

## STATISTICAL ANALYSIS OF THE RESTAURANT BUSINESS BASED ON A LOCAL NETWORK

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**Summary.** *In this paper, the conduct of the restaurant business based on "Andy's Pizza" was investigated. The analysis was carried out according to the following criteria: menu, location, competitiveness, audience, and advertising. We investigated the nuances in the preparation of the menu. We analyzed the arrival of visitors based on the location. We found out the dependence of the price and menu items on supply and demand, as well as the importance of competent advertising.*

**Keywords:** *target audience, concept ideas, well-done advertisement, attractive menu, customers.*

### Introduction

Andy's Pizza is a Moldovan brand that owns a chain of restaurants not only in Chisinau but also in other cities of our country, such as Balti, Chadyr-Lunga, Cahul, and Comrat. The company appeared in 1999 and during the first years of its activity has become one of the most popular and profitable in its field.

Success in the restaurant business is due to the well-coordinated work of all departments of the company, the development of a good concept, advertising, analysis of the profitability of the location of branches, the target audience, as well as competitors' offers. High-quality elaboration of all the details helps this restaurant chain to be a leader in this industry for the past 23 years.

In addition, in order to keep up with the times, you need to constantly improve, update the interior design, menu, cooking method. All this "Andy's Pizza" pleases its visitors quite often, which also has a positive effect on their loyalty and interest.

### Features of the menu compilation

"Andy's Pizza", to attract customers, completely updates its main menu every six months, while some dishes completely leave the menu, they are selected based on the demand for these positions. Some popular dishes change their presentation, sometimes adding new recipes for sauces, side dishes, as well as roasting meat for some dishes. Frequent changes include the number of dishes, choosing a new quantity of a particular dish, based on people's reviews and the level of sales. In addition to the main menu, this company uses seasonal menus with a periodicity of 2-3 months. In the process of making seasonal menus, they try to use seasonal products as much as possible, thereby reducing the supply of expensive products out of season and at the same time reducing the level of restaurant expenses. These offers are often in demand and for its promotion, they are taken out together with the main menu, but they have competently emphasized thanks to the waiter's instruction about the need to take it into account. Most often, the guests of the institution are interested in these novelties, this is due to the fact, that this is something new, fresh, and, unlike the boring main menu, attracts and catches the client. Additionally, various offers are used for the sale of thematic and limited dishes, for example, when a visitor orders a certain dish, he receives a drink as a gift. Thus, the company complements the guests, by eliminating the beverage stocks to purchase the new in the future.

To sum up, "Andy's Pizza" is trying quite profitable and interesting to offer something new for its visitors and pleases its guests, but at the same time trying to reduce its costs and increase profits. A well-done menu accounts for 50% of the stunning success of the company, which allows it to have an elevated position in the restaurant business network for many years.

### **The importance of restaurant location**

It is no secret that an incorrectly chosen location can leave a restaurant without visitors. When Andy's Pizza chooses the location of branches, attention is drawn to the population of the area, as well as to the presence of commercial centers that guarantee a constant flow of guests. One of the main points is the analysis of competitors and their menu. It is worth noting that most branches are located near coffee shops and restaurants of similar cuisine, but differ in the concept of the menu. As an example, we can cite the restaurant "Oliva", which is famous for the concept of Italian cuisine, which is spread more to aesthetes and connoisseurs of a certain type of gastronomic culture. In drawing up the menu, "Andy's Pizza" company tries to create unique dishes. Even if the name matches, the dish differs in cooking technology and taste qualities.

Also, an integral part is the accessibility of transport. The establishments are located near transport stops and work until 22-23 p.m., which allows both visitors and staff to get home easily.

### **The portrait of the target audience**

In addition, the company considers the portrait of the target audience of the restaurant when they draft the menu and concept. It is important to understand what a potential visitor wants and what he can afford. So, the institution will always be in demand and will not lose its customers. In particular, the target audience is couples and friendly companies. Therefore, the menu is not a standard of gastronomic cuisine. It is made up of the most famous European dishes, which are made according to the canons of the average cost. Many positions are quite budgetary, and the average person can afford them.

The atmosphere in the restaurant chain "Andy's Pizza" is very cozy, but at the same time, modern. The color scheme is made in the contrast of beige-brown colors, which does not bother the eye and creates additional comfort for guests. Additionally, to maintain competitiveness, the company periodically updates the menu and decor elements in accordance with modern trends. It supports the family concept and provides the youngest guests with an entertainment area. Thanks to this, couples with young children, instead of haute cuisine establishments, will choose a more family-friendly and cozy one for all family members.

### **Promotion on the Internet**

In the age of technology, any company working with customers' needs promotion on social networks, with the provision of all the necessary information about the link to the menu, delivery methods, contacts for ordering. A good institution needs to be well presented so that a new client has a desire to interact with this company in the future and use its services. Competent design of the website on the Internet with the ability to place an order with delivery also increases the number of customers. In the ways of "Andy's Pizza" to advertise and present itself, we can single out developed and modern pages on social networks, Instagram, and Facebook. The pages are colorfully decorated, you can find honest reviews and a special section of supply and demand, on which the user can express his reviews, which will be considered by the top management. Television advertising and official website where customers can easily order their favorite dishes using delivery. Based on statistical analysis, the main advertisement of the institution is guest reviews between their relatives, friends, so the company tries to make every effort so that guests leave only satisfied. Since in case of failure their reviews can become anti-advertising and will lead to a decrease in the flow of guests.

### **Conclusion**

In this work was done a statistical analysis of successful development of the restaurant business in the Republic of Moldova on the example of a local chain of restaurants - "Andy's Pizza." The concept, the location of restaurants, the needs of the target audience, and the design of restaurants were investigated.

Based on this, we can conclude that the concept of this company is to attract people thanks to frequent menu changes, professional development of chefs and service personnel, cozy decor, as well as its convenient location. It is an excellent example of a restaurant business network in our country

that is in quite high demand. It is worth emphasizing the dramatic progress of this company, which listens to its customers. During the analysis, it was noticed that they try to keep up with all modern trends and do not stop at the remnants of the past, which perfectly helps them keep high competitiveness.

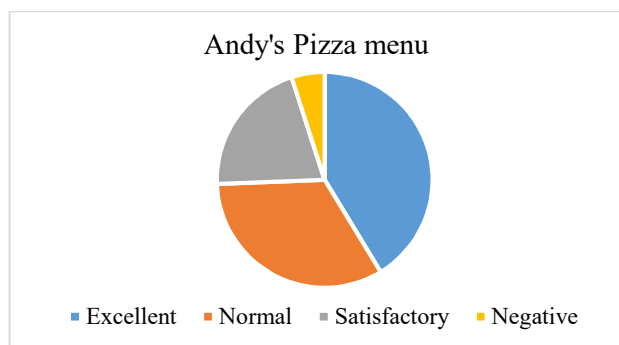


Image 1. Menu reviews

This work helped us better understand and comprehend all the nuances of creating a restaurant business and to understand that this is a huge job done, requiring a lot of financial resources and creative ideas, but the result is worth the effort. We believe that this company can be a good example for young entrepreneurs who want to open their own restaurant business.

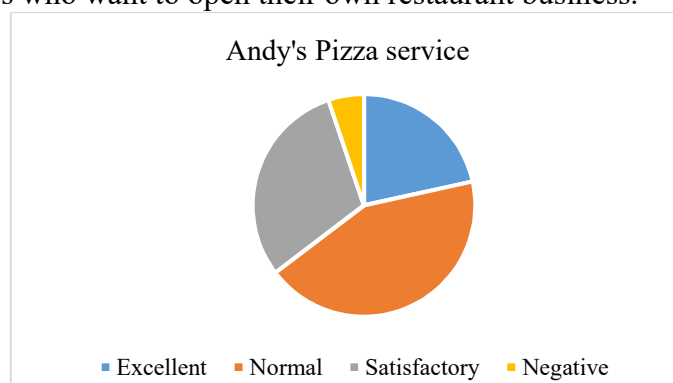


Image 2. Service reviews

Based on 3 criteria, a survey of 25 guests was conducted. According to it, the company's menu is good, it is necessary to pay more attention to high-quality recruitment and service improvement in this regard and slightly change the pricing policy.

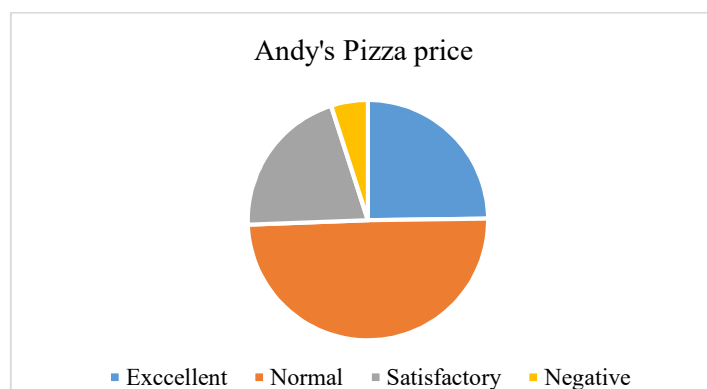


Image 3. Price reviews

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