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## **DEVELOPMENT OF MEASURES TO INCREASE EFFICIENCY OF MARKETING ACTIVITIES OF THE AM SUSHI ENTERPRISE**

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### **Abstract**

At the present stage of development of market relations, the main condition for the financial growth of enterprises is their intensive activity in the market. Marketing activities of an enterprise contribute to the rational use of enterprise resources through the development of specific programs addressed to target groups of consumers, which ultimately leads to the achievement of the desired economic results, i.e. making a profit.

**Key words:** *marketing activities, restaurant, effective marketing, customer needs, target market.*

### **1. Introduction**

In the modern business environment, the main function of marketing is to create and ensure free and competitive exchange between producers and consumers. The market must be provided with effective supply and demand for goods and services. This requires organizing the flow of goods and services between market participants, as well as supporting this process with a flow of information. The role of marketing is to facilitate the process of exchange and communication between sellers and buyers.

Marketing is a method for achieving success. Today, in the process, each company, while setting new ambitious goals, simultaneously faces a large number of problematic situations inherent specifically in a market economy. The real problem of doing business was the problem of finding effective demand. It is not enough to produce a product; company must organize all the work in such a way as to make a profit from the sale of this product.

### **2. Results**

Marketing is about identifying and meeting human and social needs at a profit. One of the shortest definitions of marketing is that it is the process of 'meeting customer needs profitably'.

The authors define the following marketing strategies:

### Restaurant Marketing Strategies

1. Build a Restaurant Website (With Online Ordering)
2. Build Restaurant Mobile App (No-Code)
3. Use Review Platforms like Yelp and TripAdvisor
4. Build engagement with Social Media Platforms
5. Create Restaurant Loyalty Program
6. Increase Website Visibility with Restaurant SEO
7. Take Professional Food Photography
8. Offer Catering Services.

Table 1

### Old Economy Vs New Economy

Old Economy	New Economy
• Organize by product units	• Organize by customer segments
• Focus on profitable transactions	• Focus on customer lifetime value
• Look primarily at financial score card	• Look also at marketing scorecard
• Focus on shareholders	• Focus on stakeholders
Marketing does the marketing	• Everyone does the marketing
Build brand through advertising	• Build brands through performance
Focus on customer acquisition	• Focus on customer retention
No customer satisfaction measurement	• Measure customer satisfaction & retention rate
• Overpromise, under deliver	• Under promise, over deliver

The authors consider the following marketing strategies for restaurants to be effective:

1. Build Restaurant Mobile App (No-Code)
2. Use Review Platforms like Yelp and TripAdvisor
3. Build engagement with Social Media Platforms
4. Create Restaurant Loyalty Program
5. Increase Website Visibility with Restaurant SEO
6. Take Professional Food Photography
7. Offer Catering Services

### **3. Conclusions**

Marketing plays a huge role in a company's activities. Effective marketing can help a company find its consumers and make a profit from the sale of its products. By choosing the right marketing method for a restaurant, the business will increase sales, improve credibility and be able to improve its competitive position.

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