

QINGQIN LIGHT FOOD RESTAURANT

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ABSTRACT

NCBD released "2021 Qingqin light food restaurant light investment decision analysis report" shows that in 2020 China light food salad market size note reached 5.56 billion yuan, a year-on-year growth of 13.7%; In 2021, it will break through 9 billion yuan, reaching 9.23 billion yuan; In 2020, the scale of light salad consumers in China reached 11.8 million, and is expected to reach 18.16 million by the end of 2021. Mianyang city as a third-tier city, although the number of fitness is low, purchasing power is not very strong, but also because of this industry competition will be weak. In addition, as the main market of the company, Southwest University of Science and Technology area has a lot of gyms, the current environment of college students for fitness, shape is also very strong demand, especially female students through food to reduce fat shape is very strong will. Throughout the current fitness catering market in Mianyang city, Qingqin light food restaurant has a broad development prospect in Mianyang city.

Through the investigation visit, we area of southwest university of science and technology of students, residents, has carried on the questionnaire survey, determine the concentration of light food consumption demand, exercise time, consumer expectations key elements such as price, ultimately determine the qing pro light dishes this opened three stores, located in old campus of southwest university of science and technology, mianyang city, the new campus, xishan district, They are responsible for the in-room food and take-out business of the three areas. The initial investment of each store is expected to be within 300,000 yuan. After stable operation, it is expected that the monthly sales will reach 119,000 yuan and the monthly net profit will be no less than 30,000 yuan. The five-year average annual profit will be 400,000 yuan from 2022 to 2026, and the return on investment will be 133%.

Keywords: light food, fitness, university

Executive Summary

With the upgrading of people's living standard and health awareness, consumers' dietary needs and habits are changing rapidly. It has become a broad consensus of people to pursue nutrition and health, reasonably mix meals and take in moderate amounts. Among them, advocating light meals with low calorie, low fat, low salt, high dietary fiber and high protein is becoming more and more popular, and gradually becoming a healthy way of eating. Based on three campuses of Southwest University of Science and Technology in Mianyang, Qingpro Light Food Program has developed in-depth cooperation with surrounding gymnasiums, retail stores and canteens. After stable operation, it is estimated that the monthly sales of each store will reach 119,000 yuan, with a monthly net profit of not less than 30,000 yuan. From 2022 to 2026, the average annual profit will be 400,000 yuan, and the return on investment will be 133%.

Section 1 Company description

1 Mission Statement

2.2.1 Company positioning

The company is committed to building the largest light food restaurant in Southwest University of Science and Technology, Fucheng district, Mianyang City, and becoming the market leader of such products in Mianyang city.

2.2.2 Mission of the Company

By promoting light food products, we provide people with a healthy, clean, low-calorie fitness diet.

2 Products and Services

2.3.1 Product introduction

The preparation of light food mainly follows the following three principles:

Appropriate amount: light food is characterized by less food, less oil, salt, sugar and higher dietary fiber.

Simplicity: The cooking and processing methods are simple, often using mixing, steaming, boiling, blanching, stewing and other ways to preserve the original nutrients of the food as much as possible.

2.3.2 Service form

The company plans to set up one store in the new district, the old district and the Xishan campus of Southwest University of Science and Technology, which will provide fitness meals and takeout services for the gyms in the respective regions.

3 Legal status and ownership

The company is planned to be independently funded by me and owned by me personally.

4 Enterprise named

The company intends to use "Qing Qing light food" as the company name, and check the enterprise to confirm that this name has not been registered.

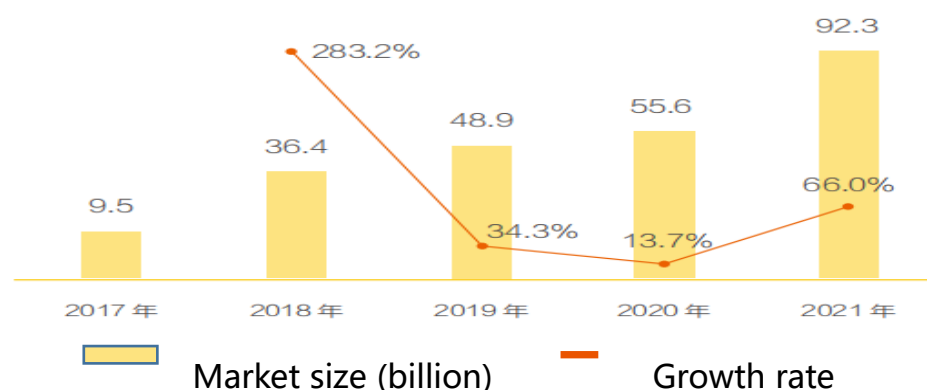
Section 2 Industry Analysis

2.1 Industry is introduced

2.1 Industry scale and growth

According to the data of Qiacha, at present, there are more than 13,000 "light food" related enterprises in China, and in 2021 alone, there are more than 5,000 new related enterprises, with a year-on-year growth of 75.87%. Light food is one of the few food and beverage categories that can maintain growth in the number of stores during the pandemic. NCBD released "2021 China Light food salad industry investment decision analysis report" shows that in 2020, China light food salad market size note reached 5.56 billion yuan, a year-on-year growth of 13.7%; It is expected that it will break through 9 billion yuan in 2021, reaching 9.23 billion yuan; In 2020, the scale of light salad consumers in China reached 11.8 million, and is expected to reach 18.16 million by the end of 2021. According to data from IMedia Consulting, the market size of the domestic light food meal replacement industry in 2021 increased by 95.6% compared with 2020, and it is expected that the market size of China's light food will reach 120 billion yuan in 2022.

Market size and forecast of light salad in China



These data and forecasts also reflect today's young people's pursuit of a kind of attitude and new demand in the face of catering, featuring small and fine, healthy and green products of light food products, in line with consumers' current concept of healthy and green consumption, its market potential is concerned by the major catering enterprises.

2.2 swot analysis

2.2.1 Opportunity analysis

Obesity can cause different health problems, and it is an urgent need to strengthen health measures for obese people. The survey showed that more than half of people would like to improve their health through diet, and 40 percent would buy a healthier diet. There is still a big market demand for light food.

2.2.2 Threat analysis

Today, mianyang city has come hungry? And the group's catering for fitness element is already up to hundred, although these just as fitness in the name of the meal, did not form scale of development, but there are some of the larger chains of products, it also for qing light food into the mianyang city light food catering market caused a certain pressure.

2.2.3 Advantage analysis

Qing pro light food feeding through custom pattern to attract high-end customers, and for the high-end customers assigned separate nutrition consultant, and regularly review and feeding to its targeted promotion, this is an optimal approach to increase customer gelling degrees.

2.2.4 Disadvantage analysis

For most consumers, the price is an important factor in consumption, and the light food relative to its ingredients with materials, the customer price is high, is not conducive to the development of the sinking market. Most vegetables in light food are raw food, which has higher requirements for food insurance and transportation. Raw food is easy to breed bacteria, and improper handling of raw food may lead to food safety problems.

Section 3 Market Analysis and Marketing Plan

3.1 Market behavior and positioning

3.1.1 Market Positioning is ambiguous

The light food doctrine restaurant pays too much attention to the quality control of light food products, but ignores the precise division of the market, does not make an accurate positioning of the target consumer market, and does not focus on the analysis of the gender, age, income, consumption ability and other aspects of the consumer.

3.1.2 The industry has a low entry threshold and serious homogeneous competition

Mainstream light food products of alternative raw materials and production methods are relatively limited, the production process is simple, the main idea and light food consumption in a common, second-tier cities, these factors led to the current light food catering industry admittance threshold is low, most of the light food brand on the market competition homogeneity.

3.1.3 the lack of business means

Light food doctrine restaurants mainly provide consumers with healthy products and services in the form of business and take-out delivery. Although the mainstream restaurants in the market have the same business model, the scope of target customer groups of light food restaurants is smaller than that of other traditional catering industries due to their special attributes.

3.1.4 Brand effect is not strong

Light food doctrine restaurant was established late, there is no fixed consumer groups; Most of the restaurants have less than 20 employees, which belong to the small scale catering businesses; Lack of systematic and correct guidance, small business operation standardization degree is not high.

3.2 Marketing Plan

Membership

Qing pro light food plan with surrounding five gym southwest university of science and technology cooperation, to the gym member to handle light dishes, members can make an appointment in advance, or by the store to the gym after the gym, so kind of sales you can make an appointment, delivery can not through a third party platform (Meituan, hungry), can save the cost, can reduce the price accordingly, sold at prices.

Sales in gym stores

Whole-grain bread, yogurt and other products that are easy to store after production can be directly sold in gyms, and the venue fee can be paid to gyms in proportion. This measure can be targeted to consumer groups, which is conducive to expanding business scale and increasing sales.

Self-operated store sales

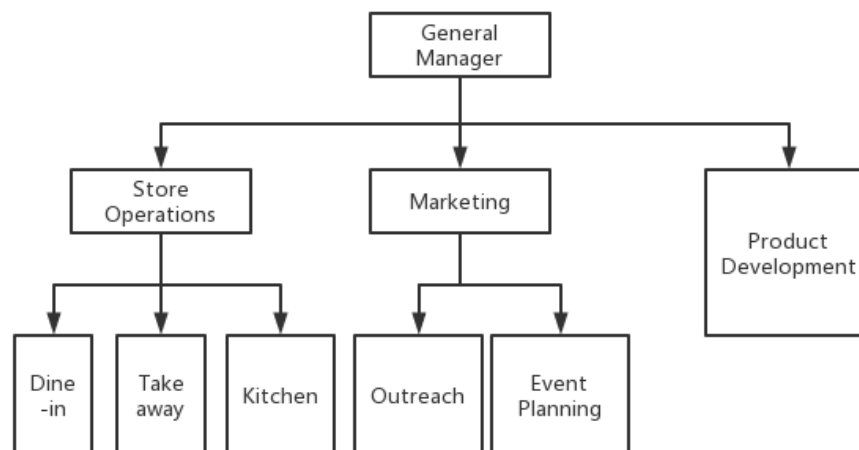
Proprietary stores have the greatest autonomy, can sell all goods, because of the southwest university district, old two stores Yu Qingyi town, around the consumption group is in charge of intention to eat-in on demand is low, so the two can narrow the area of the store, the west campus stores should be closer from the urban areas and xishan scenic spot, can be appropriately expand the stores area, give priority to with hall food sales.

Take-out sales

The three stores are registered on third-party platforms (Meituan and Ele. me) and are responsible for delivery orders in their respective regions. The prices are unified, but the details of promotional activities may be different.

Section 4 Management Team and Company Structure

Qingqing Light Food plans to set up four management departments, namely, store operation department, Marketing Department and product research and development Department. Each department has independent executive power, and at the same time, the departments cooperate and complement each other to complete the normal operation of the restaurant as a whole. The specific organizational structure is shown in the figure.



1.Store operation as the main body of the company, the main personnel include: store manager, manager, nutritionist, chef, catering staff, handyman, waiter.

2.The Marketing Department consists of outreach cooperation and event planning. Outreach cooperation is mainly responsible for expanding partners such as gyms and retail stores, bringing light food products to the venue of the partner for sale; Activity planning is mainly responsible for studying the market situation and the sales of each store, carrying out timely promotional activities.

3.Product R & D is mainly responsible for the introduction of new ingredients and research of new collocation, collecting consumers' opinions, and constantly introducing dishes to meet people's needs.

Section 5 Operations Plan, Production Design and Development Plan

5.1 Operation strategy and plan

5.1.1 Standardized management

The key to the operation of the three stores is unified and standardized management, regardless of whether it is based on take-out or in-service food. Chain catering enterprises that fail to achieve unified management may often suffer from brand image damage due to the lack of management of a store (food quality, service level, etc.). Notes for standardized management are as follows:

1.Provide stores with a list of equipment and facilities to ensure that the store opening requirements are met, and help to unify the operation process of different stores with the specification.

2.For all links requiring manual operation, ensure that personnel have completed overhand training and can record operation videos for long-term retention and learning.

3.Install the intelligent shop patrol system, so that the production process, health and staff services in the kitchen and front office are strictly implemented in accordance with a set of standard and standardized procedures.

5.1.2 expand sales channels

Based on the three stores, we will carry out in-room and take-away sales, and actively cooperate with gyms, canteen-halls and chain retail stores to carry out product agency.

5.2 Product types

According to the principle of "food production priority", first according to the cooking requirements to make different food, and then according to the composition of food ingredients and nutritional needs to match, to ensure that food in a good color, fragrance, taste, shape, but also meet the nutritional requirements.

It is particularly important to meet consumers' personalized and customized dietary needs in the research and development process of light food meals. In terms of the reasonable collocation of food products, consumers can first be divided into groups (such as men and women) and needs (such as fitness, slimming, etc.), and then according to different needs, light food products with different ingredients and different proportions of energy sources can be made.

The company plans to operate and sell products into seven categories: pastry, yogurt, salad, meat, noodles, rice, set meals, the details are as follows:

Pastry: rye meal replacement bread, purple potato bag, vegetable crystal bag, low-sugar corn square cake, moxibustion roasted okja, etc.;

Yogurt: low sugar yoghurt of dragon fruit, low sugar yoghurt of mango, low sugar yoghurt of cereal, etc.

Salad: light chicken breast salad, fresh mansard prawn salad, crab willow salad, tuna salad, etc.;

Meat: salt baked chicken leg, beef sauce, fresh fish, boiled shrimp, etc.;

noodles: roast chicken breast soba noodles fried longli fish soba noodles, etc.;

Rice: Mexican style curry chicken breast grain rice, deep-sea tuna mixed grain rice, black pepper beef mixed grain rice, fried beef mixed grain rice, etc.;

Set meal category: combine according to the first five categories.

Section 6: Financial Projections (feasibility, Financial)

6.1 Assume the table

According to the background information of the above investment projects and the related data forecast and estimate, the basic data and the estimated value of the normal part of the data are classified. The monthly saturated operating revenue of a single store is 119,000 yuan, and the company's raw material cost is 35% of the sales revenue. The specific sales situation of each month will be adjusted on the basis of the saturated operating revenue. The initial fixed asset investment of the single store is 270,000 yuan, the average monthly cost is 85,400 yuan, the average monthly net profit is 33,600 yuan, and the income tax of the previous year is 0 yuan according to the entrepreneurship policy of college students. See Table 9-1 for the basic data of a single store.

1	Saturate total monthly receipts of normal operations				119000
	Package type	unit	The unit price	Estimated monthly sales	
1.1	pastry	个	5	1500	7500
1.2	Yogurt class	个	8	2000	16000
1.3	Salad class	个	10	2000	20000
1.4	meat	个	15	800	12000
1.5	Noodles class	个	15	900	13500
1.6	Rice class	个	20	1000	20000
1.7	Mix class	个	30	1000	30000
Investments and related data					
2	Initial fixed asset investment				270000
2.1	Decorate charge				80000
2.2	Cost of equipment				90000

2.2.1	Computer and management software	个		1	20000
2.2.2	The refrigerator	台	1800	2	3600
2.2.3	freezer	个	1800	2	3600
2.2.4	Smoke lampblack machine	个	1000	12	12000
2.2.5	ambry	台	4000	4	16000
2.2.6	The microwave oven	台	1500	5	7500
2.2.7	Rice cooker	个	200	5	1000
2.2.8	Induction cooker	个	250	12	3000
2.2.9	POTS	个	300	12	3600
2.2.10	Kitchen utensils and appliances		200	12	2400
2.2.11	tableware		50	12	600
2.2.12	Disinfection cabinet		500	1	500
2.2.13	The oven		1000	2	2,000
2.2.14	Bread machine		200	2	400
2.2.15	juicer		150	2	300
2.2.16	Water dispenser		200	2	400
2.2.17	air conditioner		3500	3	10500
2.2.18	clothing		30	50	1500
2.2.19	The table		200	10	2000
2.2.20	The chair		50	30	1500
2.2.21	shelves		2000	2	4000
2.2.22	checkstand		3,500	1	3500
2.2.23	Fire extinguisher		200	2	400
2.2.24	Commonly used medicine cabinet		400	1	400
2.2.25	Low value consumables		3,000	1	3000

6.2 Formal cash flow

Table 9.3 Statement of Cash flows

project	The first year,	In the second year	In the third year	In the fourth year	In the fifth year
I. Cash Flow from Operating Activities:					
Cash received from selling goods and providing services	1428000	1428000	1428000	1428000	1428000
Cash to purchase goods and accept payment for services	562800	562800	562800	562800	562800
Cash paid for operating leases	120000	120000	120000	120000	120000
Cash paid to employees	270000	270000	270000	270000	270000
Income tax paid	0.00	0.00	0.00	0.00	0.00
Other cash payments related to operating activities	72000	72000	72000	72000	72000
Cash outflow subtotal	952800	952800	952800	952800	952800
Net cash flow from operating activities	475200	475200	475200	475200	475200
2. Cash flow generated by investing activities:					
Cash paid for the purchase and construction of fixed assets	270000	0.00	0.00	0.00	0.00
Net cash flow from investing activities	- 270000.	0.00	0.00	0.00	0.00
Iii. Net increase in cash and cash equivalents	205200	680400	1155600	1630800	2106000

6.3 Ratio Analysis and Appendices

Tips for Important Report data:

Five-year sales revenue (ten thousand yuan): 1428000; 1428000; 1428000; 1428000; 1428000; Five-year net profit (ten thousand yuan): 475,200; 475200; 475200; 475200; 475200; Time to reach positive cash flow: eight months.

To sum up, "qing pro light feed" conform to the mianyang city light food industry development trend, the three stores for complete coverage of university city area, and by adopting and gym, canteen, retail sales mode of cooperation, to meet the consumer demand, potential consumers has a broad prospect, the profit space is opposite bigger, the risk is relatively small, has investment value and feasibility.

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