

Monitoring in management system of market value of catering business

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Restaurant business is high-competition and high-development industry that one of the first passed to the market economy. This fact proves the necessity of development new organizational forms of restaurant enterprises. Catering – is a new form of restaurant enterprises that undertake the task of arrangement of public food consumption. Working on the high-development market, catering company should be changed by improvement the modern management tool. It should be noticed that market value oriented management conception is widespread in the world and the objective function of any modern enterprises is the market value maximization. Only market value maximization can help catering companies to achieve some advantages in market competitions and all management decisions need to be based on this criterion. That's why this article is dedicated to the question of implementation of monitoring to the management system of market value of catering enterprises.

Catering business consist of the inferior food supplying services of enterprises, restaurant service out of stationary apartments and the arrangement of departure events of public food consumption.

Monitoring of enterprise, as a part of the market value management system, consists of a few successive stages: determination of the aim of monitoring, detailed description of management object by classification of all assets of the enterprise and define factors that influence their cost and the whole cost of enterprise, administrative inventory of enterprise property and complete business estimation and the determination of the list of efficiency and activity monitoring indexes of enterprise. It's important to emphasize that catering business estimation is made by two basic approaches for value determination of enterprise: estimation of enterprise assets and market value estimation.