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STUDY ON MANAGERIAL STRATEGIES IN THE HORECA INDUSTRY FROM THE CUSTOMER PERSPECTIVE

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This study is of particular importance because the HoReCa industry plays an extremely important role in economic and social development, and the analysis of management strategies from the customer perspective is necessary especially in the context of a market that is characterized by intense competition.

• Material and method

To carry out the work, we used a questionnaire as a research tool and, based on the responses obtained, we analyzed customers' perceptions regarding their experience in HoReCa units.

• Results and discussions

From the analysis of the results, we observed that customers place great emphasis on operational efficiency and human interaction, considering it necessary to reduce waiting time, improve staff behavior, but also access to lower prices.

Conclusions

The success of businesses in the HoReCa industry depends on the existence of well-defined management strategies, but also on the ability of the staff to implement them, and to constantly adapt to consumer behavior that is constantly changing and to technological evolution.