

Logistics Support as a Key Success Factor in Gastronomy

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Abstract : Gastronomy is one of the oldest forms of commercial activity. It is currently one of the most popular and still dynamically developing branches of business. Socio-economic changes, its widespread occurrence, new techniques, or culinary styles affect the almost unlimited possibilities of its development. Importantly, regardless of the form of business adopted, food service is strongly related to logistics processes, and areas of food service that are closely linked to logistics are of strategic importance. Any inefficiency in logistics processes results in reduced chances for success and achieving competitive advantage by companies belonging to the catering industry. The aim of the paper is to identify the areas of logistic support occurring in the catering business, affecting the scope of the logistic processes implemented. The aim of the paper is realized through a plural homogeneous approach, based on: direct observation, text analysis of current documents, in-depth free targeted interviews.

Keywords : gastronomy, competitive advantage, logistics, logistics support

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