

WAYS TO DEVELOP MASS CATERING SERVICES IN OUR COUNTRY

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Annotation: *This article contains comments and suggestions on the catering services market of our country and its development.*

Keywords: *Service, menu, customer demand, quality, digital platforms, ecological cleanliness, modern technologies, artificial intelligence, franchising.*

Since the first years of our country's independence, as a result of the focus on shaping our economy based on market laws, the process of privatization has accelerated in all sectors and sectors of our national economy. In particular, state-owned public catering enterprises gradually changed their ownership. As a result, the share of the private sector in the catering services market increased in a short time. Today, the general catering network is one of the largest and most profitable sectors of the service industry.

As of January 1, 2014, the number of economic entities providing accommodation and food services in our republic was 12,004, while this indicator was 13,079 in the corresponding period of 2015, 14,299 in 2016, and 14,299 in 2017. 15,454 in 2018, 17,126 in 2018, 19,812 in 2019, 25,636 in 2020, 30,111 in 2021, and 33,104 in 2022. We can see from the statistics that as of January 1, 2023, the number of enterprises providing accommodation and catering services has increased by 24,807 compared to 2014 (Figure 1).

The main direction of the development of public catering services is usually to increase the number of places to eat in public catering establishments, to produce high-quality ready-made products and frozen meals, to improve the supply of raw materials for the coronas, to improve the quality of food and service culture, to develop the culinary industry, to reduce manual labor, consists of aspects such as increasing labor productivity.

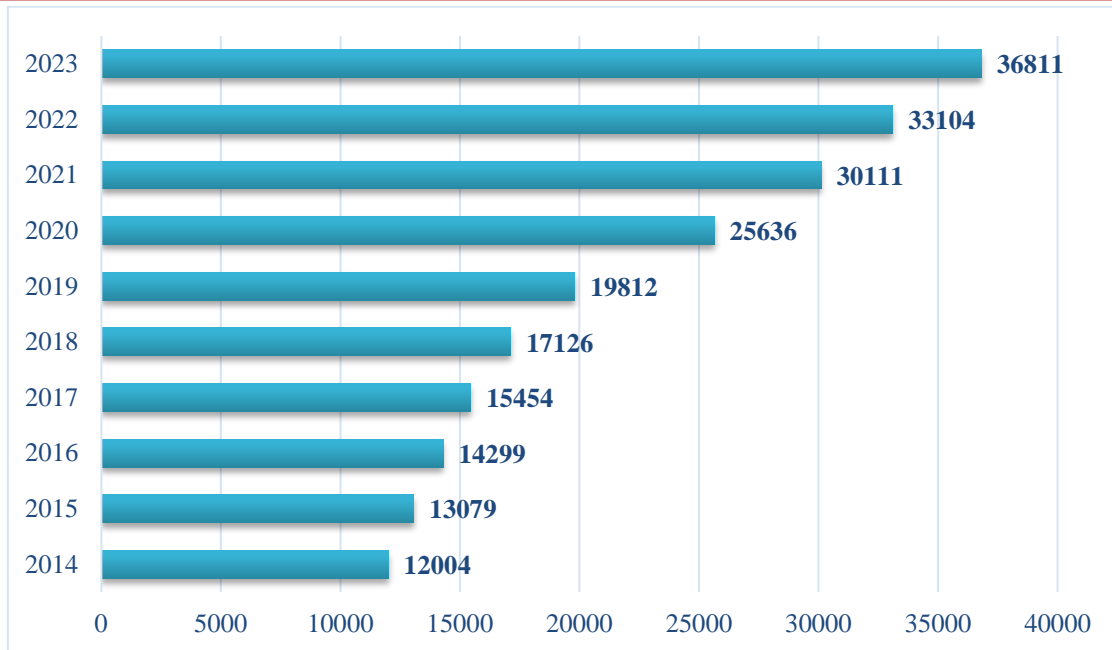


Figure 1. Accommodation and food services in Uzbekistan number of presenting enterprises (as of January 1)¹.

In today's competitive food industry, there are several other ways to develop catering businesses to grow and succeed. Below are the key strategic factors to consider:

1. Use of digital platforms: Taking into account the fact that the use of social media platforms is becoming more and more popular today, business entities that provide catering services should take into account these aspects in the development of their activities, launch their official websites, create official profiles on social networks and they should provide all the information about the enterprise, establish a mechanism for finding out their suggestions, complaints and opinions, establishing contact with consumers through these networks and the website.

2. Attention to consumer health: Promote the use of sustainable and environmentally friendly practices in catering operations (such as using local ingredients, reducing food waste and minimizing the use of single-use plastics). Catering establishments can meet the demand for healthy eating by offering nutritious and balanced menu choices and providing reliable information to customers through clearly visible allergen and nutritional information labels.

3. The importance of the menu: The menu is one of the main factors that attract customers to a restaurant. In order to present the menu in an attractive way to customers, it is necessary to constantly update it according to the season. It is desirable to provide customers with a menu that includes seasonal ingredients, new culinary trends, and dietary preferences. Experiment with menus designed for events, holidays or special occasions to attract new customers and offer a unique dining experience.

4. Introduction of modern technologies: The fact that public catering enterprises pay attention to the wide use of robots and artificial intelligence capabilities in service activities will significantly contribute to the increase in the scope of services provided to consumers and the increase in labor productivity.

¹ Information from the Statistical Agency under the President of the Republic of Uzbekistan. www.state.uz



5. Establishment of franchising practice: By focusing on this aspect of their brand development and promotion, caterers can increase their customer base, attract new customers and build a solid foundation for long-term success in the food industry.

The implementation of the above-mentioned proposals and comments will contribute to the increase in the scope of catering services, the development of the activities of catering enterprises and the provision of national development of our country.