

## METHODS AND TOOLS OF NON-PRICE COMPETITION IN THE MARKET OF PUBLIC CATERING

In the article problems of the use in practice tools and methods of non-price competition are considered. The purpose of this study is to identify the characteristics of the regional market of public catering and to study trends in the use of methods and tools of non-price competition. The result of this study gives approaches to the analysis of competition, characteristics of price and non-price competition methods. There is considered the concept and content of competitive adaptive strategy. The paper presents the analysis of the current state of the regional market of public catering, the features of the functioning of this market and suggests the basic adaptive competitive strategy for enterprises of public catering, the basic elements of the marketing mix implemented in the framework of non-price competition.

**Keywords:** non-price competition, competitive strategy, competitive tools, market of public catering, complex of marketing.

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