DIGITALIZATION OF PUBLIC CATERING IN UZBEKISTAN

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ABSTRACT:
Currently, consumers do not have the opportunity to know the roadmap of agricultural products that they consume in catering places. Visitors to public catering places have little information about how dishes are prepared, where agricultural products are brought from, how the logistics of products are carried out and the conditions for storing products. In the age of developing technologies, there is no problem of digitalization of any sphere. In order to ensure the sustainability and competitiveness of restaurants and cafes in today's economic conditions, especially in the case of new emerging catering establishments and attracting visitors, it is almost impossible to imagine without a digital transformation process, whether it is a marketing side or any other side of this activity. Despite the ever-increasing complexity of food systems, digital technologies allow us to collect and analyze a wealth of data from a virtually unlimited number of sources at all stages of the food chain.

Keywords: Digitalization, roadmap, logistics, agricultural products, marketing, potential client.

INTRODUCTION

Nowadays, public catering can be safely called an advanced branch of the national economy, the basis of which is enterprises related to catering and serving guests. The restaurant business is part of these enterprises, it is in this business that the application of innovative technologies is not just a factor of importance, it is a strict necessity.

In order for catering places to be competitive, it is important to pay detailed attention to this factor when managing a business. Because it is the engine of the process, which in turn uses the potential of the enterprise to the maximum level. The gradual introduction of digitalization in this area has increased the turnover of public catering in Uzbekistan. In 2018-2022, catering turnover increased by 86% from $445 million to $826 million. In 2019-2020, the spread of COVID-19 showed the particular importance and need for digitalization of catering management. In particular, digitalization is becoming increasingly important in the field of nutrition, helping to develop a growing market and ensuring the accuracy of information and, in addition, it helps to find potential customers.

The digitalization of public catering is being studied, both by our and foreign scientists. The scientific article by Rozhdestvenskaya L.N., Rogovy O.V., Cherednichenko L.E. speaks about the features of the digital transformation of enterprises in the food industry. The article by Afonina M.S. "Digitalization of catering: tools of the future" outlines thoughts on how to potentially improve the work of catering enterprises.

The article by L.N. Rozhdestvenskaya, O.V. Rogovy, and L.E. and a guaranteed result for any control action using automation tools. Restaurants have to be flexible and adapt to new realities. Digital and information technologies are becoming increasingly important for the catering industry, helping to develop the ever-growing needs of the market. Digitalization involves the process of transforming traditional businesses by intermediating with the latest digital technologies. Due to the introduction of quarantine caused by COVID-19 in 2020, it has changed the consumer behavior model. Despite the lifting of restrictive measures, many of the innovations and trends that emerged during this period of time are relevant to this day. For example, online orders, delivery services, online booking, loyalty programs, virtual restaurants, the use of robots and robotics for service and food delivery.

In the article Sultaeva Natalia Leonidovna "Innovations in the field of public catering services" identified which areas of development of innovations in public catering are the most priority (table 1)

table 1

1	Product innovation
2	Innovations in production technology
3	Market research innovation
4	Introduction of new, improved products to the market
5	Changes in legislation
6	Changes in the social situation and quality of life of the population of the region.
7	Reducing uncertainty and risk in business

It also revealed the negative and positive values of innovations in the catering industry.

Negative values
the sum of the cost of manufactured products will be higher than it was before
under the influence of laws or legislative acts, the catering industry will change
larger companies will crowd out smaller companies in the market

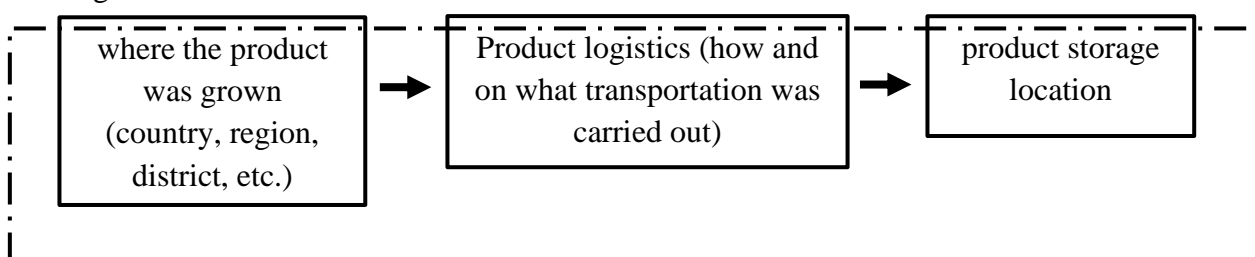| Positive values |
|---|
| the catering industry will increase |
| consumer interest and their number will increase |
| new technologies will be introduced in the food production process |
| products will be improved |
| risks and losses will decrease |

Based on the above, we should pay special attention to the introduction of advanced technologies in this area. Every catering owner wants their business to grow, and every customer in turn wants to have three main indicators of their dish:

1) deliciousness

2) utility

3) security

In order to achieve a balance on both sides, on the part of the entrepreneur and on the part of the client, we need to implement a food roadmap. The food roadmap will provide for the full life cycle of all ingredients from their cultivation to consumption in food. A dish roadmap might look like Figure 2

Figure 2

where the product was grown (country, region, district, etc.)	→	Product logistics (how and on what transportation was carried out)	→	product storage location

Each of these stages will be required to have an international document ISO / TS 22002-5: 2019 "Programs of prerequisites for food safety. Part 5. Transportation and storage»

According to foreign scientists, digital technologies also play a key role in the management of food industry enterprises. In the scientific work of Rozhdestvenskaya L.N., Rogovy O.V., Cherednichenko L.E., special attention is paid to this. The age of digitalization has made it possible to successfully apply today the management process in enterprises in the field of nutrition with partial intervention of the anthropogenic factor. Actively used digital technologies include the following:

Computer Aided Design (CAD), Computer Aided Manufacturing (CAM) this program is used in the design of enterprises in the field of food

Computer Aided Engineering (CAE) - the system automates the workflow of technological and regulatory documentation, product quality control.

Supervisory Control And Data Acquisition (SCADA) and Manufacturing Execution System (MES) are used in the management of production processes in food enterprises.

Enterprise Resource Planning (ERP) is used comprehensively, whether it is accounting, resource control or room automation.

- Back office (accounting and control of enterprise resources), for example: R-keeper StoreHouse, iikoOffice, 1C: Enterprise. Public catering.

- Front office (automation of the hall), for example: Traktir: Front-Office, R-keeper, Tillypad XL, 1C: Enterprise 8. Restaurant, Bit. Appetite. Restaurant.

Customer Relationship Management (CRM) is used to manage sales and customer relationships.

Catering places are interested in establishing long-term and stable relationships with customers no less than others in the market providing a particular service. The most effective in this case

is the implementation of a software product (CRM - Customer Relationship Management) that will serve as a bridge between the owners of the enterprise and customers. The goal of this program is to retain the client, optimize work with them and attract new potential clients. Increasingly, customers making decisions about visiting a particular restaurant are guided by an indicator of simplicity, freshness of the ingredients of the dish, taste, cooking time and pleasantness of communication with the waiters. It is for this reason that researchers and scientists propose to integrate the digital side and the real side in order to achieve all the goals. According to the electronic resource baumwhiteman.com review of the catering market, one of the promising trends today is the growing popularity of "virtual restaurants" - a restaurant without tables. Their goal is to quickly deliver food to the customer at home or at the customer's place of work. This direction was especially relevant during the pandemic and is so to this day. And businesses that work in this format must build relationships online through search sites or applications. The online food delivery service market is progressing very much, for example, in the world such as DoorDash, Instacat, Uber Eats, European Deliveroo, Delivery Hero, Just Eat, Takeaway.com and in Uzbekistan Yandex, express24

CRM - the system should function in two directions.

For owner	For client
This is an automated communication system with the consumer, a way to move your products and services	A simple and fast way to get information about the institution, place a table reservation or delivery

The implementation of a CRM system will allow business owners to build a perfectly sustainable competitive business. And this business will function in the catering market for a long time.

CONCLUSIONS AND OFFERS

This article discusses the introduction of a CRM system into the catering market, which will allow all owners of restaurants and cafes to increase their profitability. Based on the foregoing, a product roadmap should be created based on the international document ISO / TS 22002-5: 2019 "Programs of prerequisites for food safety. Part 5. Transportation and storage. Thanks to the creation of a road map, the number of food poisoning will decrease significantly. Based on foreign experience, we can say that the digitalization of catering will provide us with a large number of potential customers, and will make the catering business more competitive, sustainable and ready for force majeure situations.

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