



INDICATORS OF EFFICIENCY OF SERVICES PROVIDED IN PUBLIC CATERING ENTERPRISES AND WAYS TO DETERMINE THEM

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ABSTRACT

This article is based on the importance of efficiency and effectiveness indicators of services provided in catering establishments. The efficiency of public catering establishments has also been studied into economic and social types. The directions of increasing the efficiency of public catering enterprises and the factors influencing it are given, and the need to use a system of indicators to assess the state of development of the industry.

KEYWORDS: *efficiency, efficiency of public catering establishments, factors influencing the efficiency of public catering establishments, indicators of efficiency in public catering establishments, ways of determining efficiency in public catering establishments*

Preface: In the context of the new Uzbekistan, the economic strategy of the state, along with the establishment of long-term fundamental goals, also includes the identification of means and ways to achieve this goal. Strengthening the power of our country, fully satisfying the needs of the population in material and spiritual goods, and in the future to create them in abundance, to be among the most developed countries in the economic, scientific, technological and innovation spheres is directly related to increasing efficiency.

Therefore, the effectiveness of catering services is an indication of the development of the role of this sector in the economy. This is the benefit of the catering industry. Its ratio to resources (such as material, labor) and costs is efficiency [1]. This, in turn, requires increasing the efficiency of catering services.

The efficiency indicator is important in the economy and is also important in ensuring the well-being of the population [2]. In this regard, it is expedient to study the efficiency of public catering enterprises by economic and social types.

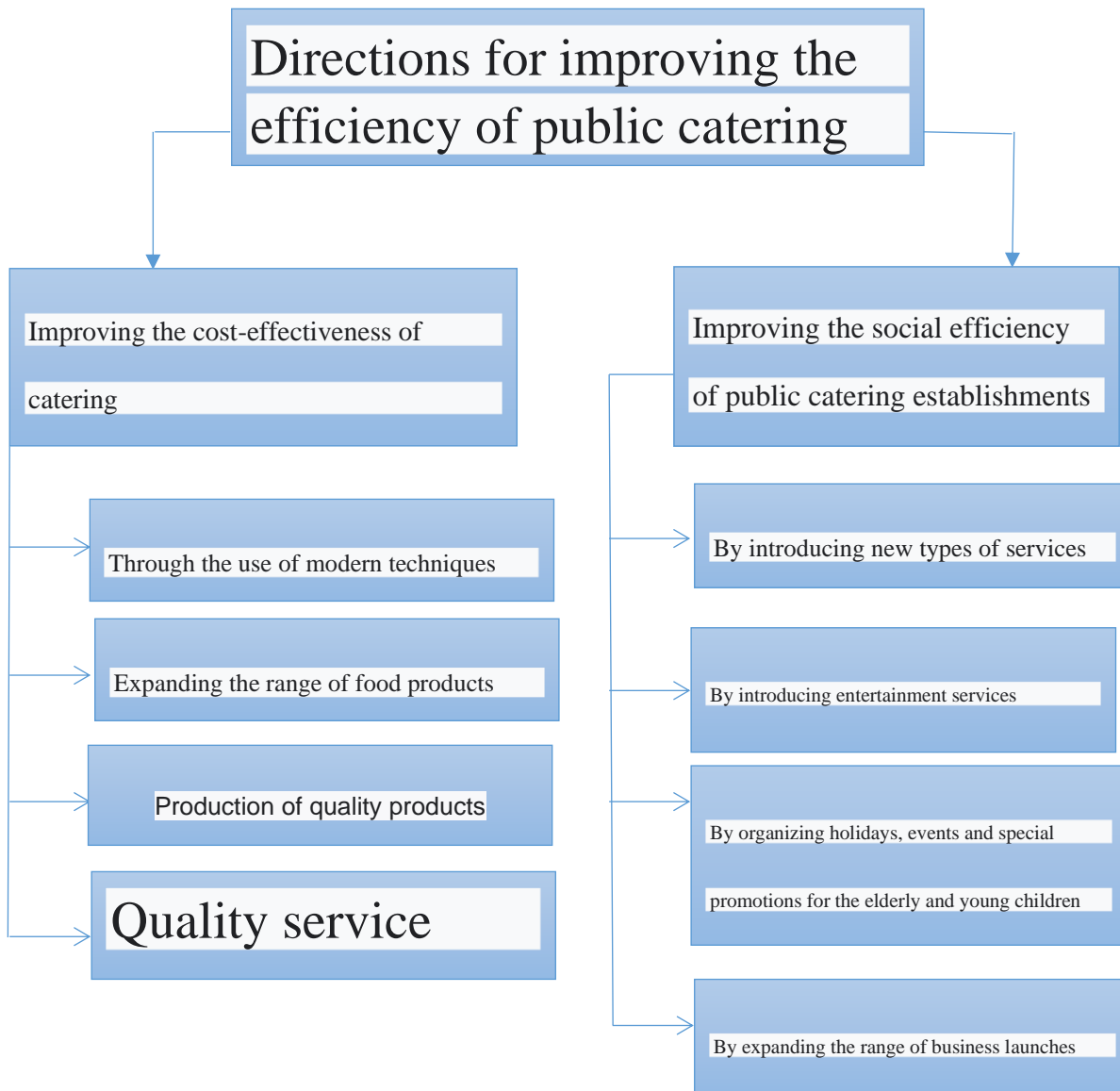


Figure 1. Directions for improving the efficiency of public catering.

The directions for improving the efficiency of public catering establishments are shown in Figure 1. According to this picture, the following indicators will be the basis for increasing the economic efficiency of public catering enterprises. Including:

- through the use of modern techniques and technologies. New techniques (kitchen appliances, appliances, etc.) and digitization of production, sales and service processes in public catering (a significant contribution to increasing the number of orders and increasing average revenue by optimizing catering programs, delivery processes and increasing customer loyalty) additive;

- by expanding the range of food products. The range of food products plays an important role in

catering. In a competitive environment, the efficiency of the enterprise is achieved by meeting the needs of customers for a range of foods, while at the same time creating the basis for having its own consumer;

- Production of quality products. Proper organization of the process of culinary processing in the catering enterprise on the basis of special recipes for food products;

- quality service. In turn, it is necessary to properly organize the sequence of services provided to customers over a period of time, as well as the process of serving customers at will.

The following indicators will be the basis for increasing the social efficiency of public catering:

- through the introduction of new services. This includes additional services in public catering establishments (delivery, parking of cars, etc.);
- through the introduction of entertainment services. Various shows and concerts organized in public catering establishments for the purpose of entertaining customers;
- through the organization of holidays, events and special promotions for the elderly and young children. Organization of discounts on such days in

public catering establishments. Ensuring free (discounted) delivery of certain products for the elderly and young children;

- by expanding the range of business lunches. Organization of business lunch meals for all meals in public catering establishments.

There are many, varied factors and key areas for increasing the efficiency of catering establishments. The following factors affect the efficiency of catering services (Figure 2).

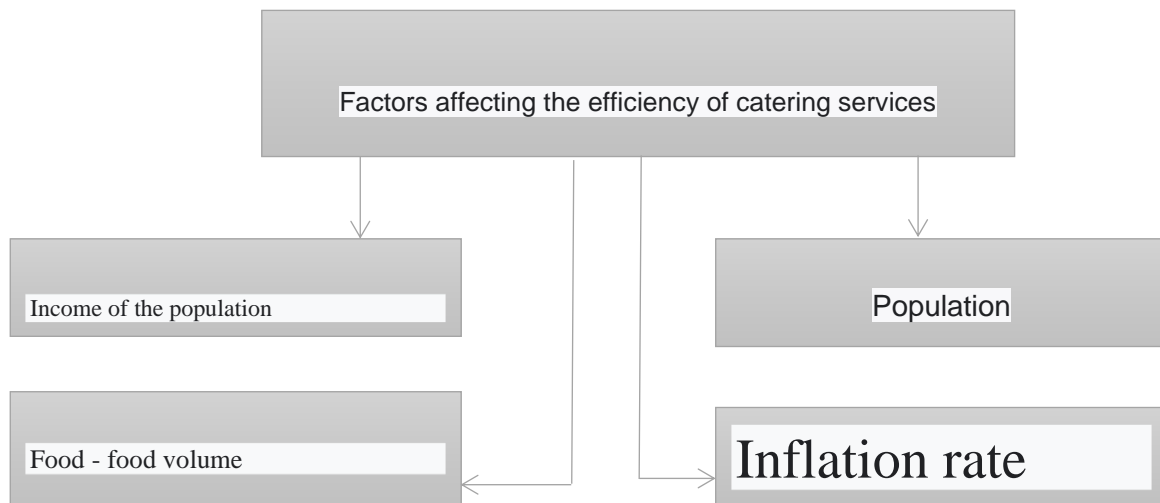


Figure 2. Factors affecting the efficiency of catering services

High or low incomes, population growth, increase or decrease in food production, and inflation are the main factors influencing the efficiency of food services [3].

The extent to which the above factors affect nutritional service is substantiated in Chapter Three of the study.

The implementation of work on improving the efficiency of services provided in catering enterprises, along with the improvement of socio-

economic relations in the digital economy, will contribute to the development of the enterprise.

It will be necessary to use a system of indicators to assess the state of development in public catering. It is possible to assess whether the indicators have increased or decreased. Therefore, it is expedient to determine the indicators of efficiency in this area as well. There are many opinions in the economic literature on this subject. Examining them, we found it appropriate to dwell on the basics. This system of indicators is presented in this table (see Table 1).

Table 1
Indicators of efficiency in public catering (CU) and ways to determine them

| T/p | The name of the indicators that represent efficiency | The formula for determining the indicators | Note |
|-----|--|--|--|
| 1. | PCE profitability,% (Ruok) | $RPBCE = Sf * 100 / Sm$ ☑ | Sf - net profit; Cm is the volume of product sold |
| 2. | PCE labor productivity, thousand soums WEPCE) | $WE = E * 100 / EAN$ | EAV is the average number of employees employed in the UOC. |
| 3. | Resource efficiency in PCE, thousand soums (Suok) | $PCE = Sm / Av + CI + AA$ | Av - average value of fixed assets; AC is the average value of working capital. AA is the average value of intangible assets. |
| 4. | Efficiency of fixed assets in PCE, thousand soums (Sav) | $SFA = Sm / Av$ | Av - average value of fixed assets; |
| 5. | Efficiency of working capital in PCE, thousand soums (SCI) | $SCI = S / Aym$ | CV is the average value of working capital. |
| 6. | Efficiency of intangible assets in PCE, thousand soums (AAE) | $Sna = Sm / Na$ | Na is the average value of intangible assets. |
| 7. | Average revenue from each consumer who visited the PCE (AII) | $AII = S / Xs$ | VN is the number of customers visited |
| 8. | Average daily number of PCE visits and orders placed (AVN) | $AVN = VN + Bs / Ks$ | VN - the number of visitors to the PCE; O is the number of orders placed with the PCE; P is the period studied NUMBER OF DAYS |

From the data in this Table 1, it can be seen that there are eight indicators that represent efficiency in PCE. Figures 1-6 of them are given in several literatures across different sectors. However, in the UOC, these figures are not systematized in the same way. With this in mind, we recommend that these indicators be systematized.

Another important aspect is that due to the specifics of the UOK network, it is recommended to add two additional indicators, namely the average revenue (HOT) from each consumer who visited the UOK and the average daily number of orders visited and placed in the UOK. we have managed to diversify efficiency indicators

All of these indicators are reflected in the accounting and statistical reports. But the last 7-8 indicators are determined by observation. The amount of all of them can increase or decrease. Accordingly, we can assess whether these indicators have increased or decreased using practical data. If we make such

calculations, we can accurately assess the level of efficiency in the UOC. This, in turn, allows management decisions to be made to increase the efficiency of the sector.

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