THE CONCEPT OF FORECASTING QUALITY LEVEL OF CULINARY GERO-DIETETIC PRODUCT

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The purpose of the article is to define the concept of forecasting quality level of culinary gero-dietetic products by estimating competitiveness versatility indicator for the developed gero-dietetic desserts.

The analysis of the latest research shows a significant market tendency for competitiveness forecasting while taking into account marketing tools for designing new special-purpose technologies and improvement of the production. The concept criteria of forecasting quality level of culinary gero-dietetic products was developed. The use of this forecasting concept can significantly adjust decision-making as to implementation of lately developed technologies for culinary products for the elderly group (over 60) and improve management effectiveness in contemporary restaurant business. The obtained results are aimed at further improving qualitative performances of gero-dietetic products.

Keywords: quality, competitiveness, dessert, gero-dietetics.