



ANGRY

EST. 2022



BIRDZ

Presents



Agile project. Sprint 1

The company's description



- Company name “Versal”
- Official page: <https://ufaversal.ru>
- Industry: Public catering and accomodation
- The number of employees: 356



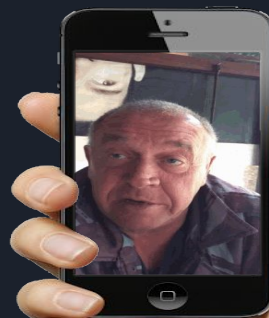
Contacts

CEO: Rashi Andranic Rzaevich
Contacts: rashi.rzaevich@gmail.com

Location: Republic of Bashkortostan, Ufa city, Elevator street, 13

Top manager: Tamayan Samavel Murazovich

Contacts: tamayan.murazovich@gmail.com





Questions

Chapter 1: (a few interesting questions about the company)

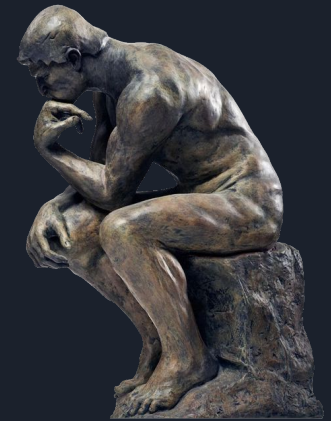
Can you tell us about your company? How did you build your business? How is management in your company?

Chapter 2: (problems...)

Have you run into any problems with registration of your company? The first steps to build your own business (brand, company etc.) What problems did you face during sanctions ?

Chapter 3: (... and their solutions)

How did you solve them? Are there any life-hacks?



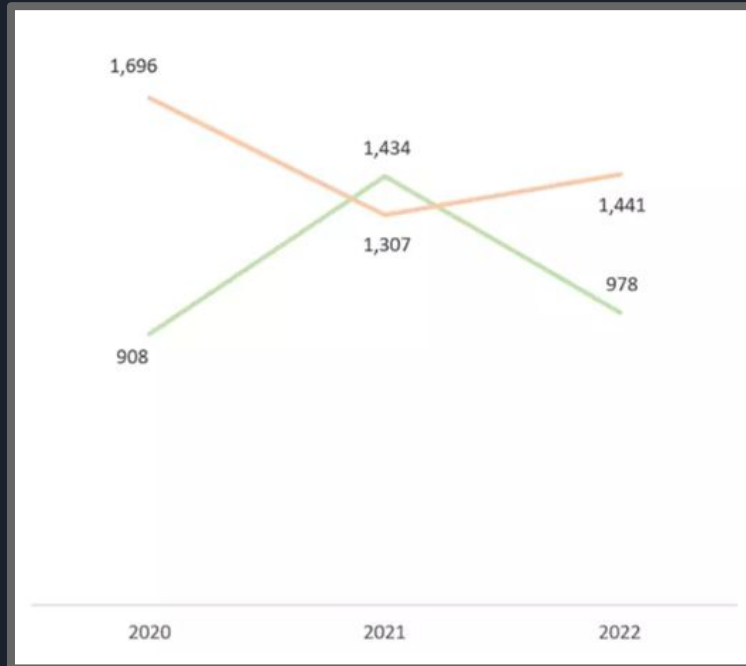
Company's problems due to sanctions

- Lack of certain products
- Lack of orders during period of sanctions
- Overpriced products



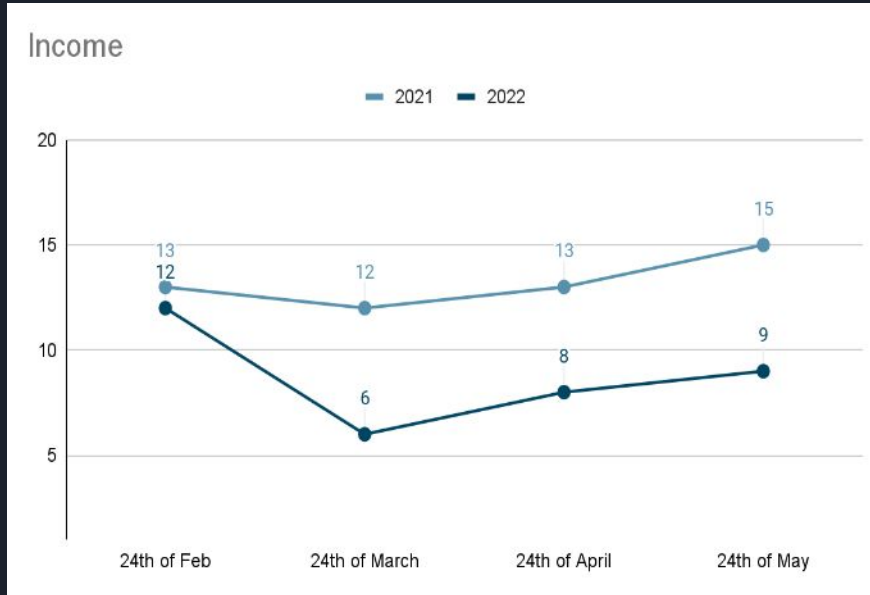
Market after sanctions

According to data and some sources, we found out that a lot of restaurants couldn't stand sanctions. For example:



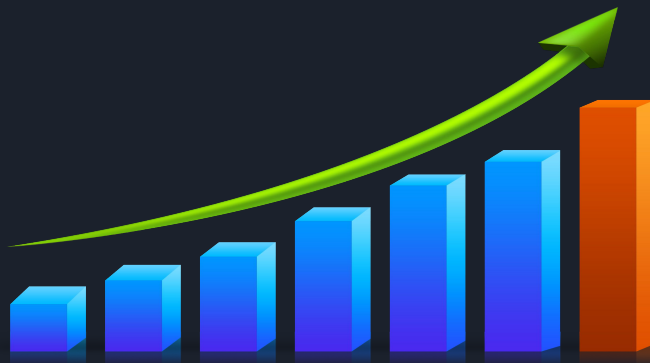
- amount of registrations
- amount of liquidations


Income after sanctions:



Macro level trends

	2016		2017		2018		2019		2020		2021	
	mlns. rub	in %	mlns. rub	in %	mlns. rub	in %	mlns. rub	in %	mlns. rub	in %	mlns. rub	in %
Republic Of Bashkortostan	27855 ,4	87,7	28744 ,4	100,3	29782 ,5	100,4	30773 ,9	100,3	23731 ,1	76,2	27275 ,6	107,9





Resolution of the problems from the owner of Versal

- save main clients
- do not raise prices aggressively
- save position in the service market
- collaborations with famous people
- stay calm



References

975772, К. (2022, May 16). *Что происходит с ресторанами, кафе и предприятиями общепита.* vc.ru. Retrieved September 29, 2022, from <https://vc.ru/food/423051-chto-proishodit-s-restoranami-kafe-i-predpriyatiyami-obshchepita>

Липанова, Л. (2022, April 28). *Что происходит с ресторанным бизнесом в условиях санкций.* Тинькофф Журнал. Retrieved September 29, 2022, from <https://journal.tinkoff.ru/kak-dela-u-restoranov/>

Статистика. (n.d.). Retrieved September 28, 2022, from <https://rosstat.gov.ru/statistic>