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R682SA

**BUSINESS PROJECT: INCREASING  
DEXI'S COMPETITIVENESS  
THROUGH THE "RUSSIAN DAYS"  
EVENT**


Bachelor's Thesis  
Hospitality Management

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<b>Name of the bachelor's thesis</b>  Business Project: Increasing DeXi's competitiveness through the "Russian days event"		
<b>Abstract</b>  <p>Businesses in the domain of catering will be successful if they aim to meet the desires of customers concerning products and services. Mass catering enterprises must constantly learn from the experiences of competitors at early stages, in order to introduce new forms of service and to adjust their own experience in order to improve the quality of services and increase their competitiveness. There are a lot of methods to increase competitiveness, but the one that was mainly emphasized in this bachelor thesis is event planning. The most important subject for me was to lead the Russian days event.</p> <p>The aim of this thesis is to promote and temporarily expand the range of services in the Restaurant DeXi. I was interested in event planning, and on what impact the Russian days event would have concerning the amount of customers, the feedback and interview results. The items necessary for successful interview and feedback were presented.</p> <p>The theoretical part exposes information about traditional Russian cuisine in general. Also theoretical part exposes information about the main trends in catering in terms of service, segmentation, competitiveness, costs and profitability.</p> <p>The practical part is divided into a series of steps: planning, organizing, preparation and carrying out of the event. At the end of the event, the success of Russian days event was analyzed.</p> <p>After the analysis, the results were summarized. The Russian days event was carried out successfully according to measured profit and to feedback. The most profitable day of the event was the last day.</p> <p>Suggestions for future organizers were also made.</p>		
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- 1 Portion cards
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## 1 INTRODUCTION

In today's market economy, enterprises are dependent on the results of their economic activity. Businesses in the domain of catering will be successful if they are aiming at meeting the desires of customers in products and services. The activity of catering includes the following stages: preparation and presentation of products (food and beverage), and entertainment. Mass catering enterprises must constantly learn from the experiences of competitors at early stages, in order to introduce new forms of service and to adjust their own experience in order to improve the quality of services and increase their competitiveness.

The relevance of the topic of the work is determined by the fact that competition in the restaurant area is growing, hence the need to promote and expand the range of services offered. The Restaurant DeXi was selected as an object of study.

The purpose of the practical part is the development of measures to improve the competitiveness of the restaurant DeXi with "The Russian days event."

To meet the targets it is necessary to solve the following steps:

- to uncover the basic concepts which are introduced in the theoretical part
- to lead the event
- to consider, for increasing competitiveness, the possibility of expanding the range of dishes at the expense of the "The Russian days event"
- to justify the effectiveness of the "The Russian days event"

The second chapter talks about the history of Russian cuisine. The third chapter examines the main trends in catering in terms of service, segmentation, competitiveness, costs and profitability. The fourth chapter describes the entire process concerning the preparation and the carrying out "The Russian days event." The fifth analyses the results as well as the success of the event.

The structure of the Bachelor Thesis includes five chapters, bibliography and appendices.

## **2 HISTORY OF RUSSIAN CUISINE**

The system of catering in Russia has a long tradition. The history of culinary art in Russia is heavily linked with the history of the Russian state. Also it is linked with the development of Russian cuisine, traditional Russian cuisine, and the influence from other countries on Russian cuisine.

### **2.1 Development of Russian cuisine**

This paragraph is based on the work of Pohlebkin (Похлебкин 2004, 17 – 24). Cuisine is an important part of the culture of any nation. Russian cuisine is not an exception; it is also part of the history and the culture of the people. The first information about the Russian culinary traditions can be found in the chronicles written 6 to 11 centuries ago. Old Russian cuisine began to emerge from the IX century to the XV century and flourished. The formation of Russian cuisine was deeply influenced by the geographical and natural conditions.

This paragraph is based on the work of Kovalev & Mogil'niy (Ковалев, Могильный 1990, 70 – 92). A large number of rivers, lakes, and forests affect the appearance of a huge number of Russian dishes made from wild wildfowl, fish, mushrooms and berries. Since ancient times Rusichi (inhabitants of ancient Russia) were growing oat, wheat, rye, barley, buckwheat, and millet. From these cereals different kinds of porridges were cooked. By the X century wheat flour, rolls, loaves, cakes, pancakes, and pastries appeared. During this century cabbage, radishes, turnips, peas, and cucumbers were common ingredients for Russian cuisine. These vegetables could be eaten raw, steamed, baked, pickled, or boiled. Potatoes only made their apparition in Russian cuisine in the XVIII century and tomatoes even later - in the XIX. Prior to the beginning of the XIX century, salads almost were rarely present in Russian cuisine. The first salads were made from only one vegetable: cabbage, cucumber or potato. Later more complicated recipes appeared; they were made out of different vegetables, and could include other ingredients such as meat, fish, and herbs. In the XIX century hot and liquid dishes became known as soups. Before they were called brew dish.

The most common drinks in Russia were kvass, drinks based on honey and herbs, for example sbiten', and drinks based on decoctions of forest herbs. Spices were used in Russia since the XI century. (Pohlebkin 2004, 18.)

Merchants brought large quantities of cinnamon, ginger, cloves, cardamom, saffron, coriander, black pepper, bay leaves, olive oil, lemons, etc. Russia had important trade relations in the west with the Vikings, in the south with the Greeks and the Bulgarians, and in the east with nomads. Tea in Russia only appeared in the XVII century. In ancient Russia people drank mostly alcoholic drinks - fermented juices and honeys. Vodka was brought to Russia in the XV century. (Kovalev & Mogil'niy 1990, 240 – 248.)

The peculiarity of Russian cuisine was not only defined by sets of products, but also by ways of cooking in the Russian oven. The food from this oven, were of extraordinary taste. It would heat equally on all sides with characteristic temperature regimes. Soup, and porridge cooked in this stove were found to be very tasty. Unfortunately, the Russian stove progressively disappeared, even in villages; and was replaced by gas and electric cookers, as well as microwave ovens. Meals prepared in ceramic ware to some extent retain the taste and aroma of Russian cuisine. (Kovalev & Mogil'niy 1990, 64 – 67.)

This paragraph is based on the work of Sutkin & Sutkina (Сюткин, Сюткина 2011, 78 - 88). During this period the kitchens of the upper classes were very similar to those of traditional cuisine. But in the XVII century, the food of the royal family and of the upper classes at the banquet table became more sophisticated, with different compositions and method for serving dishes. In the XVIII century in Russia, Peter the Great came to power and Russian cuisine began to develop under the influence of European cooking, first German and Dutch, and a little later the French. New sandwiches, pies, soups, salads, pan food (entrecotes, steaks, and splints), sauces, mousses, creams, etc, appeared in Russian cuisine. Russian dishes got new names. For example, the famous appetizer with baked or boiled beets and pickled cucumber was called vinaigrette. Yeast dough arrived from Greek colonies the Scythians; rice, buckwheat, spices and wine, from the Byzantine Empire; tea, lemons, dumplings, from eastern nomads; borscht and cabbage rolls, from western Slavs. Once in Russia, these ingredients were cooked with Russian culinary traditions, and acquired typical flavors.

Christianity has had a huge impact on Russian life and Russian cuisine. Fasting was accompanied by meatless table, i.e. only vegetarian food and fish. In strict fasting fish is forbidden too. (Sutkin & Sutkina 2011, 73 – 74.)

For holidays, pies, baked pancakes, cooked jellies, roasted geese, ducks and pigs were prepared. It was common to cook a whole bird or animal, or a large piece of meat. Minced meat was used for filling or stuffing pies. Later, under the influence of European cuisine the Russian table became more varied and diverse. (Sutkin & Sutkina 2011, 96 – 97.)

## **2.2 Traditional Russian cuisine**

Russian dishes do not require specific knowledge or exotic ingredients. But a lot of experience is needed to cook very tasty dishes. The main products in Russia were turnips, cabbage, radish, cucumber, fruit, berries, mushrooms, fish and occasionally meat. The abundance of grains - rye, wheat, oats, millet, peas, and lentils allowed people to prepare many varieties of breads, pancakes, different kinds of porridges, kvass, beer and vodka. An important feature of Russian cuisine was its abundance of different snacks, such as: pickles, pickled apples, sauerkraut, pickled mushrooms, cucumbers, and herring. (Sutkin & Sutkina 2011, 262.)

Speaking of Russian cuisine in general, it is necessary to dwell on its characteristics in different regions. Indeed every region has its own environment, wildlife diversity, and plant products. Regional features were also formed under the influence of neighbors. Therefore, the cuisine in Moscow, Novgorod, Siberian-Urals, Don and Kuban Cossacks, and coast-dwellers were quite different from each other, and all these recipes found a place in Russian cuisine. (Sutkin & Sutkina 2011, 74 – 77.)

### **3 SERVICE INDUSTRY**

#### **3.1 Service**

This paragraph is based on the work of Avanesova (Аванесова 2010, 50 – 87). The main components of the economy of any developed nation are industry, agriculture and services. At present the tertiary sector of the economy provides the bulk of the gross national product in many developed countries. In the European Union, service share of GNP (Gross National Product) is over 70%. Moreover, the service sector is one of the most important domains of public life, and has a significant impact on all aspects of our activities. Services are on the one hand, a range of services offered to the population, and on the other hand a set of organizations and individual executers, which need to provide material, social and cultural services to consumers.

This paragraph is based on the work of Avanesova (Аванесова 2010, 90 – 111). They are engaged in service organizations and private businesses. They perform a public function: to offer direct services to the population, creating a comfortable living environment. The process of service is a direct interaction between the consumer and executor of the service. Services include an analysis of orders from customers, planning, finding solutions to problems, establishing and maintaining the required quality of services, negotiation, and formalization and bringing services to the consumer. The development of science, technical progress and the purchasing power of developed countries stimulate the improvement of all the main components of the service sector and, in particular, the service activity.

The services industry constantly produces new lines of services with higher levels of quality. The competitiveness of service organizations today are based on analysis of the needs of consumers, and demand characteristics. They also depend on the age and the tastes of individual customers, on psychological factors, fashion trends, and the level of impact of advertising. (Baumgarten 2005, 72 - 73.)

*Service activities in catering companies*

This paragraph is based on the work of Karnauhova & Krakovsakaya (Карнаухова, Краковская 2012, 10 - 28). Catering services emerge from the need of companies and entrepreneurs to meet the nutritional needs of the population, and from leisure activities. Catering services mainly deal with culinary products, creating the conditions for their acquisition and consumption. Considering the nature of their organization and production, catering companies have a number of features in common with the food industry. However, catering companies organize not only the production of the ready culinary products, but also their distribution. Products from catering do not withstand long periods of storage and must be distributed immediately after production. Retailers are also involved in catering as for they sell their products to the population. But unlike retailers catering companies do not only sell products, but also organize the consumption of ready meals, and provide a variety of services.

This paragraph is based on the work of Karnauhova & Krakovsakaya (Карнаухова, Краковская 2012, 56 - 86). Services can be offered in restaurants, bars, cafes, and snack bars. In restaurants there are a wide range of dishes with complicated preparations, including branded wines and spirits, confectionery products, with a high level of service.

Restaurants differ in the range of products sold and by their location (restaurant at the hotel, train station, etc.). Catering services in restaurants ensure the production, the sale and the consumption of a wide range of dishes and products. They also ensure complex manufacturing of all major groups of raw materials, goods and alcoholic drinks, by qualified personnel while maintaining a high level of comfort.

Bars differ by:

- the range of products sold and the method of preparation
- entertainment

Bars provide a service for the manufacture and sale of a wide range of drinks, snacks, confectionery, purchased goods and create good conditions for their consumption.

Cafes provide consumers with a limited range of products compared to restaurants, and sell custom-branded food, products and drinks.

Cafes differ by:

- the range of products sold (ice-creams, teas, coffees)
- their attractiveness to certain groups of customers (youth, children)

Cafes provide in general a service for the manufacture and sale of culinary products and goods in a limited range compared to other types of organizations.

Catering companies combine the production, the distribution and the consumption of products, as well as entertainment. They provide:

- Services for the production of culinary and confectionery products
- Services for the organization of celebrations, family dinners, seminars, cultural events, and concerts
- Information and advisory services (newspapers, magazines, billiards, slot machines)

In addition to food, restaurants and cafes can offer visitors flowers and gifts, as well as communication services. Additional services can also include packing of culinary products, as well as wardrobes, valets, taxis, and free Wi-Fi.

The structure of the catering staff includes:

- Chefs and cooks performing a service for the preparation of food
- Waiters, bartenders and managers serving visitors

These workers have a special training. For example, in restaurants the waiter uses communication skills with visitors, as well good behavior rules, and rules for supplying and cleaning dishes and drinks.

This paragraph is based on the work of Karnauhova & Krakovsakaya (Карнаухова, Краковская 2012, 90 - 111) about quality of service. Quality of service is largely determined by the service methods and maintenance techniques. Companies that perform fast service (for example fast foods) need to optimize their cooking and serving speeds. They can also be brought to offer an evening or night service. They require a gradual supply of food. The structure of the catering company can be divided into a service area, and administrative and production areas. The service area is usually composed of a dining hall and toilets. Interior furniture is chosen in accordance with

the purpose and the identity of the organization. A catering company needs to work with its image at the moment of its creation, and throughout its whole life cycle. This is not an easy work but in a competitive environment it is impossible to do without it.

Can be distinguished:

- The real image: the image that the customer has of the company
- The desired image : the image that the company thinks it needs to give to the customer to achieve its main goals
- The required image: the image that the company really needs to give to the customers to achieve its main goals.

### **3.2 Segmentation**

This paragraph is based on the work of Belousova (Белоусова 2010, 60 – 63). One of the main directions of marketing is market segmentation, which allows accumulating enterprise assets on certain parts of the business. The target market is a potential market of a firm which is defined by a set of people sharing similar needs concerning goods or services, sufficient resources, and also readiness and opportunity to buy. The target segment is a uniform group of consumers of the target market of the firm, with similar requirements and consumer habits in relation to the firm's goods. Thus, market segmentation is an activity that can identify potential groups of consumers for certain products sold by the company.

This paragraph is based on the work of Belousova (Белоусова 2010, 70 – 74). Segmentation is a process of market division into groups of consumers, allowing the company to concentrate on the most effective direction. A market segment is a uniform set of the consumers who are equally reacting to goods and marketing actions. A target segment is a segment chosen as a result of a market research on the sale of a particular good or service, characterized by the minimum expenses on marketing and providing for firm the main share of result of its activity (profit for example).

Market segmentation represents, on the one hand, a method for finding off parts of the market and defining objects on which the marketing activity of the enterprise is directed. On the other hand, it is a basis for a choice of the correct combination of ele-

ments of marketing. Segmentation is carried out for the purpose of the maximum satisfaction of consumers concerning various goods. (Belousova 2010, 74 – 75.)

Segmentation is understood as a division of the market into segments differing with the parameters or the reaction of these parameters to activities in the market (advertising, sale methods). (Belousova 2010, 75.)

The objects inside market segmentation are:

- A groups of consumers;
- A groups of products (goods, services);
- Companies (competitors).

The main characteristics of market segmentation on groups of consumers are geographical, demographic, psychographic, and behavioral. (Kushcheva 2013.)

Segmentation on groups of products works according to the same principle as market segmentation on groups of consumers. It considers preferences of consumers according to the qualitative characteristics of a product (goods, services). The main characteristics of market segmentation to groups of products are functional and technical parameters, the price, etc. (Kushcheva 2013.)

### **3.3 Competitiveness**

The concept of “competition” comes from the Latin word “concurrentia”, which translates as “collision”. There are many interpretations of the definition of "competition", for example, according to Porter (2008, 500), competition has the following definition: “A dynamic and evolving process, an ever-changing landscape where new products, new ways of marketing, new production processes and new market segments appear”. Due to the plurality of viewpoints and of definitions, there is no unified definition and process. Due to the fact that the concept of “competitiveness” is inextricably linked with competition, the different approaches to the assessment of competition are directly affected the definition that is given to competitiveness. The concept of competitiveness in companies is most commonly linked with efficiency of their operations. (Udanov 2010, 33-45.)

This paragraph is based on the work of Fathudinov (Фатхудинов 2005, 45 - 50).

In today's market only businesses that can function properly can receive sufficient economic activity. Businesses operating inefficiently, selling at loss, or that are not cost-effective, are not sustainable: they quickly go bankrupt and completely cease to exist. Different groups of factors shape the company's competitive landscape, constantly altering its activity. These groups are made of many elements, including the composition and the structure which is unique to each company. Competitiveness can be seen in table 1.

**TABLE 1. Levels of competition and their characteristics**

Level	The object or subject	Factors
1	2	3
Trade	Goods (work, services)	The quality of the goods, Price, Demand matching
Micro level	Commodity producer (organization, company)	The comparative competitiveness of products. Effectiveness of production activities. Financial performance. The effectiveness of the organization and marketing.
Meso level	Association of companies, industry	The internal structure of the industry. The influence of the environment. The competitiveness of individual elements. Interaction between the elements
Macro level	Country, region	Investment climate. Scientific and technical level. Industrial competitiveness and economic sectors

Each level has its own distinctive features, and at the same time, all levels of competitiveness are interrelated.

The competitiveness of products is the best studied. Originally associated with quality, it began to define a new set of characteristics described by the customer.

The concept of competitiveness in relation to organizations and businesses (micro-and meso-levels) are linked, mainly by the concept of effectiveness. A competitive business operates effectively and provides competitive consumer goods and services. (Fathudinov 2005, 50-56.)

At the macro level, competitiveness is at the scale of regions and countries. The competitiveness of a region depends on how efficiently it uses available resources. This can generally be seen by looking at the gross regional product. Most often economists analyze macroeconomic conditions and the level of activity of companies in the national economy. In this case, the macroeconomic conditions determine the level of competitiveness of companies inside this region of country. (Fathudinov 2005, 50-56.)

Based on all the definitions which exist, can be drawn the following conclusions about the concept of competitiveness:

1. The competitiveness of a company appears on the market. It must have individual characteristics, in order to stand out on the market. (Taran 1998, 11.)
2. Competitiveness is a multi-level concept. (Fathudinov 2005, 56.)
3. The concept of "competitiveness" is unique for all types of objects (goods and services) and for all types of subjects (organizations, industries, countries). (Filosofova 2007, 12-13).
4. Competitiveness is dynamic and fragile as a result of permanent changes in the competitive environment. (Ivanova 2011, 15.)

Catering is a socially organized way of meeting the needs of the population in the services of catering and leisure outside domestic conditions, relative to the time people spend outside housekeeping, maintenance, health, and rational use of resources. The role of public catering enterprises, nowadays, is to meet the needs of the population in food services, leisure and recreation. (Nikolaeva 2008, 46.)

Increasing competition has forced companies to look for effective mass feeding methods. There was a need for affordable high-quality, high-service kitchens and restaurants. Competition gradually allowed consumers to compare one service with another, encouraging competitors to continuously improve the quality of services provided. (Udanov 2010, 45 – 50.)

### **3.4 Costs and profitability**

#### *Costs*

In general, the price is the monetary expression of the value of goods.

This paragraph is based on the work of Sarafanova (Сарафанова 2012, 5 - 7). Price is the amount of money charged for a particular product, that is, the sum of money for which the buyer is willing to buy the product, and the seller to sell it. Essence of price is the monetary expression of the value of goods, services, and security. It serves as the starting point in the planning of financial activity. Prices regulate economic processes, and separate purchase and sale of goods or services to consumers. Decision-making process, including the determination of the price of the goods or service is called pricing.

This paragraph is based on the work of Sarafanova (Сарафанова 2012, 7 - 8). Cost is the amount of money that the buyer is willing to pay for an object or thing. The difference between the price and cost is that the cost has a probabilistic nature that does not reflect facts about the transaction that has been held. The price reflects the fact that a particular transaction has already been held, recorded in the accounting system.

Demand reflects the customer's needs of a given product at a given price. There is a close relationship between price and demand. Price is set by the seller, and is reflected in the level of demand for the product. According to the law of demand, the higher the price rises; the lower will be the number of potential buyers, and vice versa. (Sarafanova 2012, 9 -11.) Thus, demand and price are inversely related.

Pricing is a decision-making process that includes the determination of the price for goods or services. The main objective of the pricing process is to calculate the highest possible price for the product or service that a consumer is willing to pay. Firms need to decide on the method for calculating the initial price of the goods. (Sarafanova 2012, 5 – 7.)

This paragraph is based on the work of Sarafanova (Сарафанова 2012, 7 - 8). Price is subject to vigorous competition. Studying competitors' products, the price of the goods they offer and their quality, entrepreneurs must objectively assess the position their goods or services to those of their competitors. Depending on the result of this analysis they will decide whether they will need to establish a higher price for the

product or service in comparison with those of competitors. Thus, the price determines the position of the company in the market relative to its competitors.

### *Profitability*

This paragraph is based on the work of Gribov (Грибов 2007, 170 – 172). The major indicator of the efficiency of the activity of a company is profitability. The company must not only cover its expenses with its income, but also generate profit. Profitability shows the effectiveness of an organization and indicates how much profit it makes. Using profitability it is possible to determine the yield of various activities in the company. To calculate profitability you must divide profit by prime cost (production and services) and multiply the result by 100 to express it in percentage. Yield, i.e. profitability of the enterprise can be estimated with the help of both absolute and relative indicators. Absolute indicators measure profit whereas relative indicators characterize profitability and are measured as a percentage or coefficients.

This paragraph is based on the work of Gribov (Грибов 2007, 172 – 173). Profitability of the capital is equal to the profit generated by the company in a year divided by the size of the invested capital in this enterprise and expressed as a percentage. Besides, it is accepted to define level of the general profitability of work of the enterprise which is defined as the relation of annual profit to profit assets. Level of the general profitability characterizes ability of this enterprise to an increment of the capital invested in it.

## **4 PROJECT WORK**

My bachelor thesis work consisted of the organization and the leading of the Russian days event in the Restaurant DeXi. The targets of the work will be described below.

Target/focus on:

- 1) Promotion of the idea
- 2) Planning the menu
- 3) Testing session

- 4) Preparation of the event
- 5) Leading the event
- 6) Interview session
- 7) Feedback
- 8) Analyses and statistics

### *DeXi Restaurant*

The Restaurant DeXi is the biggest and the most dynamic cafeteria on the Campus area of Mikkeli University of Applied Sciences. DeXi can welcome 150 customers and offers access to a living room, lunch, and events on the DeXi-stage restaurant. The Restaurant DeXi opened in the D building on the 1st floor of the Main Campus on the 22nd of August 2011.

The Restaurant DeXi offers salad dishes, soup and wok / pasta lunches daily. They also offer a very wide variety of salads; you always can find “your” salad there.

DeXi cares for the environment. The Restaurant DeXi favors regionally produced raw materials. They also favor organic raw materials. The Restaurant DeXi has received the Swan Label in the autumn of 2012. The Swan Label is an independent indication that the environment matters are taken into account in service provisions. DeXi is also certified by EcoCentria of using many organic products. You can relax in the cozy living room of DeXi’s atmosphere during your school or work day.

#### **4.1 Promotion of the idea**

Promotion is the best way to inform, remind, and persuade an existing and potential customer. The goal of promotion for existing customers is to make them become loyal customers, to make sure they keep coming to your business and to keep them aware about your business’s operations and novelties. (Mill 2007, 80 – 81.)

It is necessary to make the promotion before leading an event. Once you have an idea it is extremely important to promote it in the right way. The idea was – “Russian days event”. The promotion part was needed to inform students, teachers and other staff of MUAS about the event. The plan was made before making the promotion of the event.

The promotion plan of the event included the following steps:

- Creating flyers of the event that included the menu list which is presented in figure 1
- Distribution of flyers
- Putting the information on the student portal of MUAS
- Putting the information on the DeXi's website

## Russian Days in Dexi

20.03 – 22.03



### Menu:

#### Day 1:

Potato pancakes "Draniki"  
 "Solyanka" Soup  
 Russian Salad of Beetroot  
 Traditional Russian Pies

#### Day 2:

Cutlet with buckwheat  
 and chopped parsley  
 "Shchi" Soup  
 Russian Salad with  
 mushrooms  
 Cottage cheese flitters

#### Day 3:

Pancakes with minced meat and sour cream  
 "Borsch" Soup  
 Russian Salad "Oliv'e"  
 Sweet pancakes with jam, honey



## **FIGURE 1. Russian Days event promotion flyer**

Before the flyers were done, the menu was planned. It was important to plan the menu firstly, because each flyer included the menu for three days with different food positions, and with the dates of the event. The design of the flyers was made by me. Also all the promotion was made in the same style. The design was created with Russian elements, because of the thematic idea. When the flyers were ready the next step was to place it on boards for ads and on tables in the Restaurant DeXi in the MUAS. The menu list and the cover letter were put on the students' portal of the MUAS on the main page's banner. It was also explained on a redirected page more information about the Russian days event, including information about who was going to lead the event, the location, and the general idea. Also the information about food positions concerning the Russian days event was put on the DeXi's website. Information about food positions includes the price of the each dish, and special diet notes such as:

- M = Milk free
- L = Lactose free, VL = Low Lactose
- G = Gluten Free
- Better Selection

These diet notes help customers to choose the suitable dish for themselves.

### **4.2 Planning the menu**

One of the favorite expressions in food service is – “everything starts with the menu” (Ninemeier 2010, 127). The menu is not only the “face of the restaurant”, or just a paper list of available food positions, but the subject of decoration and pride of any restaurant. The menu is helping to set a mood of your potential customer, to build interest, and to build excitement. It is necessary to learn how to sell not only usual food, but also your suggestions and ideas. A well-made menu will leave a positive impression on your customers and will make them come back again and again.

The menu of Russian days event was planned by me. All the dishes were taken from Russian cuisine. I needed to plan the food positions for three days (lunch hours). DeXi's lunch menu includes:

- Salad
- Soup
- Main dish
- Dessert

My work consisted in planning what kind of salads, soups, main dishes, and desserts will be served during the event. In total there should be three different types of salads, three different types of soups, three different types of main dishes, and three different types of desserts (one of each type for each day). The menu for 3 days is presented in table 1.

**TABLE1. Menu for 3 days counting approximately the number of customers in the Restaurant DeXi**

Wednesday	Thursday	Friday
Salad for <b>60</b> per.	Salad for <b>60</b> per.	Salad for <b>40</b> per.
Soup for <b>100</b> per.	Soup for <b>100</b> per.	Soup for <b>80</b> per.
Main dish for <b>250</b> per.	Main dish for <b>250</b> per.	Main dish for <b>150</b> per.
Dessert for <b>15 – 20</b> per.	Dessert for <b>15 – 20</b> per.	Dessert for <b>10 - 15</b> per.

According to my own experience and knowledge, and the recipe book – (Liakhovskaya 2000) all the recipes were selected accurately. When the menu list for 3 days was ready it was taken into consideration by manager of the Restaurant DeXi. Table 2 presents the Russian days menu.

**TABLE 2. Russian days menu**

	Salad	Soup	Main Dish	Dessert
<u>Day 1:</u>	<b>Russian Salad of Beetroot</b>	<b>“Solyanka” Soup with sour cream (L)</b>	<b>Potato Pancakes “Drani-ki” with sour cream (L) and</b>	<b>Traditional Russian Pies</b>

	<p><i>Ingredients:</i> Beetroot (boiled), carrot (boiled), potato (boiled), pickles, onion, canned peas, oil, salt</p>	<p><i>Ingredients:</i> Smoked ham, sausage, chicken, onion, pickles, black olives, capers, lemon, pepper</p>	<p><b>parsley</b></p> <p><i>Ingredients:</i> Potato, eggs, onion, bacon, oil, salt, pepper, wheat flour, parsley</p>	<p><i>Ingredients:</i> <u>yeast dough</u> – Butter, milk (L), eggs, yeast, wheat flour, salt, sugar</p>
<p><u>Day 2:</u></p>	<p><b>Russian Salad with mushrooms</b></p> <p><i>Ingredients:</i> Potato (boiled), carrot (boiled), onion, canned peas, mushrooms (champignons), ham, apples, mayonnaise, sour cream(L), salt</p>	<p><b>“Shchi” Soup of Sauerkraut with sour cream(L)</b></p> <p><i>Ingredients:</i> Sauerkraut, onion, root of parsley, carrot, potato, green dill, beef bone (beef meat)</p>	<p><b>Cutlet with buckwheat and chopped parsley</b></p> <p><i>Ingredients:</i> Minced meat – 50% pork, 50% beef, white bread, eggs, milk (L), salt, pepper, fresh cucumber</p>	<p><b>Cottage cheese fritters with sour cream(L) and raspberry jam</b></p> <p><i>Ingredients:</i> Cottage cheese (L), eggs, wheat flour, oil, sugar</p>
<p><u>Day 3:</u></p>	<p><b>Russian Salad “Oliv’e”</b></p> <p><i>Ingredients:</i> Potato (boiled), carrot (boiled),</p>	<p><b>“Borsch” Soup with sour cream (L)</b></p> <p><i>Ingredients:</i> Beetroot, potato, cabbage, carrot, garlic, root of parsley, onion,</p>	<p><b>Pancakes with minced meet and sour cream (L)</b></p> <p><i>Ingredients:</i> <u>For the dough</u> – Milk (L), eggs,</p>	<p><b>Sweet Pancakes with raspberry jam</b></p> <p><i>Ingredients:</i> <u>For the dough</u> – Milk (L), eggs,</p>

	<i>canned peas, pickles, boiled sausage, or chicken, mayon- naise, eggs</i>	<i>tomatoes, tomato paste, salt, beef bone and meat, fresh pepper</i>	<i>wheat flour, salt, sugar <u>Filling</u> – minced meet (beef), onion, salt, pep- per, oil</i>	<i>wheat flour, salt, sugar</i>
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The next step started when the menu was approved by the manager of the Restaurant DeXi. It consisted in calculating the weight in kg of all the ingredients of every food position. In total there were twelve food positions. Every food position was calculated automatically with an Excel program. It was important to take into account the portion size of every counted food position in the menu, because the Finnish government regulation of student nutrition norms must comply with the general quality of health and nutritional needs. The portion size of salad per person must not be less than 80 g. The portion size of soup per person must not be less than 300 g. The portion size of main dish per person must not be less than 200 – 250 g. An example of portion card table which illustrates the counting process of one food position is introduced below in table 3.

**TABLE3. Excel portion card example of one food position**

Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova	17/03/2013	Borsch

weight AP		wl %	weight EP		raw materials	Cost	EP cost	cost of use
1.500	kg		1.5	kg	Beetroot		0.00 €	0.00 €
1.500	kg		1.5	kg	Potato		0.00 €	0.00 €
3.000	kg		3	kg	Cabbage		0.00 €	0.00 €
1.500	kg		1.5	kg	Carrot		0.00 €	0.00 €
0.100	kg		0.1	kg	Garlic		0.00 €	0.00 €
0.300	kg		0.3	kg	root of parsley		0.00 €	0.00 €
1.500	kg		1.5	kg	Onion		0.00 €	0.00 €
1.500	kg		1.5	kg	Tomato		0.00 €	0.00 €
0.380	kg		0.38	kg	tomato puree		0.00 €	0.00 €
1.500	kg		1.5	kg	fresh pepper		0.00 €	0.00 €
2.500	kg		2.5	kg	beef cubes		0.00 €	0.00 €
15.000	kg		15	kg	Water		0.00 €	0.00 €

Amount of raw materials	30.280	kg	100%
Cooking loss	0.000	kg	
Amount of ready food	30.280	kg	100.00%
Portion size	0.303	kg	
Amount of portions	100	pcs	

total raw material costs	0.00
cost of 1 kg	0.00
cost of one portion	0.00

AP= as purchased, amount of food before processing

EP= edible portion, amount of food available for eating after preparation and / or cooking

wl= weight loss

Two graphs in the Excel portion card, such as the raw material graph and the weight graph were used to count in kg the amount of raw material, the amount of ready food, the portion size, and the amount of portions according to table 1.

### 4.3 Testing session

Testing session is an important moment before presenting the final version. It helps you find negative and positive aspects and most importantly to find the best way of providing food and leading an event. It was necessary to test the group of food positions from the menu. It helped to “understand the product”, and gave us ideas about how to make it tastier and good looking. The appearance of the dish plays a big role in the whole process.

The testing session was made three days before the Russian days event started. We tested four food positions, three main dishes and one dessert, which were served from the “hot corner” of the Restaurant DeXi. These three main dishes were selected, because they were served as main courses. These three main dishes needed more time for the cooking process and they were cooked during the event (cooked and served on the same day). The testing group of food positions consisted of:

- Potato pancakes “Draniki”
- Cutlet with buckwheat
- Pancakes with minced meat and sour cream

- Sweet pancakes with raspberry jam

Every food position from the list below was calculated with an Excel program. The portions were calculated for 4 persons for the same principle as seen from table 3.

Because of the testing session, the number of portions was set to 4 persons. The results of the prepared food are commented and illustrated with photographs below.



**FIGURE 2. Potato pancakes “Draniki”**

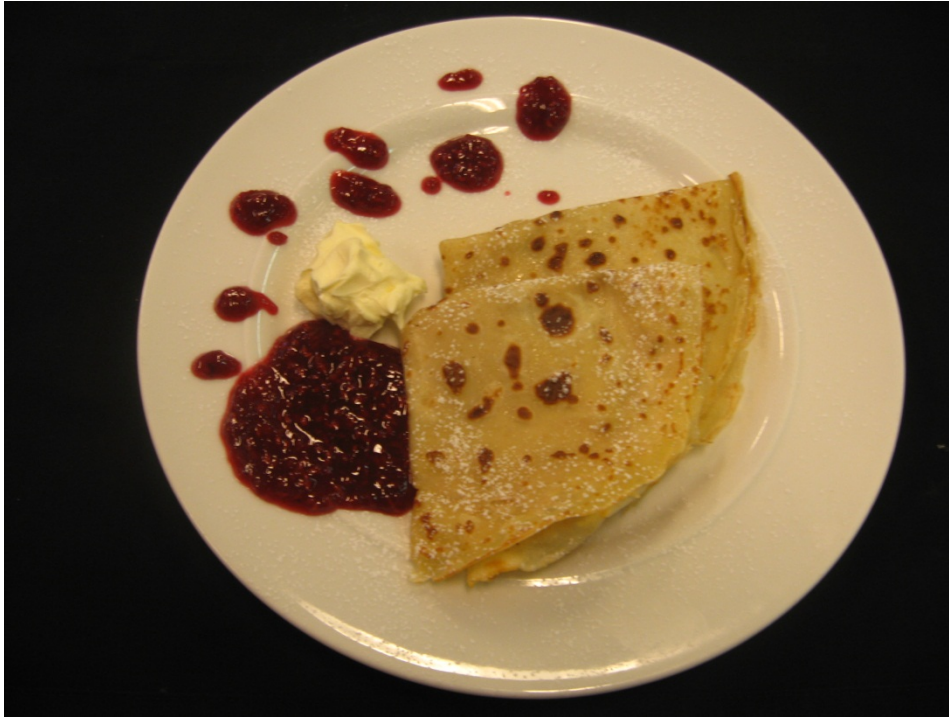
The result: The potato pancakes were made according to the recipe (see appendix 1. – potato pancakes). The cooking method was frying for seven minutes. They were cooked in the Self Cooking Center and we found out that seven minutes was too much, because as seen on the picture the potato pancakes were too dry. The texture needed to be softer, and the appearance more attractive. The taste was quite good, even though texture was not right.

Conclusion: The recipe was good, but the method needed to change. The solution was to cook it for five minutes using steam and hot air programs in the Self Cooking Center, and then fry it with oil on a pan before serving it.



**FIGURE 3. Pancakes with minced meat and sour cream**

The result: The pancakes with minced meat were made according to the recipe (see appendix 1. – pancakes and minced meat filling). The cooking method was pan-frying. Firstly the minced meat was fried and prepared. Then the pancakes were fried. It was important to fold the pancakes correctly for a good presentation, to put the right quantity of filling inside the pancake, and to give them a good color. The taste was good. Conclusion: The recipe was good. There was nothing to change.



**FIGURE 4. Sweet pancakes with raspberry jam**

The result: Sweet pancakes were made according to the recipe (see appendix 1. – pancakes, and raspberry jam). The cooking method was pan-frying. It was important to give the pancakes a good color, and to make the dish good-looking. The solution was to put powdered sugar for good appearance. Conclusion: The recipe was good. There was nothing to change.

The third food position – Cutlet with buckwheat was also tested. The result: Cutlet was made according to the recipe (see appendix 1. – cutlet). The cooking method was frying in the Self Cooking Center for twenty minutes. There is no photograph, because the appearance was not good at all. This was due to the wheat flour on the cutlet.

Conclusion: The recipe was good, but the cooking method needed to change. The solution was to cook it without wheat flour for twenty minutes using steam and hot air programs in the Self Cooking Center, and to fry it with oil on a pan before serving it.

The buckwheat was also tested, but it was not the same type as in Russia. Traditional buckwheat was not available to order. That is why the decision was to replace buckwheat with mashed potatoes. The recipe of frozen mashed potato was taken from DeXi.

#### 4.4 Preparation of the event

The preparation of the Russian days event can be divided into two parts:

- The organizational part
- The technological part

During the organizational part before leading the event it was important to divide tasks between the working team which includes permanent members and students. These students were taking part in the event because they had to carry out some practical training in the restaurant DeXi. Two Russian students also helped me for the cooking process. I was responsible for the organization, and my main task was to separate accurately responsibilities between the Russian students for the cooking process of the food positions concerning the Russian days event.

In the technological part before leading the event it was necessary to prepare a lot of things, especially food preparations, because it saves time. The time aspect plays a big role in the kitchen and that is why everything needs to be well-planned. Before the first day of the Russian days event it was important to prepare the salad – “Russian Salad of Beetroot”, because most of the ingredients were vegetables, which needed to be boiled and chilled. The cooking process was then much faster on the day when we served the salad with prepared ingredients.

Before the second day of the Russian days event it was important to prepare the salad – “Russian salad with mushrooms”, because of the same reason: most of the ingredients were vegetables. It was the same thing on the third day with the salad – “Oliv’e”. The dough for the pancakes was made before the third day. There was a huge amount of row dough so it was better to prepare the dough the day before serving the pancakes. Furthermore the raspberry jam was prepared one day before the second day of the event for the “Cottage cheese fritters”. These were served with jam, and sour cream. Also the raspberry jam was prepared one day before the last day of the event the “Sweet pancakes” were also served with jam, and sour cream.

It was also important to think about the atmosphere in the Restaurant DeXi during the Russian days event. To make the atmosphere more interesting a music playlist was

made. It was lounge music, to make the atmosphere calm and nice for customers while they were eating and waiting. A feedback box was prepared one day before the event to collect all the questionnaires and interviews from customers during the three days. It was a handmade box which was made by me.

#### **4.5 Leading the event**

The Russian days event was held during normal working days of the Restaurant DeXi. All the food positions concerning the Russian days event were added to the general menu of the Restaurant DeXi. Therefore the assortment of dishes in DeXi has been extended during the Russian days event. During the three days of the Russian days there were interview sessions with DeXi customers and questionnaires were available.

Before starting the Russian days event it was important to introduce the menu, and to describe the organization to staff members in the Restaurant DeXi. The organization process is an integral part of management. As I was the organizer of the event it was necessary for me to separate the work between the work team. It was also important for me to prepare the work place every day for three days before work started. While cooking the food positions, I had to understand what kind of kitchen equipment will be needed. I also had to make sure all the work was well carried out while working in a team at the same time.

The Russian days event was well carried out. All the dishes were in great demand, and unfortunately we ran out of some food positions because there turned out to be more customers than expected. In theory we calculated the amount of food for a certain amount of customers, but the demand exceeded the supply.

#### **4.6 Interview session**

Creating customer value and satisfaction is at the heart of the hospitality industry. The purpose of a business is to create and maintain satisfied, profitable customers. Satisfied customers whose needs have been met will talk favorably to others about their satisfaction. (Kotler et al. 2010.) To create customer value and satisfaction the interview session and feedback helps.

The aim of the interview was to clearly see and understand people's opinion concerning the event. Using the opinion of customers, we can determine the strong and weak sides of the event. It helps to analyze the whole process at the end. (Rautiainen 2012.) The interview consisted of eight open questions. These questions were about the general information from an interlocutor, about satisfaction, general feeling of atmosphere and offered food. The interview is available in appendix 2.

#### 4.7 Feedback

Questionnaire (feedback) is another way for collecting opinions and ideas from customers. Feedback helps to develop the organization for the future. It is important to make the questionnaire simple and with using a direct language. Cover letter is another important moment in the questionnaire. The aim of cover letter is to motivate a respondent to fill a questionnaire, and to clarify the background for answering. (Rautiainen 2012.) The questionnaire was made with all the requirements. The questionnaire is available in appendix 2.

#### 4.8 Analyses and statistics

##### *Customer feedback*

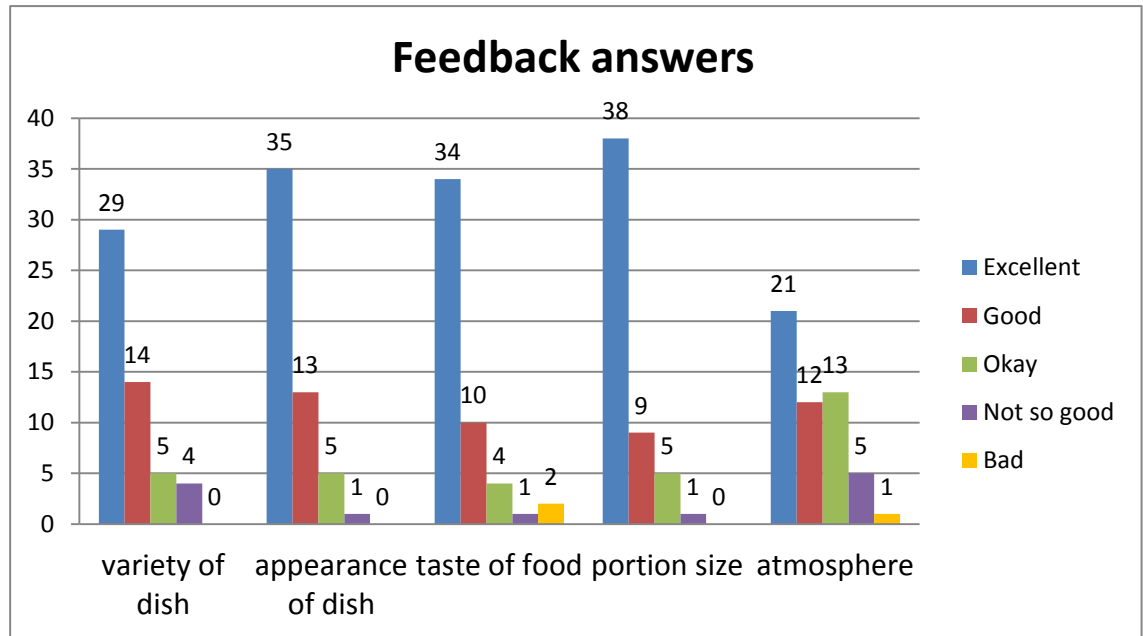
To analyze and to make statistics all the interviews and questionnaires were taken into account. To make analyzes and statistics everything need to be counted accurately.

Questionnaire analyzes and statistics will be introduced in a table with calculated results, and after in a graph above. Table 4 presents questionnaire analyzes and statistics.

**TABLE 4. Questionnaire analyzes and statistics**

	Excellent	Good	Okay	Not so good	Bad
variety of dish	29	14	5	4	0
appearance of dish	35	13	5	1	0
taste of food	34	10	4	1	2
portion size	38	9	5	1	0
atmosphere	21	12	13	5	1

Before making the graph it was necessary to calculate questionnaire answers as seen from the table 4.



**FIGURE 5. Feedback answers**

This bar chart measures customer satisfaction for 5 different aspects of the event. For each aspect, 5 bars give the number of answers from excellent to bad. The question about portion size got the biggest quantity of positive answers. Most of respondents answered excellent. In total, only three respondents answered – bad. In total 52 questionnaires were filled. In conclusion we can say that this is a good result.

#### *Customer interviews*

All the interviews were collected and handled accurately. It was thirteen interviews in total. The interview consisted of eight open questions. It was twelve students and one teacher who answered. Most of customers mentioned about “Solyanka soup”, “Salad of Beetroot”, potato pancakes “Draniki”, pancakes, sweet and sour, and cottage fritters. Also some mentioned about soups and salads in general. In the field – “What else would you like to say”, the general feelings from customers were good. There were a lot of compliments and good impression. Some customers didn’t fill those two graphs at the end.

### *Profitability of Russian days*

To calculate the profitability of the event, the cash reports from the Restaurant DeXi (Cathrine program) for these three days were taken into account. The cash report gives information about the profit, the amount of customers, and the kind of customers that visit DeXi. For example the Catherine program classifies students, MAMK personnel, and other customers into different groups. The results were counted in an Excel program. The Excel tables for each day will be introduced below. The profitability for the main dishes and soups is calculated in these Excel tables. The total values are VAT (Value Added Tax) exclusive, which is 14% in Finland for foodstuffs, restaurants, and catering. (VATlive, 2013.) This VAT is included in the price for MAMK personnel, and other customers. For students there is no VAT, because the Kela organization is taking part in the Restaurant DeXi for covering VAT for students.

**TABLE 5. Total sales**

#### **Wednesday 20.03.2013**

	students			other customers					Kela support	total
	pieces	price € (vat 0%)	€ (vat 0%)	pieces	price € (vat 14%)	€ (vat 0%)	€ (vat 14%)	€ (vat 0%)	€	€ (vat 0%)
main dish	35	3,75	131,25	5	6,60	5,79	33,00	28,95	67,9	228,10
soup	46	1,90	87,40	22	3,50	3,07	77,00	67,54	89,24	244,18
										472,28

**TABLE 6. Total sales**

#### **Thursday 21.03.2013**

	students			other customers					Kela support	Total
	pieces	price €	€ (vat 0%)	pieces	price € (vat 14%)	€ (vat 0%)	€ (vat 14%)	€ (vat 0%)	€	€ (vat 0%)
main dish	52	3,75	195,00	6	6,60	5,79	39,60	34,74	100,88	330,62

soup	34	1,90	64,60	13	3,50	3,07	45,50	39,91	65,96	170,47
										501,09

**TABLE 7. Total sales****Friday 22.03.2013**

	students			other customers					Kela support	Total
	pieces	price €	€ (vat 0%)	pieces	price € (vat 14%)	€ (vat 0%)	€ (vat 14%)	€ (vat 0%)	€	€ (vat 0%)
main dish	45	3,75	168,75	10	6,60	5,79	66,00	57,89	87,3	313,94
soup	43	1,90	81,70	16	3,50	3,07	56,00	49,12	83,42	214,24
										528,19

In conclusion, according to the total profit (in grey) calculated on each of the three total sales tables, the most profitable day was Friday. Furthermore, in total there were more customers on Friday – 114 customers to compare to Thursday – 105 customers, and Wednesday – 108 customers. The difference in total amount of customers for the Russian days event and the week before was – 98 customers. To understand the profitability it was necessary to compare the amount of customers, and the total profit with the results from the week before the Russian days event. Table 8 presents comparing results.

**TABLE 8. Comparing results**

dates	the total amount of customers	the profit for the main dish and soup in total
20.03. - 22.03	327	1 045,80 €(VAT 14%)
13.03. - 15.03	229	732,75 €(VAT 14%)

As seen on the tables there were more customers and profit was higher during the Russian days event. The raw materials of every food position were ordered by the

manager of the Restaurant DeXi so I was not able to count the profitability of the different lunches. Also the information concerning desserts was not available on the cash report that so they were not counted.

## 5 CONCLUSION

As was said earlier competition in the restaurant area is growing because new methods and techniques are appearing to attract customers. There are a lot of methods to increase competitiveness, but the one that was mainly emphasized in this bachelor thesis is event planning. With the organization of the event “The Russian days”, the assortment of food proposed in the restaurant DeXi was temporarily expanded with food positions in relevance to the event. And this event enabled the Restaurant DeXi to increase its competitiveness through this technique.

In additional to the main menu of the Restaurant DeXi , traditional Russian dishes were temporarily added. The Russian days event not only introduced new dishes to customers, but also exposed part of Russian culture to them. The event was planned, and the work was divided into a series of steps. To make the event successful, all the tasks were carried out one by one, all the problems were solved, and all the targets were met.

The theoretical part was exposed, and according to the results obtained after the analysis in the practical part, the event was successfully led. According to the analysis, the most profitable day was Friday, and this is not without the reason. Indeed, customers were more aware of the event while it was being held, and the most attractive food positions were served during the last day of the Russian days event in order to give a good last impression.

But since this was the first time the Restaurant DeXi hosted such event, more promotion would have been more beneficial to attract more customers, and to further increase competitiveness.

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## APPENDIX 1.

### Appendix on several pages

Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova	17.03.2013	Oliv`e

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
3,750	kg		3,75	kg	potato		0,00 €	0,00 €
0,860	kg		0,86	kg	carrot		0,00 €	0,00 €
1,610	kg		1,61	kg	canned peas		0,00 €	0,00 €
2,140	kg		2,14	kg	pickles		0,00 €	0,00 €
3,210	kg		3,21	kg	boiled sausage		0,00 €	0,00 €
0,540	kg		0,54	kg	mayonnaise		0,00 €	0,00 €

Amount of raw materials	12,110	kg	100%
Cooking loss	0,000	kg	
Amount of ready food	12,110	kg	100,00%
Portion size	0,081	kg	
Amount of portions	150	pcs	

total raw material costs	0,00
cost of 1 kg	0,00
cost of one portion	0,00

Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova	17.03.2013	Russian salad with mushrooms

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
8,340	kg		8,34	kg	potato		0,00 €	0,00 €
1,330	kg		1,33	kg	carrot		0,00 €	0,00 €
0,830	kg		0,83	kg	onion		0,00 €	0,00 €
3,330	kg		3,33	kg	canned peas		0,00 €	0,00 €
1,670	kg		1,67	kg	mushrooms		0,00 €	0,00 €
0,830	kg		0,83	kg	ham		0,00 €	0,00 €
1,670	kg		1,67	kg	apple		0,00 €	0,00 €
0,830	kg		0,83	kg	mayonnaise		0,00 €	0,00 €
0,830	kg		0,83	kg	sour cream		0,00 €	0,00 €

Amount of raw materials	19,660	kg	100%
Cooking loss	0,000	kg	
Amount of ready food	19,660	kg	100,00 %
Portion size	0,079	kg	
Amount of portions	250	pcs	

total raw material costs	0,00
cost of 1 kg	0,00
cost of one portion	0,00

## APPENDIX 1.

### Appendix on several pages

Maker's name	Date	Recipe's/raw material's name
Pankova Nadezhda	17.03.2013	Beetroot salad

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
2,670	kg		2,67	kg	beetroot		0,00 €	0,00 €
2,500	kg		2,5	kg	carrot		0,00 €	0,00 €
8,340	kg		8,34	kg	potatoe		0,00 €	0,00 €
4,170	kg		4,17	kg	pickles		0,00 €	0,00 €
0,830	kg		0,83	kg	onion		0,00 €	0,00 €
0,170	kg		0,17	kg	canned peas		0,00 €	0,00 €
1,330	kg		1,33	kg	oil		0,00 €	0,00 €

Amount of raw materials	20,010	kg	100%
Cooking loss	0,000	kg	
Amount of ready food	20,010	kg	100,00%
Portion size	0,080	kg	
Amount of portions	250	pcs	

total raw material costs	0,00
cost of 1 kg	0,00
cost of one portion	0,00

Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova	17.03.2013	Solyanka soup

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
1,500	kg		1,5	kg	ham		0,00 €	0,00 €
1,000	kg		1	kg	sausage		0,00 €	0,00 €
1,000	kg		1	kg	chicken		0,00 €	0,00 €
3,800	kg		3,8	kg	pickle		0,00 €	0,00 €
0,380	kg		0,38	kg	tomato puree		0,00 €	0,00 €
15,000	kg		15	kg	water		0,00 €	0,00 €
5,000	kg		5	kg	potato		0,00 €	0,00 €
3,500	kg		3,5	kg	onion		0,00 €	0,00 €

Amount of raw materials	31,180	kg	100%
Cooking loss	0,000	kg	
Amount of ready food	31,180	kg	100,00%
Portion size	0,312	kg	
Amount of portions	100	pcs	

total raw material costs	0,00
cost of 1 kg	0,00
cost of one portion	0,00

## APPENDIX 1.

### Appendix on several pages

Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova	17.03.2013	Shchi

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
3,500	kg		3,5	kg	Sauerkraut		0,00 €	0,00 €
3,500	kg		3,5	kg	onion		0,00 €	0,00 €
0,300	kg		0,3	kg	root of pasley		0,00 €	0,00 €
2,000	kg		2	kg	carrot		0,00 €	0,00 €
6,000	kg		6	kg	potato		0,00 €	0,00 €
3,000	kg		3	kg	beef cubes		0,00 €	0,00 €
15,000	kg		15	kg	water		0,00 €	0,00 €

Amount of raw materials	33,300	kg	100%
Cooking loss	0,000	kg	
Amount of ready food	33,300	kg	100,00%
Portion size	0,333	kg	
Amount of portions	100	pcs	

total raw material costs	0,00
cost of 1 kg	0,00
cost of one portion	0,00

Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova	14.03.2013	Potato pancake

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
8,400	kg	0,00%	8,400	kg	potato	0,71 €	0,71 €	5,95 €
1,800	kg	0,00%	1,800	kg	red onion peeled	2,97 €	2,97 €	5,35 €
1,680	kg	0,00%	1,680	kg	bacon	6,15 €	6,15 €	10,33 €
2,340	kg	0,00%	2,34	kg	egg	1,36 €	1,36 €	3,18 €
1,200	kg	0,00%	1,200	kg	wheat flour	0,96 €	0,96 €	1,15 €

Amount of raw materials	15,420	kg	100%
Cooking loss	3,855	kg	25,00%
Amount of ready food	11,565	kg	75,00%
Portion size	0,193	kg	
Amount of portions	60	pcs	

total raw material costs	25,96
cost of 1 kg	2,24
cost of one portion	0,43

## APPENDIX 1.

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Nadezhda Pankova	Cutlet
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weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
5,000	kg	0,00%	5	kg	minced meat (pork and beef)	5,34 €	5,34 €	26,70 €
0,850	kg	0,00%	0,85	kg	red onion	2,97 €	2,97 €	2,52 €
1,250	kg	20,00%	1,000	kg	bread	2,45 €	3,06 €	3,06 €
2,000	kg	0,00%	2,000	kg	milk	1,29 €	1,29 €	2,58 €
1,260	kg	0,00%	1,26	kg	egg	1,36 €	1,36 €	1,71 €
0,010	kg	0,00%	0,01	kg	black pepper	10,68 €	10,68 €	0,11 €
0,060	kg	0,00%	0,06	kg	salt	0,67 €	0,67 €	0,04 €

Amount of raw materials	10,180	kg	100%
Cooking loss	0,000	kg	
Amount of ready food	10,180	kg	100,00%
Portion size	0,170	kg	
Amount of portions	60	pc	s

total raw material costs	36,72
cost of 1 kg	3,61
cost of one portion	0,61

Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova		Minced meat filling

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
6,670	kg	0,00%	6,670	kg	minced meat beef	8,49 €	8,49 €	56,63 €
2,130	kg	0,00%	2,130	kg	red onion, peeled	2,97 €	2,97 €	6,33 €
0,070	kg	0,00%	0,07	kg	salt	0,67 €	0,67 €	0,05 €
0,010	kg	0,00%	0,01	kg	black pepper	10,68 €	10,68 €	0,11 €

Amount of raw materials	8,880	kg	100%
Cooking loss	1,776	kg	20,00%
Amount of ready food	7,104	kg	80,00%
Portion size	0,178	kg	
Amount of portions	40	pc	s

total raw material costs	63,11
cost of 1 kg	8,88
cost of one portion	1,58

## APPENDIX 1.

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Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova		Pancakes

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
5,720	kg	0,00%	5,720	kg	milk	1,29 €	1,29 €	7,38 €
0,750	kg	0,00%	0,75	kg	egg	1,36 €	1,36 €	1,02 €
2,570	kg	0,00%	2,57	kg	wheat flour	0,96 €	0,96 €	2,48 €
0,150	kg	0,00%	0,15	kg	sugar	1,27 €	1,27 €	0,19 €
0,070	kg	0,00%	0,07	kg	salt	0,67 €	0,67 €	0,05 €

Amount of raw materials	9,260	kg	100%
Cooking loss	1,296	kg	14,00%
Amount of ready food	7,964	kg	86,00%
Portion size	0,199	kg	
Amount of portions	40	pcs	

total raw material costs	11,11
cost of 1 kg	1,40
cost of one portion	0,28

Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova	17.03.2013	Traditional russian pies - yeast dough

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
0,350	kg		0,35	kg	milk		0,00 €	0,00 €
0,055	kg		0,055	kg	egg		0,00 €	0,00 €
0,040	kg		0,04	kg	yeast		0,00 €	0,00 €
0,650	kg		0,65	kg	wheat flour		0,00 €	0,00 €
0,060	kg		0,06	kg	salt		0,00 €	0,00 €
0,025	kg		0,025	kg	sugar		0,00 €	0,00 €
0,055	kg		0,055	kg	egg brush with		0,00 €	0,00 €

Amount of raw materials	1,235	kg	100%
Cooking loss	0,000	kg	
Amount of ready food	1,235	kg	100,00 %
Portion size	0,069	kg	
Amount of portions	18	pcs	

total raw material costs	0,00
cost of 1 kg	0,00
cost of one portion	0,00

## APPENDIX 1.

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Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova	17.03.2013	Traditional Russian pies-filling

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
0,200	kg		0,2	kg	cottage cheese		0,00 €	0,00 €
0,070	kg		0,07	kg	apricot jam		0,00 €	0,00 €
0,070	kg		0,07	kg	dry apricots		0,00 €	0,00 €

Amount of raw materials	0,340	kg	100%
Cooking loss	0,000	kg	
Amount of ready food	0,340	kg	100,00%
Portion size	0,019	kg	
Amount of portions	18	pcs	

total raw material costs	0,00
cost of 1 kg	0,00
cost of one portion	0,00

Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova	17.03.2013	Cottage cheese fritters

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
1,330	kg		1,33	kg	cottage cheese		0,00 €	0,00 €
0,370	kg		0,37	kg	egg		0,00 €	0,00 €
0,130	kg		0,13	kg	wheat flour		0,00 €	0,00 €
0,090	kg		0,09	kg	sugar		0,00 €	0,00 €
0,000	kg			kg	salt 1/4 tea spoon		0,00 €	0,00 €
0,000	kg			kg	oil to fry		0,00 €	0,00 €
0,000	kg			kg	soda 1/4 tea spoon		0,00 €	0,00 €

Amount of raw materials	1,920	kg	100%
Cooking loss	0,000	kg	
Amount of ready food	1,920	kg	100,00%
Portion size	0,096	kg	
Amount of portions	20	pcs	

total raw material costs	0,00
cost of 1 kg	0,00
cost of one portion	0,00

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Maker's name	Date	Recipe's/raw material's name
Nadezhda Pankova	17.03.2013	Raspberry jam

weight AP		wl %	weight EP		raw materials	cost	EP cost	cost of use
0,400	kg		0,4	kg	raspberry		0,00 €	0,00 €
0,200	kg		0,2	kg	jam sugar		0,00 €	0,00 €

Amount of raw materials	0,600	kg	100%
Cooking loss	0,000	kg	
Amount of ready food	0,600	kg	100,00%
Portion size	0,030	kg	
Amount of portions	20	pcs	

total raw material costs	0,00
cost of 1 kg	0,00
cost of one portion	0,00

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**Questionnaire (feedback)**

This questionnaire is intended for collecting students’ and teachers’ opinions and ideas concerning the “Russian days” event. The feedback will be used to develop the organization of the future events in Restaurant DeXi.

Please answer the following questions:

	<b>excellent</b>	<b>good</b>	<b>okay</b>	<b>not so good</b>	<b>bad</b>
<b>1. Variety of dish</b>	5	4	3	2	1
<b>2. Appearance of dish</b>	5	4	3	2	1
<b>3. Taste of food</b>	5	4	3	2	1
<b>4. Portion size of food</b>	5	4	3	2	1
<b>5. Atmosphere of the event</b>	5	4	3	2	1

□

What dish did you like best?

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What else would you like to say?

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Thank you for your participation!

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**Interview (open questions)**

1. Your Name \_\_\_\_\_

2. Are you a teacher or a student? \_\_\_\_\_

3. Have you ever tried Russian cuisine? \_\_\_\_\_

4. Did you attend the Russian Days event? \_\_\_\_\_ Today? \_\_\_\_\_

If yes,

4. A. What have you tried?

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4. B. Did you enjoy it? Why?

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5. Did you enjoy the atmosphere?

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6. Would you like to have this kind of event more often?

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7. What could be improved?

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8. Any comments?

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