Integration (from the Latin integer - whole) - a combination of economic entities, deepening them interactions, development of connections between them [1-3]. Well-known foreign marketers J. Burnett and S. Moriarty define integrated marketing communications (IMC) as a strategy coordinating and combining messages to maximize impact.

In the American Association of Advertising Agencies reveals the concept of IMC as a concentration marketing communications planning, related to the need to assess the strategic the role of individual areas (advertising, sales promotion, public relations, etc.) and search their optimal combination to ensure clarity, consistency of maximizing the impact communication programs through the seamless integration of all individuals appeals [4, 5].

You can define the criteria for the integration of communications:

- consistency of communication goals with marketing goals and general goals enterprises;
- interaction of marketing communications with other business functions related to production and management;
- consistency of marketing tools (marketing mix) with the necessary communicative messages;
- use of all components of the complex of marketing communications to provide the necessary assistance to the consumer at each stage of the purchase act;
- interaction of internal divisions and external agencies on jointly developed and agreed plan and strategy;
- effective use of the developed and allocated budget for marketing communications.

Continuation of Appendix A

IMC begin with the perception of the consumer and the systemic activities of the enterprise; IMC should generally integrate the company's strategy with the needs and desires of the activity specific consumer, coordinate all business communications within their set tools, to establish contacts with the consumer and dialogue with them, to be created and formed for each brand, company or brand separately.

Effective management of the enterprise involves the «entry» of the IMC in the general marketing program (company, product line or brand) based on information about marketing goals of the organization (fig. 1).

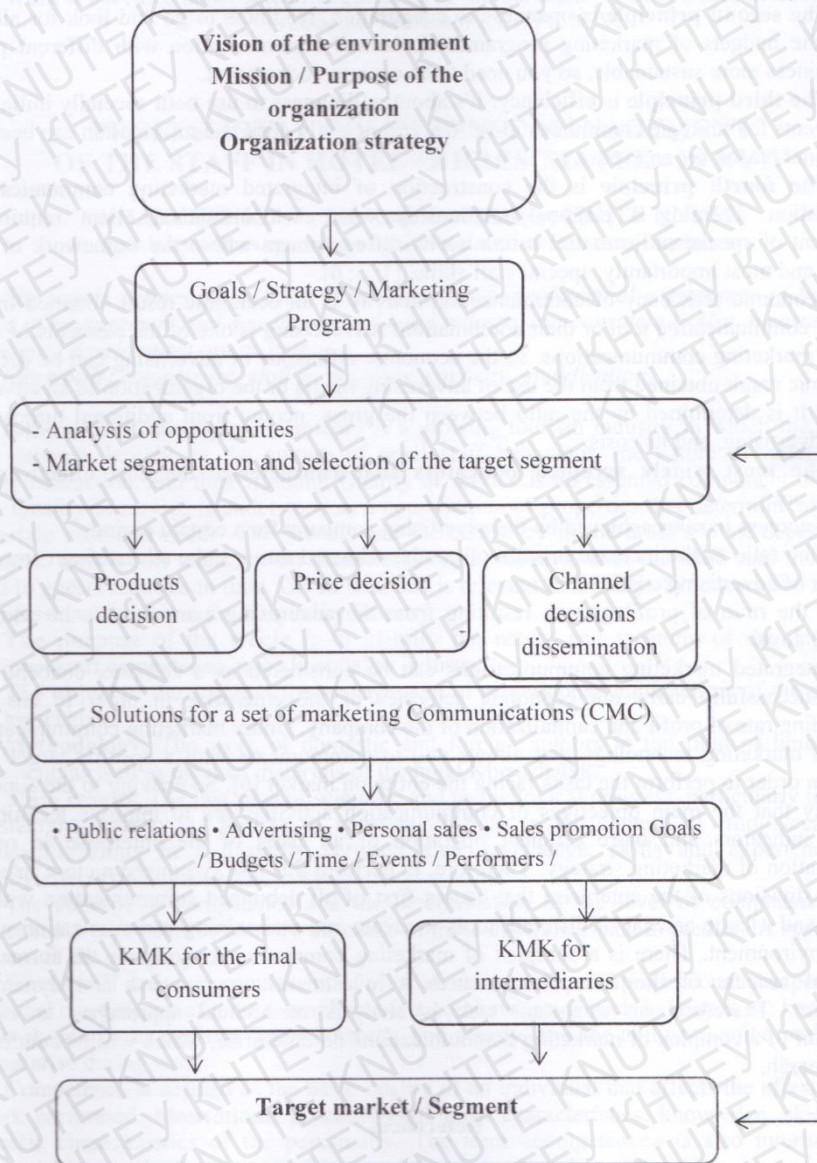


Fig. 1. Strategic approach to the management of integrated marketing communications

Continuation of Appendix A

This information is the initial data for the development of a marketing complex program communications, which signs detailed programs of PR, advertising, personal sales, and sales promotion, etc.

The first main principle of creating integrated marketing communications is synergism - which means mutual support of all elements of the IMC and their coordination. Mutual communicative actions have a greater effect than simply composing them. Yes, when building one element of the IMC - the original distribution network - the whole complex is formed communications for the successful implementation of marketing strategy.

The second principle is openness to cooperation, readiness to go and look for alliances, optimize the budgets of marketing programs. Horizontal communication with different partners makes business more sustainable, so you need to be open to cooperation.

The third principle is efficiency. It's about willingness to use both specially initiated and random events for strategic communications. Any competently designed information can become an informational reason for an event.

The fourth principle is the construction of integrated marketing communications - personalization. Forming a personal relationship with each individual client requires and development of special projects and certain technical equipment within the framework of CRM-programs, and most importantly, special staff skills. [1; 3; 6].

Economic efficiency of communication activity is an economic result obtained from the use of one communication tool or their combination. **Advertising** is one of the elements of a set of integrated marketing communications, so the economic efficiency of advertising can be defined as the economic result obtained from the use of advertising media or the organization of an advertising campaign. It is determined by the ratio between the gross income from additional turnover as a result of advertising, and its costs.

The most widely accepted indicators that characterize the cost effectiveness of advertising are:

- increase in sales achieved by the advertising company for a certain period;
- the ratio of the increase in sales of goods, achieved through the advertising company, to the amount of advertising costs;
- the ratio of profit growth resulting from the advertising campaign to the amount of advertising costs.

Integrated marketing communications can be considered as a complex concept, which helps to successfully carry out economic activities of the enterprise in order to ensure the corresponding rate of profit and capitalization of the company. Under marketing communication we understand marketing technology that allows you to communicate with a specific target market segment, in order to perform the tasks facing the entity on market [6]. So arriving to the conclusion we can say that the main objectives of communication activities are to improve technical and economic indicators and more efficient operation of all parts of the enterprise in order to implementation of marketing strategy. Therefore, to perform this task, you need a close interaction of various divisions of the enterprise that causes first of all debugged communication within the enterprise and a large arsenal of different tools to create and maintaining communication with the external environment. There is a complex of marketing communications affects the formation of commercial success of the enterprise, ensures it investment attractiveness and dynamics of development. Therefore, an important task is analysis methodical approaches to effective management of a complex of marketing communications on enterprise, which will be conducted in further research.

References

1. Aleshina IV Consumer behavior./ IV But the tire / - M.: Fair Press, 1999. - 257 p.
2. Mazilkina EI Marketing communications: a textbook./ EI Mazilkina. - M.:
3. Denikov & K Publishing and Trading Corporation, 2008. - 256 p.

4. Marketing: Textbook / ed. A.O. Starostina. - К.: Знання, 2009. - 1070 с.
5. Sherasheva M.Yu. Inter-organizational information systems in network inter-firm interaction / M.Yu. Sherasheva // Russian Journal of Management. Vol.4. 2006
6. Prostova OI Innovative methods of marketing communications and their prospects use in political practice / OI Prostova // Scientific works of P. Mohyla BSCU. Politology. - Vip. 185. - T. 197. - 2012. - P. 28-32.

Work is executed under scientific guidance of the Candidate of Economics Sciences,
Associate Professor KULYK M.V.

PROFESSIONAL COMPETENCE MANAGEMENT OF THE STAFF IN HOTEL «KHRESCHATYK» IN KYIV

**KHARCHENKO V., 2am course of Master, FRHTB KNUTE,
specialty «Management of the hotel and restaurant business»**

The article defines the essence of the concept of «professional competence of hotel staff». Features of management and development of hotel industry are considered. Also, measures for the strategic staff development are proposed.

Key words: competence, staff competence, capacity, qualification.

Relevance of the topic. Hospitality is a growing tourism industry in which the quality of service depends largely on the culture of hotel staff behaviour, the nature of hotel staff and customer interaction, and their training. Quality of service is an essential component of a service culture. Quality of service is understood as a combination of properties that determine its ability to meet certain customer needs. The success and the efficiency in the hotel's work depends on the coordinated work of its team, on the teamwork, on the behaviour of the staff, and the ability to respond to guests requests in time. Given this, this is relevant in our days to educate and maintain a high professional culture in the hospitality industry.

The purpose of the article is to identify the nature and meaning of the definition of professional staff competence in the hospitality industry.

The object of the article is the management of professional competences of the staff in the hotel Khreschatyk.

Methodology. The work of domestic and foreign authors in the field of hotel business management, as well as the own materials of the hotel Khreschatyk.

Main results. The fast pace of scientific and technological progress, particularly in the hotel and restaurant industry, is leading to constant changes in the content of employees in these companies, resulting in a disparity between their knowledge, skills and experience, which negatively affects quality and efficiency.

The concept of competence and the determination of the level of competence of each employee make it possible to identify the cause of these differences and to predict the success of the employees of the company.

First, I will define my own point of view about the notion of professional competence. The professional competence of a hotel employee is a combination of such indicators as: knowledge of one's work, ability to perform duties correctly and clearly, and the ability to solve problems and tasks that arise during work.

Competence is defined as the basic quality of an individual that affects the effectiveness of the work performed. Motivations, psychophysiological characteristics, knowledge, skills are the main basic characteristics of the personality. The term «competence» is also interpreted as a concept which reveals the aspects of human behaviour related to the performance of the work, defines the main characteristics of the individual who has obtained or is able to obtain high results in the activity. Other scientists define competence as a sufficient level of knowledge, professional skills and abilities and a set of personal specialist skills and experience or as the required amount