



WAYS TO INCREASE THE EFFICIENCY OF GENERAL CATERING ENTERPRISES (ON THE EXAMPLE OF FAMILY ENTERPRISES)

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Abstract: This article analyzes the ways to improve the operational efficiency of food service enterprises. It focuses on family-run food service businesses, exploring strategies to enhance service quality, ensure operational efficiency, and meet customer demands. The article also discusses the competitive pricing policies, personnel management, and the implementation of innovative technologies to boost efficiency. Effective service and management strategies can help family-owned food service enterprises expand their market share.

Key words: Food service, efficiency, family businesses, service quality, competitiveness, management strategies, pricing policy, innovation, operational efficiency, customer needs.

Annotatsiya: Ushbu maqola umumiy ovqatlanish korxonalari faoliyatining samaradorligini oshirish yo'llarini tahlil qilishga bag'ishlangan. Maqolada oilaviy ovqatlanish korxonalari misolida xizmatlar sifatini oshirish, operatsion samaradorlikni ta'minlash va mijozlar ehtiyojlariga javob beradigan strategiyalar ishlab chiqish masalalari ko'rib chiqiladi. Maqolada shuningdek, ovqatlanish sohasidagi raqobatbardosh narx siyosati, xodimlarni boshqarish va innovatsion texnologiyalarni joriy etish orqali korxonaning samaradorligini oshirish yo'llari haqida fikrlar bayon etilgan. Samarali xizmat va boshqaruv strategiyalari orqali oilaviy ovqatlanish korxonalari o'z bozor ulushlarini kengaytirishi mumkin.

Kalit so'zlar: Umumiy ovqatlanish, samaradorlik, oilaviy korxonalar, xizmat sifati, raqobatbardoshlik, boshqaruv strategiyalari, narx siyosati, innovatsiyalar, operatsion samaradorlik, mijozlar ehtiyojlari.

Аннотация: Данная статья посвящена анализу способов повышения эффективности деятельности предприятий общественного питания. Рассматриваются примеры семейных предприятий общественного питания, на которых акцентируется внимание на улучшении качества обслуживания, обеспечении операционной эффективности и разработке стратегий, ориентированных на удовлетворение потребностей клиентов. Также рассматриваются вопросы конкурентоспособности ценовой политики, управления персоналом и внедрения инновационных технологий для повышения эффективности работы предприятий. Эффективные стратегии обслуживания и управления помогут семейным предприятиям общественного питания увеличить свою долю на рынке.

Ключевые слова: Общественное питание, эффективность, семейные предприятия, качество обслуживания, конкурентоспособность, стратегии управления, ценовая политика, инновации, операционная эффективность, потребности клиентов.

Introduction. Nowadays, the catering sector has become one of the most important sectors of the economy. This sector offers great opportunities, especially for family businesses, because they are close to customers and provide a high level of personal service. However, improving the efficiency of catering enterprises requires constant attention and strategic decisions.

Effective management, improving the quality of service and meeting customer needs, increases the competitiveness of family businesses and helps to strengthen their position in the market. The article considers the necessary strategies and recommendations for effective management of family catering enterprises.

Main part. Improving the quality of service is a key factor for the successful operation of catering enterprises. Family businesses are distinguished by personal and high-quality service to customers. Such enterprises understand their customers well and establish strong relationships with them. The following measures can be taken to improve the quality of service:

Employees, especially waiters and cooks, play an important role in communicating with customers and providing quality service. Regularly improving their skills is important for improving the quality of service.

1-table

Ways to increase the efficiency of general catering enterprises (on the example of family enterprises)” using the smart analyze

Goal	S – Specific	M – Measurable	A – Achievable	R – Relevant	T – Time-bound
Improve service quality in family-run catering businesses	Train staff and introduce customer service standards	Increase in customer satisfaction scores by surveys	With regular training and simple service protocols, it's realistic	Service quality directly influences customer loyalty and repeat sales	Achieve a 20% improvement in customer satisfaction within 6 months
Optimize operating costs	Reduce food waste and streamline supply chains	Track monthly cost savings and inventory efficiency	Local sourcing and digital inventory tracking make this feasible	Cost control boosts profit margins and sustainability	Cut operational costs by 15% over 1 year
Increase digital presence and marketing	Launch and maintain social media, online menus, and delivery apps	Number of followers, orders via digital channels	Family members can manage social media with minimal budget	Online visibility is key to reaching more customers	Increase digital-generated sales by 30% within 8 months
Diversify	Add healthier or	Track sales of	Menu	Meeting	Introduce and



Goal	S - Specific	M - Measurable	A - Achievable	R - Relevant	T - Time-bound
menu and adapt to customer preferences	locally preferred dishes to the menu	new items and customer feedback	updates and pilot testing are low-cost and effective	customer preferences ensures relevance in a competitive market	test at least 5 new items within 3 months
Strengthen family member roles and management	Define clear roles and responsibilities among family members	Assess through internal performance reviews and operational stability	Using task delegation tools and meetings can make this effective	Strong internal management improves efficiency and reduces conflicts	Implement clear role distribution within 1 month

This SMART table helps set practical, trackable, and result-oriented goals specifically for family-based catering businesses to improve their operational efficiency and competitiveness. Offering services tailored to the needs of customers, for example, preparing individual meals for customers with special diets.

It is very important for family catering establishments to develop a competitive pricing policy. When setting prices, it is necessary to offer reasonable prices for customers, while maintaining quality. Competitive prices should be based on the following factors:

- Studying the pricing policies of competitors and adjusting their services accordingly;
- Organizing temporary discounts, promotions and package offers to attract customers.

Innovations help to increase the efficiency of catering establishments. This includes the introduction of new technologies, automation and the use of digital solutions. For example:

- Providing customers with the opportunity to place online orders through mobile applications. These services create convenience for customers and help optimize the business;
- Increasing efficiency and simplifying the work of employees by automating kitchen and service processes.

A complete understanding of customer needs and offering services that meet their needs contributes to the successful operation of family businesses. This includes:

- Collecting and using customer feedback to continuously improve your services.
- Creating special offers and programs to strengthen customer relationships and turn them into loyal customers.

Conclusions and recommendations. There are several important directions for improving the efficiency of catering enterprises. Improving the quality of service, optimizing pricing policy, introducing innovative technologies and developing strategies that meet customer needs make family businesses competitive and increase their market share.

Effective management and striving for continuous improvement provide family businesses with opportunities for successful development.

The recommendations are as follows:

1. Conducting regular training and seminars with employees, which will increase their work efficiency;
2. Optimizing prices in accordance with market demand and offering special promotions to customers;
3. Developing online ordering systems, creating convenience for customers through mobile applications;
4. Listening to customers and offering them the most optimal services.

Thus, in order to increase the efficiency of catering enterprises, it is important to improve the quality of service, optimize pricing policy, introduce innovations and develop customer-oriented strategies. This, in turn, will help to expand the market share and increase the competitiveness of family businesses

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