

# Restaurant Industry Success Guidelines in Bangkok

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## ABSTRACT

The objective of this research was to study Restaurant Industry Success Guidelines in Bangkok. It was found that the success of the restaurant business from the perspective of customers or consumers consisted of product quality, variety of food menus, politeness, The friendliness and cleanliness of the staff, reasonable price, shady atmosphere, Convenience and efficient service. In addition, consumers' expectations towards the service business and key indicators include: Quality of Service, Location, Promotions and venue atmosphere. The restaurant business is one of the businesses that negatively impact the environment when the restaurant business changes its practices to reduce the impact. And environmental protection sustainably, will result in lower business costs, reduce toxins that occur in the food production process and contribute to the success of the organization. Therefore, environmental protection is one of the factors contributing to the success of the restaurant industry: marketing strategies, food menu & staff. Entrepreneurs can operate restaurants to achieve the desired results or goals efficiently. Restaurant Industry Success Guidelines in Bangkok, the research results led to guidelines for developing or promoting the restaurant industry in business operations for tangible success. Public and private sector executives to promote, support and assist the restaurant industry in conducting business successfully and sustainably and entrepreneurs as a way to increase their potential. Self-operation in the most effective business.

**Keywords:** Industry Success / Restaurant / Bangkok

## INTRODUCTION

The COVID-19 pandemic has affected entrepreneurs and stakeholders of Restaurant businesses will have to adapt, execute proactive strategies to reach more consumers. Transforming restaurant management, including financial management, is a post-crisis challenge (Karim, Haque, Anis & Ulfy, 2020). The adaptation of restaurant operators requires the help of Specifically, seeking assistance from the government, increase marketing activities to assess the restaurant's situation and opportunities while improving products in line with consumer needs. (Nowacki & Nurkowska, 2022). The key strategies that restaurant operators adopt for business survival are restaurant management, Fewer employees in restaurants, (Sardar, Ray, Hasan, Chitra, Parvez & Avi, 2022).

Many entrepreneurs are unable to adapt to the changes, as a result, some food and beverage businesses had to close permanently. As well as the announcement of government measures that are relatively short-lived, entrepreneurs are not prepared in time. Whether it is ordering the opening or ordering the closure of the establishment as part of the impact. Therefore, entrepreneurs and restaurant personnel need to adapt to sustain their business to survive. However, amidst the COVID-19 pandemic, there are still entrepreneurs who see opportunities in emerging food and beverage services and succeed under such circumstances (Pornsawan Suksomwat, 2022). Adaptation and adaptation are important guidelines to help restaurant operators lead their organizations through this crisis and lead the organization to

success in the future. Business success is an important goal of the organization, Success also reflects the entrepreneur's ability to run a business. Therefore, success is an important factor that will help the restaurant business to operate efficiently. Under the current situation, operational management within the organization and personnel management play an important role in improving the efficiency of the business and leading to the success of the enterprise (Hwanga, Chungb & Kim, 2018).

The situation and its impact on the restaurant industry and factors affecting the success of the restaurant business under the crisis situation that has occurred. The researcher is therefore interested in studying causal factors influencing the success of the restaurant industry in order to obtain empirical data that entrepreneurs. Restaurants and stakeholders, especially the public and private sectors, can be used to support policy and management decisions to promote, Support and assist restaurant operators, most of whom are small and medium sized restaurant businesses, to be able to run a successful restaurant business in the future.

### **Research Objectives**

To study Restaurant Industry Success Guidelines in Bangkok

### **Research Methodology**

Research on Research on Restaurant Industry Success Guidelines in Bangkok. The researcher used a qualitative research method by collecting data from documents (Documentary Research) by reviewing concepts and theories from relevant documents and researches.

### **Data Analysis**

The researcher analyzed data from documents and content analysis by studying various documents and research related to the study to be analyzed and compared in order to obtain accurate and reliable information and perform data validation and reliability with triangular data validation, i.e., determine the consistency and heterogeneity of data from time sources, Sources of places and sources of people

## **RESULTS**

The Restaurant Industry Success Guidelines in Bangkok study found that the majority of informants agreed that the personalities that arise with the restaurant industry operators and arises from learning when growing up affecting thoughts, Beliefs, Entrepreneurial values in lifestyle. Performance, making decisions to be able to operate the restaurant business efficiently and achieve the set goals. The process that restaurant operators use in planning. Organizing resources and activities that take place within the restaurant to achieve the specified goals as efficiently and effectively as possible. The success of the restaurant business from the perspective of the customer or consumer consists in product quality, variety of food menus, politeness, Friendliness and cleanliness of staff, reasonable price, shady atmosphere, Convenience and efficient service. In addition, consumers' expectations towards the service business and key indicators include: quality of service, location, promotions and venue atmosphere. The restaurant business is one of the businesses that negatively affect the environment. When the restaurant business adjusts its practices to reduce the impact. And environmental protection sustainably, will result in lower business costs, reduce toxins that occur in the food production process and contribute to the success of the organization. Therefore, environmental protection is one of the factors contributing to the success of the restaurant

industry: marketing strategies, food menu & staff. Entrepreneurs can operate restaurants to achieve the desired results or goals efficiently.

## CONCLUSION AND RECOMMENDATIONS

From this research, it can be concluded that Restaurant Industry Success Guidelines in Bangkok. The research results led to guidelines for developing or promoting the restaurant industry in business operations for tangible success. Public and private sector executives to promote, support and assist the restaurant industry in conducting business successfully and sustainably and entrepreneurs as a way to increase their potential. Self-operation in the most effective business.

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