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IMPORTANCE OF POSITIONING IN MARKETING PLAN IMPLEMENTATION FOR THE FOOD-SERVICE ENTERPRISES

Restaurant business in Ukraine is a very fast developing niche of the market and it is uprising for the last 2 years despite the rough economical, social and politic situation. Restaurant business has completely formed in Ukraine approximately 10 years before and because of its youth it still hasn't produced none of the local market rules and limits, the produced service hasn't got the stable level. But the methods of business management and the structure of the product are more or less similar in all the enterprises.

Positioning is one of the most important units in the marketing planning of every enterprise. Restaurants are not an exception, cause they depend on the consumer of their product and it's important for them to enforce this relation. Positioning is a marketing concept that outlines what a business should do to market its product or service to its customers. In positioning, the marketing department creates an image for the product based on its intended audience. This is created through the use of promotion, price, place and product.

Positioning in the horeca includes such chains of principles as:

- placement
- establishment type
- price tag

Every next principle depends on the previous one and gradually becomes a concept.

Now i'd like to tell you about one of the cafes in Odessa which haven't standed the concurrency and haven't acquired the needed buyers quantity because of several mistakes. This café was situated in one of the malls placed in one of the sleeping quarters of my city. It had a good design, it's menu was well-planned and the service was good. But it's problem was the lack of positioning, people couldn't decide on visiting this place. So it was closed in a certain period of time. So I can conclude that positionning may be the crucial factor in the enterprise's life.

But marketing strategies aren't solely about positioning, you should first decide on the type of your future enterprise through the marketing researches on the market situation, chose the right place and learn everything possible about your concurrent.

There is also a lot of different factors that make the restaurant give the stable income from the newcoming clients-they are different advertising methods, PR-companies, merchandising ways to attract customers and making them come back,

all of them work and create a new image of an establishment in the consumers' minds.

You can't emphasize on one of the marked points, marketing is a complex of decisions and actions, you won't be able to work efficiently without positioning.

References:

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