China Catering Industry Indepth Research and Investment Strategy Planning Report, 2013-2017

目 录

CONTENTS

Chapter	1:	Overview	of	Chinese	Catering	Industry	Development
---------	----	----------	----	---------	----------	----------	-------------

- 1.1 Definition and Characteristics of Catering Industry
- 1.2 Environment Analysis of Catering Industry Development
 - 1.2.1 Industry Policy Environment Analysis
 - 1.2.2 Industry Economic Environment Analysis
 - 1.2.3 Industry Cultural Environment Analysis
 - 1.2.4 Industry Social Environment Analysis
- 1.3 Development Analysis of Catering Related Industries
 - 1.3.1 Analysis of Influences on Catering Development Causing by Related Industries
 - 1.3.2 Analysis of Upstream Industries' Influences on Catering Industry

Chapter 2: Current Developments Analysis of the International Catering Industry

- 2.1 Development Situation of the International Catering Industry
 - 2.1.1 Development History of the International Catering Industry
 - 2.1.2 Market Size of the International Catering Industry
 - 2.1.3 Market Competitive Landscape of the International Catering Industry
 - 2.1.4 Advanced Business Models of the International Catering Industry
 - 2.1.5 Current Developments in Some Major Countries

2.2 China Catering Industry Development in the Global Market

- 2.2.1 Ways of Introduction to Enter the Global Market
- 2.2.2 Model Choices for Chinese Catering Industry Entering the Global Market
- 2.2.3 China Catering Industry Development in the Global Market

2.3 Analysis of the International Catering Industry Development Trend

Chapter 3: Analysis of Chinese Catering Industry Development Situation

- 3.1 Analysis of Chinese Catering Industry Development Situation
 - 3.1.1 Development History of Chinese Catering Industry
 - 3.1.2 Analysis of Chinese Catering Industry Development Situation, 2010-2011
 - 3.1.3 Analysis of Chinese Catering Industry Current Developments
 - 3.1.4 Overall Competition Situation Analysis of Chinese Catering Industry
 - 3.1.5 Investment Situation Analysis of Multinational Catering Enterprises
 - 3.1.6 Analysis of Catering Industry Competition Trend
- 3.2 Chinese Catering Top 100 Enterprises' Development Situation, 2010-2011

3.4 Analysis of Chinese Catering Industry Informatization

- 3.4.1 Basic Situation of Catering Informatization
- 3.4.2 Necessity Analysis of Catering Informatization
- 3.4.3 Informatization's Functions in Catering Chain Operation
- 3.4.4 Analysis of Typical Cases in Catering Enterprises Informatization
- 3.4.5 Strategies and Suggestions for Catering Enterprises Informatization

Chapter 4: Consumption Pattern Analysis of Chinese Catering Industry

- 4.1 Consumption Group Analysis
- 4.2 Consumption Structure Analysis
- 4.3 Analysis of Consumer Behavior
- 4.4 Analysis of Catering Consumer Satisfaction
 - 4.4.1 Research Sample Description
 - 4.4.2 Basic Situation of Catering Consumption
 - 4.4.3 Catering Consumer Satisfaction
 - 4.4.4 Consumer Consciousnesses of Rights Protection and Crisis Management Capacity of Enterprises

4.5 Analysis of Catering Consumption Trend

Chapter 5: Chain Operation Analysis of Chinese Catering Industry

- 5.1 Major Business Models of Catering Industry
- 5.2 Chain Operation Analysis of Catering Industry
- 5.3 Analysis of Fast Food Chain Operations
- 5.4 Logistic Distribution Analysis of Chain Catering Enterprises
 - 5.4.1 Logistic Distribution Application Status of Chain Catering Enterprises
 - 5.4.2 Logistic Distribution Application Strategies of Chain Catering Enterprises
 - 5.4.3 Logistic Operation Model Case Analysis of Yum Brands
- 5.5 Development Strategies of Chain Catering Market

如需了解报告详细内容,请直接致电前瞻客服中心。

全国免费服务热线: 400-068-7188 0755-82925195 82925295 83586158

或发电子邮件: service@qianzhan.com

或登录网站: https://bg.qianzhan.com/

我们会竭诚为您服务!