

CATERING CHAIN INFOTECH BUSINESS

Mian Wang¹, Chuta Thianthai²

^{1,2}Graduate School, Southeast Asia University, Bangkok, Thailand

E-mail: chuta99@hotmail.com

ABSTRACT

From the big data of hot pot industry in recent years, we can see that catering industry plays a core role in domestic GDP and has become the second pillar industry in China. The hot pot category is 22% of the market share, won the title of "the first national food", and for many years with a 10.2% growth rate to become the focus of investment and financing in the catering industry! Industry leader Haidilao of a number of plate companies listed on the market capitalization, but also officially opened the hot pot industry enterprise listing curtain. In the future, more new listed enterprises with a market value of 10 billion will emerge in this industry. However, in this traditional industry with Chinese culture, most enterprises are in the stage of low value creation, the core value and core competitiveness of enterprises and brands are very weak, and there is still a big gap with international restaurant chain brands. How to establish a high degree of standardization, core competitiveness of the efficient operation system, has become a breakthrough in this industry.

Keywords: Pillar Industry, Hot Pot, Catering Industry, Core Competitiveness, Supply Chain

Introduction

The first part contains the most important points from all sections of the plan. The second part includes Industry size, growth rate, and sales projections, Industry structure, Nature of participants, Key success factors, Industry trends, Long-term prospects. 5 Forces Model, SWOT-TFAS. The third part includes Company description, Company history, Mission statement, Products and services, Current status, Legal status and ownership. The fourth part includes Market segmentation and target market selection, Buyer behavior, Competitor analysis. The fifth part includes Revenue drivers and profit margins, Fixed and variable costs, Operating leverage and its implications, Start-up costs, Break-even chart and calculations, Feasibility Analysis. The sixth part includes Overall marketing strategy, Product, price, promotions, and distribution. Sales process (or cycle), Sales tactics. The seventh part includes Development status and tasks, Challenges and risks, Projected development costs, Proprietary issues (patents, trademarks, copyrights, licenses, brand names). The eighth part includes General approach to operations, Business location, Facilities and equipment. The ninth part includes Management team, Board of directors and Board of advisers, Organization chart. The tenth part includes Rental of facilities, Obtaining critical financing, Starting production, Obtaining the first sale. The eleventh part includes Sources and uses of funds statement, Pro forma income statements, Pro forma balance sheets, Pro forma cash flows, Ratio analysis, Breakeven analysis.

Summary

Up to now, Sichuan's hotpot has shown diversified characteristics in terms of its variety, grade, scale, production, blending and flavor, which has led to the rapid development of various enterprises engaged in the production and consumption of hotpot, and also aroused great enthusiasm and interest of enterprises and operators engaged in and about to invest in the production of hotpot. However, how to open an authentic Sichuan hot pot restaurant is a lot of knowledge. As a hot pot restaurant, its basic characteristics have something in common with other catering enterprises, that is, the integration of production, sales, service and consumption. Investors who want to engage in the hot pot industry must do a good job in market research, so that they can know what kind of hot pot people need, know the flavor, characteristics, ways, places, crowds and other information, and set up characteristic hot pot restaurants in specific market areas to obtain a stable and reliable market share. Therefore, doing a good job of market research in the early stage is the premise of making decisions or investing in hot pot restaurants. Because hot pot restaurants are often full of guests, fast and good service is necessary. From taking a seat, ordering food, delivering food, teaching how to eat, sorting out, checking out to seeing off guests, etc. when guests enter the door, they should not be careless at all. Among them, the teaching method of eating is the most special place. Because the most attractive delicacies of each hot pot restaurant are different, the method of eating will be different. At this time, the waiter personally teaches them, which not only helps the guests, but also deepens their impression of this hot pot restaurant.

Company Description

PICK UP TWO SETS (CHENGDU) CATERING CHAIN MDT INFOTECH LTD was established in June 2021, is a hot pot creative concept food science and technology company, founded one year, only through market research, to open retail stores, the product research and development, and continuously upgrade, dreams of catering for all entrepreneurs, create a WanZhengHua, systematic, simplification, unification, Mutual benefit platform.

Industry Analysis

Since the reform and opening up, with the maturity of the market economy, people's living standards are constantly improving, and the catering industry has begun to walk into everyone's life, among which the development of hot pot industry is particularly rapid and prominent. With the continuous enhancement of China's economic strength, the continuous improvement of residents' income level and the acceleration of urbanization, people's consumption concept and lifestyle are being changed to pursue a refined and quality life. As a catering form suitable for various consumption levels, hot pot has become an important part of popular catering with the characteristics of simplicity, quickness, economy and nutrition. It can meet the different needs of all kinds of consumers and has enough consumer groups. It is accepted and loved by consumers because of its convenience and popularity. At the same time, as the largest category in the catering segment, the total revenue of China's hot pot industry continued to grow in 2017-2019. Affected by the epidemic, the revenue in 2020 dropped to 888 billion yuan. As the situation of epidemic prevention and control continues to improve, residents' living order continues to recover, and wholesale, retail, accommodation and catering enterprises resume business and market steadily. Driven by a number of policies, such as the implementation of the strategy of expanding domestic demand and promoting the consumption of key commodities, the domestic catering revenue has continued to rise.

Market Analysis and Marketing Plan

Hot pot is an original Chinese cuisine with a long history, and it is a kind of food suitable for all ages. In recent years, China's hot pot industry has grown steadily. In 2019, 93,994 hot pot enterprises were newly established nationwide, and the market size has reached 518.8 billion yuan; In 2020, affected by the epidemic, the scale of hot pot market declined, the number of newly established enterprises dropped to 80,019, and the market scale dropped to 438 billion yuan. However, with the rapid expansion of hot pot enterprises, there are also some blind operations, and the failure rate of hot pot enterprises remains high. According to the data of Ai Media, about half of hot pot catering enterprises in China can't live for five years, and about 30% of them fail within two years. With the rapid development of hot pot industry, consumer demand has also changed in many ways. Some consumers like to eat hot pot at home in order to save time and make it convenient. According to the survey data, in the first half of 2021, 49.3% of consumers in China prefer to eat hot pot at home, and the proportion of consumers in fourth-tier cities and other areas who prefer to eat hot pot at home reaches 59.6%. For consumers who prefer to eat hot pot at home, hot pot take-out has become a good solution, and a new market of hot pot take-out has emerged as the times require. According to the survey data, at present, 57% of consumers in China have tried hot pot take-out; Among the consumers who haven't tried hot pot take-out, 78% said they intend to try hot pot take-out in the future. With the rise of hot pot take-out concept in recent years, many enterprises have entered this market. Enterprises including traditional hot pot giants Haidilao, Xiabu Xiabu, Dezhuang, etc., knockout lang who specializes in hot pot take-out, and fresh platform Box Horse Fresh, etc. are actively arranging the hot pot take-out market, and China's hot pot take-out market will get a certain development. Take Haidilao, the leader of hot pot, as an example. Its hot pot take-out business revenue increased rapidly in 2015-2020, and its revenue scale reached 718 million yuan in 2020, a year-on-year increase of 59.9%.

(1) Product Strategy. Including product mix strategy, packaging strategy and new product development strategy. (2) Pricing Strategy. Including liposuction pricing strategy, penetration pricing strategy, satisfaction pricing strategy and psychological pricing strategy. (3) Channel Strategy. Direct sales: ordering, exclusive shops, exhibitions, joint sales and indirect sales. Wholesalers: professional wholesalers, comprehensive wholesalers, multifunctional wholesalers and industrial wholesalers. (4) Promotion Policy. Give reasonable profit and discount, give special care in the transaction, compete for extra bonus, cooperative advertising subsidy and exhibition subsidy, financial assistance for interior and exterior decoration of the dealership, give technical support, handle financial analysis and market analysis, jointly plan marketing objectives, train sales staff, coupon, contest or lottery, increase the price without increasing the price, offer preferential treatment at the collection point, and reduce the price for promotion.

Management Team and Company Structure

The quantitative management method is a method of management by studying the quantitative relationship of management objects, following the stipulation of their quantity, and using the quantitative relationship. In order to make as little investment as possible and achieve as many effective results as possible, the business activities of restaurants should have not only qualitative requirements but also quantitative analysis. No matter the quality standard, or the use of funds, material management and personnel organization, there should be quantitative standards. It should be said that using quantitative methods to manage business activities generally has the advantages of accuracy, reliability, economy and practicality, and can reflect the essence. The system management

method is the method to control the restaurant business activities through the formulation and implementation of the system. The "emotion management" method is actually a method to control people's needs, motivations and behaviors. It is a method to achieve the expected goal by studying and guiding the employees' thoughts, emotions, hobbies, wishes, needs, and social relationships, and giving them the necessary satisfaction.

Operations Plan, Production Design and Development Plan

Product management The products of franchise stores are the key to attracting consumers, and now customers are very concerned about the quality of products. (2) The price should be reasonable. It is necessary to have perseverance when opening a franchise store. The price of products in the store should be adapted to the price of ordinary consumers. The price of products in the store is about 100 to 200 yuan. (3) Shop publicity and management Store management and publicity is also a very important link. Franchisees should strictly grasp the store propaganda and correctly publicize it to maximize the benefits, so as to attract many consumers into the store. (4) The price is cheap. Variety is important, but the most important thing is taste.

Financial Projections

1. The costs in the initial stage mainly include: the rental cost of the site (30,000), the application cost of food and beverage hygiene license (600), the site decoration cost (5,000), the purchase cost of kitchen utensils (1,000), the basic facilities cost (5,000), etc.

2. The cost in the operation phase mainly includes: employee salary, material purchase cost, site rental cost, tax, water and electricity fuel cost, fixed capital, depreciation cost, miscellaneous expenses, etc.

3. Daily operating financial budget and analysis According to the budget analysis and investigation, the market capacity can be preliminarily determined, and it is roughly estimated that the total daily turnover is about 1500 yuan, the profit rate is 30%, and the gross profit is 500 yuan.

In the first phase, 10% equity will be used to raise 4 million angel investment for the construction and operation of 2-3 model shops, central kitchens and operation centers;

The second phase plans to use 10-15% equity to raise 20 million venture capital, which is mainly used for shop opening, brand promotion and optimization and upgrade of efficient and intelligent operation system;

The third phase plans to use 10-20% equity to raise 50 million venture capital, which is mainly used for store expansion, system research and development, supply chain optimization and integration, and enterprise big data system construction, etc. Finally, PE investment is introduced by the organization to prepare the company for listing.

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