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ANALYSIS OF RESTAURANT BUSINESS IN THE REPUBLIC OF KAZAKHSTAN

Abstract. *The restaurant industry, like other sectors of tourism, is considered one of the most complex due to its diverse nature and range of activities. A restaurant's role extends beyond simply meeting a person's basic need for food; it also serves as a space for social interaction, entertainment, and cultural immersion, offering a taste of local traditions and national cuisines. Studying the theoretical foundations of the restaurant business, its historical development, classifications, and the factors that influence restaurant operations – such as service methods and organizational strategies – helps to better understand the unique characteristics of the restaurant sector across different countries and regions, as well as the impact of geographical factors on food systems in various cultures.*

The global food delivery market is expected to continue its growth, driven by the expansion of the delivery sector, technological innovations in the food industry, digitalization of operations, and the increasing adoption of new business models.

Similarly, the public catering market in Kazakhstan is experiencing rapid growth, with full-service restaurants emerging as the most popular segment [1].

Key words: *restaurant, Restaurant Business, public catering market, restaurant enterprises, service, networks, personnel.*

Introduction.

Catering services in the Republic of Kazakhstan occupy a fairly large share in the total volume of services provided to the population. The main volume is carried out through the activities of enterprises with a non-state form of ownership. However, the catering market in Kazakhstan has not yet reached the level of most developed countries. This is hampered by the still low quality of services and culinary products, inflated prices and facts of poisoning caused by violations of sanitary norms and rules, as well as traditional principles of home nutrition [2].

Managers of restaurant enterprises face organizational and financial problems on a daily basis. However, successful and effective management of the restaurant business is a complex task that requires not only experience, but also deep knowledge and professionalism.

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The regulatory function helps to maintain the stability of the catering system. Its implementation ensures uniformity and consistency in the processes of production, maintenance and supply, as well as the ordering of production and trade operations. This makes it possible to optimize the flow of raw materials, semi-finished products and technical means, contributes to improving the organizational and technical level of enterprises and compliance with technological standards [3].

In the catering market, it is important to take into account the diversity of the target audience, covering both schoolchildren and students, as well as people with high incomes, which necessitates the provision of a wide range and high quality of services.

However, despite the competition, due to rising living standards and the development of leisure culture, the restaurant business in Kazakhstan will be in demand.

The restaurant business occupies an important place in the economy of the Republic of Kazakhstan, reflecting the evolution of consumer preferences and changes in the lifestyle of the population. The country is experiencing significant growth in this sector, driven by a rising middle class and increasing disposable incomes. As restaurant establishments become more widespread, restaurant businesses must adapt to a dynamic market characterized by fierce competition and diverse consumer demands.

Restaurant managers face many challenges on a daily basis, including organizational and financial issues that can affect overall performance. Effective restaurant management is not just an operational challenge, but a multifaceted endeavor that requires a combination of strategic vision, operational expertise, and customer-focused service. The complexity of this environment emphasizes the need for managers to have not only hands-on experience, but also comprehensive knowledge of industry standards and best practices.

Managers of restaurant enterprises face numerous challenges on a daily basis, including organizational and financial issues that can impact overall performance. Effective restaurant management is a complex process that combines strategic thinking, practical operational management skills and high attention to customer needs. The complexity of this environment underscores the necessity for managers to possess not only practical experience but also comprehensive knowledge of industry standards and best practices.

In this context, regulatory frameworks play a crucial role in maintaining the stability of the public catering system. By enforcing regulations, consistency in service delivery and production processes can be achieved, while also ensuring that technological norms are met. This creates a foundation for improved organizational and technical levels within enterprises, facilitating the formation of efficient supply chains for raw materials and equipment.

Furthermore, understanding the diverse needs of consumers – from students to affluent patrons – becomes increasingly important. The variety and quality of offerings must align with the expectations of these different segments to ensure sustained growth and customer satisfaction. Despite the challenges posed by competition, the continuous improvement of living standards and the growing culture of leisure and dining out suggest a promising future for the restaurant business in Kazakhstan.

Materials and methods.

As part of the study of the theoretical foundations and the key essence of this scientific article, an in-depth analysis of the development of the restaurant business in the Republic of Kazakhstan was carried out. To ensure the reliability and objectivity of the results obtained, a wide

range of analytical methods were used, including systematization, statistical and structural analysis. The integrated application of these approaches made it possible to formulate reasonable conclusions about the current state of the industry and its main development trends.

To study the theoretical foundations and content of this research work, a comprehensive analysis of the development of the restaurant business in Kazakhstan was conducted. Various methods such as systematization, statistical and structural analysis were used in the research process.

Systematization: This method involved organizing data and information regarding the different types of restaurant enterprises operating in Kazakhstan, categorizing them based on various criteria such as size, cuisine type, and service style. For example, restaurant chains were differentiated from independent establishments, and fast-food outlets were categorized separately from fine dining restaurants. This provided a more accurate understanding of the structure and segmentation of the market.

Statistical analysis: Statistical methods and tools were used to evaluate quantitative data provided by the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan. In particular, the indicators of revenue dynamics, the number of establishments and the level of employment in the restaurant sector over the past five years were analyzed. The use of descriptive statistics made it possible to identify key patterns in the development of the industry and predict its future trends.

Structural Analysis: This method was used to examine the organizational structure and operational processes of restaurant enterprises. An example includes analyzing the relationship between front-of-house staff, evaluating workflow efficiency, and identifying potential bottlenecks in service delivery. By breaking down the organizational layout and processes, recommendations for improving operational efficiency could be developed.

The basis for the information and analytical support of the study was the official data of the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, as well as materials published in scientific publications, periodicals and reputable Internet resources. The combination of data sources allowed us to get a complete and comprehensive picture of the state of the restaurant industry in Kazakhstan.

The results and discussion.

The public catering sector is actively developing in Kazakhstan. According to the Bureau of National Statistics of the Agency for Strategic Planning and Reforms of the Republic of Kazakhstan, 15,826 establishments were registered in 2023, which represents an increase of 4.5% compared to 2022, when their number was 15,146. The number of restaurants in 2023 reached 2,303 [4].

Today, consumers highly appreciate the quality of service, the variety of menus and the atmosphere of establishments, so enterprises that are able to offer a high level of Service and create a comfortable atmosphere will be successful in the market.

In addition, Kazakhstan has the potential for further development of the catering sector, which can be facilitated by the improvement of the economic situation in the country and an increase in tourist flows. It can also stimulate the emergence of new business projects and improve existing services.

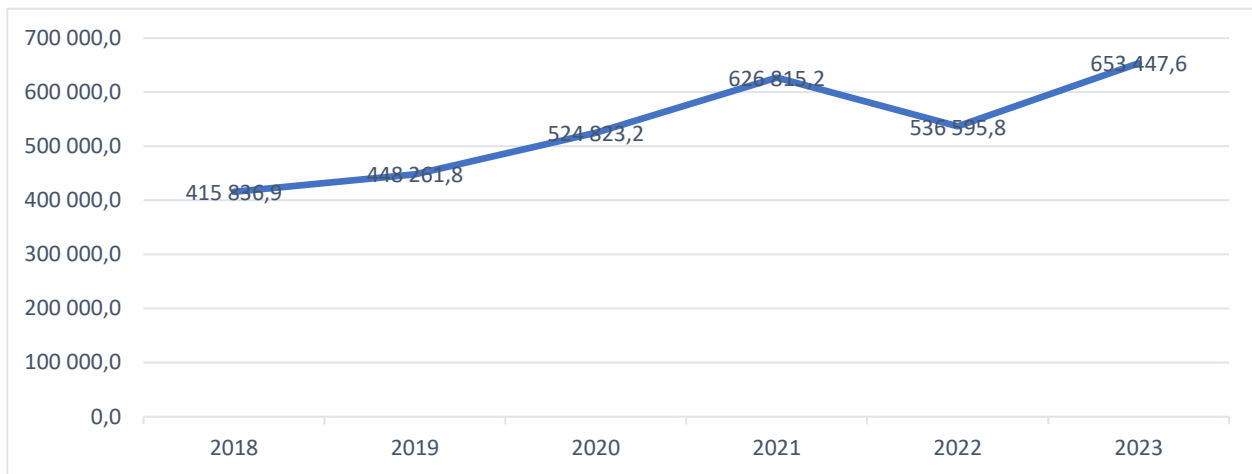


Figure 1 - The volume of provision of food and beverage services in public catering establishments in the Republic of Kazakhstan, mln.tenge

Note - Compiled by the author on the basis of data [5]

According to the figure, the trend in the development of food and beverage preparation activities in public catering facilities has shown a positive trend, which indicates the presence of demand in this area of activity and indicates an increase in the volume of services provided to consumer requests.

For analysis and conclusion according to the graph characterizing the volume of catering and beverage services at public catering enterprises of the Republic of Kazakhstan for 2018-2023, from 415,836 to 653,447 million rubles. we can use the data provided on the dynamics of growth in the volume of services increased to tenge. Based on these data, the following conclusions can be formulated:

- Significant increase: the volume of services provided in the field of public catering in Kazakhstan increased 1.5 times during this period. This fact indicates a significant development of this industry in our country.

- Growth factors: possible reasons for the growth of services can include economic growth, population growth, an increase in income levels, and changes in consumer preferences. Recovery from the COVID-19 pandemic and easing restrictions may also stimulate demand for food services.

- Opportunities for further growth: given the significant increase in the volume of services provided, the catering sector of the Republic of Kazakhstan has the potential for further development. This may include opening new enterprises, improving the quality of services and promoting Kazakh cuisine at the world level.

- Impact on the economy: The growth of the catering sector can contribute to the improvement of the country's economy by creating new jobs, stimulating demand for goods and services, and promoting the development of tourism.

Another important task facing modern restaurateurs is to preserve and highlight the National taste, which especially attracts the attention of foreign guests, and also helps to understand the unique aspects of the national culture.

Both popular local chains ("Assorted", "Dastarkhan", "Pivovaroff", "Line Bru") and international brands ("Il Patio", "Planet Sushi", "Starbucks", "Sbarro") are successfully operating in Kazakhstan. The share of chain restaurants was 20-25% in the capital and 10-15% in the regions, while continuing to grow. These chains have introduced high and stable service standards into the

restaurant industry, including unified payment systems, labor organization and service standards [4].

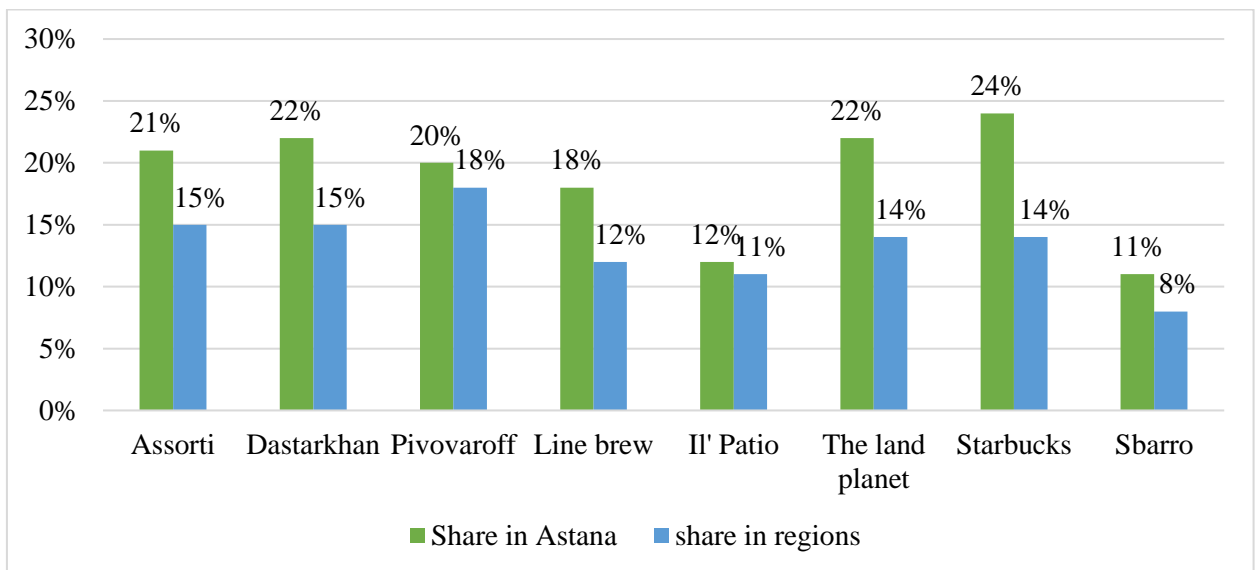


Figure 2 - Networks formed in Kazakhstan

Note - Compiled by the author on the basis of data [5]

Let's take a closer look at the indicators of the development of the restaurant business in the Republic of Kazakhstan. Table 2 shows the number of restaurants, cafes, bars and canteens. Over the past five years, the number of places in the restaurant business in Kazakhstan has decreased by 30% and by the end of 2022 amounted to 925,376 places, which is against the background of 1,334,047 places in 2017.

Almaty is the leader in the number and quality of restaurants in the public catering market of Kazakhstan. According to a study by Rosinter, there are 1,356 catering establishments in Almaty, of which 354 are restaurants.

Table 1 - number of public catering facilities in the Republic of Kazakhstan for 2017-2022, units

	2017	2018	2019	2020	2021	2022
Total, unit including:	21 431	19 102	17 822	18 583	14 120	13 959
restaurants	2 272	2 299	2 394	2 419	1 498	1 726
cafes	7 745	6 986	6 153	6 865	4 861	5 032
bars	624	758	560	685	468	370
dining rooms	8 479	6 872	6 070	6 240	4 828	5 173
other public catering facilities	2 311	2 188	2 646	2 374	2 465	1 658
Number of seats, units	1 334 047	1 420 035	1 264 711	1 203 757	869 871	925 376

Note - Compiled by the author on the basis of data [6]

As shown in Table 2, restaurants, cafes, bars and canteens totaled 13,959 units in 2022, which is 35% less than in 2017. The structure of the restaurant industry shows that cafes and canteens contributed the most in 2022, which is 73% in 2022, followed by restaurants with 12%, other catering establishments with a similar percentage, and bars with 3% in last place.

Poor service is associated with high staff turnover, as waiters are often students with no

professional training. In Europe, this profession requires 2-3 years of study, and students perceive working in a restaurant as a temporary occupation, not paying much attention to their qualifications and professionalism. The solution to this problem depends on the efforts of HR managers aimed at training personnel and monitoring the quality of their work.

Difficulties arise not only with waiters, but also with Cooks who often change jobs. This problem is solved by Kazakhstani companies by attracting foreign chefs due to the lack of local personnel. The decrease in demand for public catering leads to a decrease in various promotions and prices without compromising the quality of Service.

Next, the analysis of the number of employees in the catering sector of the Republic of Kazakhstan is carried out (Figure 3).

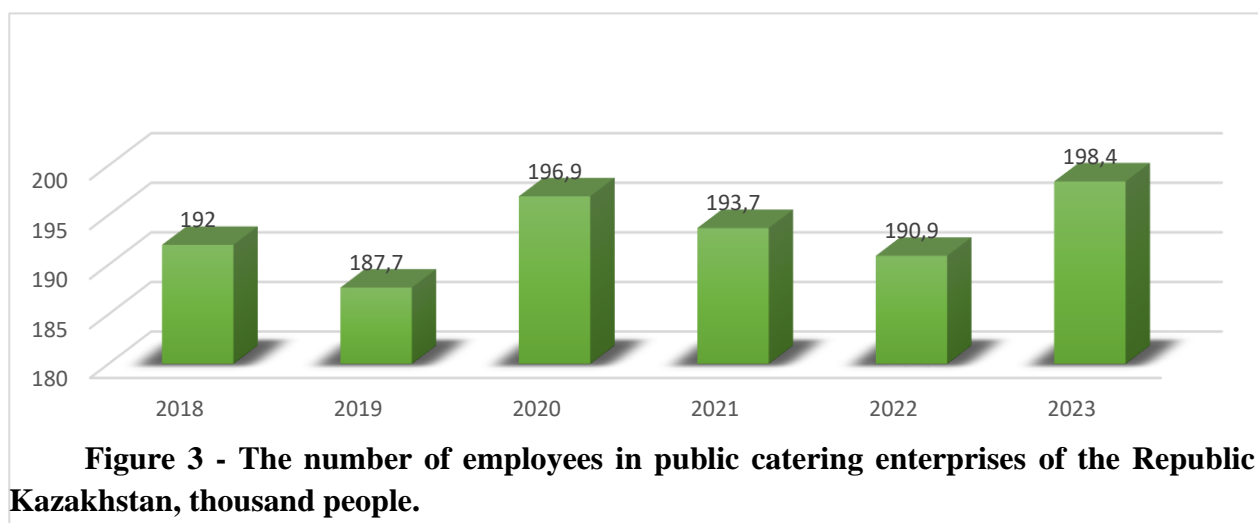


Figure 3 - The number of employees in public catering enterprises of the Republic of Kazakhstan, thousand people.

Note-Compiled by the author on the basis of data [7]

From the presented dynamics, it can be observed that the number of employees in the catering sector of the Republic of Kazakhstan is characterized by instability and high variability. For example, in 2018, the number of employed people was 192,000, in 2019 their number decreased by 187,700, and in 2020, due to various events, it sharply increased to 196,900. In six years, the number of workers in this industry increased by 6,400 people, an increase of 3.33 percent.

As a result of the data, there is an upward trend.

Conclusion

It is worth noting that the majority of public catering enterprises in the Republic of Kazakhstan are small and medium-sized businesses. Based on the above data, it can be concluded that in the period from 2018 to 2023, the volume of services provided in the field of public catering in the Republic of Kazakhstan has significantly increased. This is the basis for the further development of the industry and has a positive impact on the socio-economic development of the country's economy.

The country's restaurant business involves filling with creative novelties, preparation and implementation of innovative concepts. New ideas are a key mechanism for the development and expansion of the capabilities of the restaurant industry, because the modern format of service and the quality of dishes is not only the main way of developing the restaurant business.

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ҚАЗАҚСТАН РЕСПУБЛИКАСЫНДАҒЫ МЕЙРАМХАНА БИЗНЕСІН ТАЛДАУ

Аңдатпа. Мейрамхана индустриясы, туризмнің басқа салалары сияқты, өзінің табиғаты мен қызмет аясының алуан түрлілігіне байланысты ең күрделі салалардың бірі болып саналады. Мейрамхананың рөлі адамның тағамға деген негізгі қажеттілігін қанағаттандырудан да асып түседі; ол сондай-ақ жергілікті дәстүрлер мен ұлттық тағамдардың дәмін ұсына отырып, әлеуметтік өзара әрекеттесу, ойын-сауық және мәдени шомылу кеңістігі ретінде қызмет етеді. Мейрамхана бизнесінің теориялық негіздерін, оның тарихи дамуын, жіктелуін және мейрамхана қызметіне әсер ететін факторларды, мысалы, қызмет көрсету әдістері мен ұйымдастыру стратегияларын зерттеу мейрамхана секторының бірегей сипаттамаларын жақсырақ түсінуге көмектеседі. әртүрлі елдер мен аймақтар, сондай – ақ географиялық факторлардың әртүрлі мәдениеттердегі азық – түлік жүйелеріне әсері.

Азық-түлік жеткізудің әлемдік нарығы жеткізу секторының кеңейуіне, тамақ өнеркәсібіндегі технологиялық инновацияларға, операцияларды цифрландыруға және жаңа бизнес үлгілерін кеңінен енгізуге байланысты өсуін жалғастырады деп күтілуде.

Сол сияқты, Қазақстандағы қоғамдық тамақтандыру нарығы қарқынды өсуді бастан кешіруде, толық қызмет көрсететін мейрамханалар ең танымал сегментке айналуға [1].

Кілт сөздер: мейрамхана, Мейрамхана Бизнесі, қоғамдық тамақтану нарығы, мейрамхана кәсіпорындары, қызмет көрсету, желілер, қызметкерлер.

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АНАЛИЗ РЕСТОРАННОГО БИЗНЕСА В РЕСПУБЛИКЕ КАЗАХСТАН

Аннотация. Ресторанная индустрия, как и другие отрасли туризма, считается одной

из самых сложных из-за своего разнообразного характера и спектра деятельности. Роль ресторана выходит за рамки простого удовлетворения основных потребностей человека в еде; он также служит пространством для социального взаимодействия, развлечений и культурного погружения, предлагая познакомиться с местными традициями и национальной кухней. Изучение теоретических основ ресторанного бизнеса, его исторического развития, классификаций и факторов, влияющих на работу ресторанов, таких как методы обслуживания и организационные стратегии, помогает лучше понять уникальные характеристики ресторанного сектора в разных странах и регионах, а также влияние географических факторов на системы питания в различных странах. различные культуры.

Ожидается, что мировой рынок доставки продуктов питания продолжит свой рост, обусловленный расширением сектора доставки, технологическими инновациями в пищевой промышленности, цифровизацией операций и все более широким внедрением новых бизнес-моделей.

Аналогичным образом, рынок общественного питания в Казахстане переживает стремительный рост, при этом рестораны полного цикла становятся наиболее популярным сегментом [1].

Ключевые слова: ресторан, ресторанный бизнес, рынок общественного питания, ресторанные предприятия, сервис, сети, персонал.