

# 2007 Annual Report on China's Fast Food Industry

报告大纲

观研报告网

[www.chinabaogao.com](http://www.chinabaogao.com)

## 一、报告简介

观研报告网发布的《2007 Annual Report on China's Fast Food Industry》涵盖行业最新数据，市场热点，政策规划，竞争情报，市场前景预测，投资策略等内容。更辅以大量直观的图表帮助本行业企业准确把握行业发展态势、市场商机动向、正确制定企业竞争战略和投资策略。本报告依据国家统计局、海关总署和国家信息中心等渠道发布的权威数据，以及我中心对本行业的实地调研，结合了行业所处的环境，从理论到实践、从宏观到微观等多个角度进行市场调研分析。

官网地址：<http://baogao.chinabaogao.com/fangzhi/2874628746.html>

报告价格：电子版: 8200元 纸介版：8200元 电子和纸介版: 2300

订购电话: 400-007-6266 010-86223221

电子邮箱: sale@chinabaogao.com

联系人: 客服

特别说明：本PDF目录为计算机程序生成，格式美观性可能有欠缺；实际报告排版规则、美观。

## 二、报告目录及图表目录

CONTENTS

Chapter One Global fast food's development analysis 1

Section One Global fast food's development course 1

First, the historical backgrounds of the United States and Japan's fast food's development 1

Second, the economic condition that The United States and Japan's fast food realize the fast market expansion 2

Third, see the globalization trend from the marketing of the transnational fast food 6

Section Two Development trend of American fast food 13

First, American fast food withstand tests in 2006 13

Second, American fast food group aim at market of breakfast in 2006 15

Third, the scale prediction of American catering trade in 2007 16

Section Three Development of Japanese fast food 16

First, development of Japanese catering trade of 2006 16

Second, the giant of Japanese fast food expands the overseas market 17

Third, Japanese fast food market possesses strong development potentiality 18

Section Four Global development of Chinese-style fast food 19

First, Chinese-style fast food restaurant is expanded in U.S.A. rapidly 19

Second, the development that Chinese-style fast food is in the Southeast Asian 21

Third, the development that Chinese-style fast food is in the African 25

Chapter Two Development analysis of Chinese fast food 29

Section One Analysis of macroeconomy environmental 29

First, situation analysis of economical operation in 2006 29

Second, the main change and existing problem of economical operation of 2006 35

Third, basic tendency of economic policy of 2007 40

Fourth, China per capita GDP prediction in 2010 47

Section Two Development analysis of fast food trade of our country 48

First, current situation analysis of Chinese fast food 48

Second, current situation characteristic analysis of trade development 69

Third, chronicle of the development of Chinese fast food of 2006 74

Fourth, fast food's development have a bright future 77

Section Three Scale analysis of Chinese fast food 79

First, scale analysis of Chinese fast food 79

Second, scale of Chinese fast food exceed dinners far 82

Third, consumption situation of catering trade of 2007 festival 82

Fourth, the scale prediction of Chinese food and beverage will be in 2010 85

Section Four Management pattern analysis of Chinese fast food 89

First, main management mode of Chinese fast food 89

Second, franchise operation mode already become the mainstream mode of fast food 89

Section Five Chain performance analysis of Chinese fast food 94

First, Chinese food and beverage chain operation step into at a high speed rise period 94

Second, eight major focus incidents retrospect of chain catering trade of 2006 126

Third, the high growth of China's chain food and beverage initiate upsurge of risk investment in 2006 132

Fourth, the advantage analysis that fast food of our country develops franchise operation 140

Fifth, reason analysis of chain management of fast food enterprises

147Sixth, the standard view and listing view of Chinese food and beverage chain enterprises 154Seventh, " Commercial franchise operation management rule " will begin to implement in 2007 156Eighth, the prediction of development of chain food and beverage in 2007 158Section Six Subject problem that the Chinese fast food exists while developing 162Chapter Three Chinese fast food market analysis 166Section One Whole state of Chinese food and beverage market 166First, running situation analysis of food and beverage market 166Second, main characteristic analysis of food and beverage market 172Third, national whole development of catering trade of 2006 176Fourth, enterprise's prosperous index of accommodation and catering trade of 2006 178Section Two The supply and demand analysis of Chinese fast food market 179First, market segments of Chinese catering trade 179Second, supplier's analysis of Chinese fast food market 182Third, traveller structural analysis of Chinese fast food market 183Section Three Consumption characteristic analysis of Chinese fast food market 183First, frequency analysis of fast food consumption 183Second, the comparion and analysis of consumption type and time of main urban fast food 184Third, comparion and analysis of consumption type and time of fast food of every age bracket 185Fourth, main factor when choose fast food considered 187Section Four The competition situation and competitive strategy of Chinese fast food market 188First, competition situation analysis of market 188Second, market orientation 189Third, marketing orient tactics 189Fourth, marketing combination tactics 191Fifth, the domestic catering trade will demand urgently to construct the key competitiveness in 2006 203Sixth, Chinese-style food and beverage of Hong Kong strike back the foreign fast food in the hinterland of 2006 207Chapter Four Current situation of fast food market of main urban in China 211Section One Current situation of Beijing fast food market 211First, natural environment 211Second, area and administrative division 211Third, population and nationality 213Fourth, resident's consumption level 214Fifth, the economic growth of Beijing realize the historical break-through in 2006 214Sixth, 34,000 food and beverage enterprises in Beijing include in differentiated control in 2006 215Seventh, the greatest opportunity of Western-style food industry in the capital of 2008 216Eighth, Beijing Chinese-style fast food trade market's research report 221Ninth, entrance tactics analysis of Beijing food and beverage market 235Section Two Current situation of Shanghai fast food market 242First, natural environment 242Second, area and administrative division 244Third, population 245Fourth, industrial structure 249Fifth, national economy development analysis in Shanghai of 2006 251Sixth, overview of catering trade of Shanghai of 2006 256Seventh, the investigation and analysis of Shanghai fast food market 261Eighth, tactics that new developing fast food enterprises

enter the market of Shanghai 266Section Three Current situation of Guangzhou fast food market 272First, natural environment 273Second, area and administrative division 273Third, overview of Guangzhou catering trade of 2006 276Fourth, market pattern of Guangzhou food and beverage 279Fifth, market share analysis of Guangdong fast food 281Section Four Current situation of Shenzhen fast food market 283First, natural environment 283Second, population and nationality 283Third, economic growth 284Fourth, industrial structure 291Fifth, basic facilities construction 293Sixth, consumption level of resident 295Seventh, overview of catering trade of Shenzhen 295Eighth, pattern of Shenzhen food and beverage market 299Ninth, the delivery food and beverage market of Shenzhen is potential and space is enormous broadly 301Section Five Development of fast food market of other provinces and cities in 2006 301First, Nanjing 301Second, Sichuan 302Third, Tianjin 304Fourth, Hubei 305Fifth, Chongqing 306Sixth, Shanxi 307Seventh, Ningbo 308Chapter Five Analysis of Chinese fast food enterprises 309Section One Analysis of 100 tops of food and beverage enterprises of our country of 2005 309First, enterprise's operation analysis of 100 tops 309Second, enterprise's ownership property analysis of 100 tops 314Third, development analysis of 100 tops 314Fourth, leading enterprise's analysis of Chinese fast food 315Fifth, enterprise's turnover growth rate analysis of 100 tops 318Sixth, enterprise's chain operation analysis of 100 tops 320Seventh, existing problem and trend 320Section Two Investigation result analysis to fast food enterprises 321First, management mainstay of fast food market 321Second, enterprise's ownership form of fast food 322Third, colony of target consumer of different fast food variety 322Fourth, operation type of fast food enterprise 323Fifth, management mode of fast food enterprises 323Sixth, quantity distribution of franchising store of fast food chain operation 323Seventh, capital cost of fast food chain enterprises 324Eighth, the main area distribution of franchising store of fast food chain enterprise 324Ninth, day sales amount of fast food enterprise 325Tenth, production system which fast food enterprises adopt 325Eleventh, the main operation mode of fast food enterprises 325Section Three The current situations of development of Chinese-style fast food enterprises 326First, SWOT analysis of Chinese-style fast food 326Second, Chinese-style fast food --Welcome brand era 334Third, discuss the management and administration of the Chinese-style fast food restaurant lightly 348Fourth,the three ridges of development of Chinese-style fast food 354Fifth, Chinese-style fast food: Chain and informationization need to move ahead simultaneously 362Sixth, talk about the green marketing strategies of Chinese-style fast food enterprises 369Seventh, competitive strategy of Chinese-style fast food of Olympic Games of Beijing of 2008 375Eighth, Chinese-style fast food enterprise's

development tactics analysis 378

Section Four The current situations of the development of Western-style fast food enterprises 386

First, the Western-style fast food giant misplaces the competition avoids the hard fighting 386

Second, the car restaurant becomes new focuses of market competition of foreign fast food 387

Section Five management mode compare of Chinese and Western fast food 388

First, Western-style fast food 388

Second, Chinese-style fast food 390

Third, Western-style fast food compare with Chinese-style fast food 392

Fourth, competition situation of foreign and China 393

Fifth, think 395

Chapter Six Case analysis of fast food enterprises 398

Section One The enlightenment that Kentucky's experience to promote the modernization development of catering trade of our country 398

First, basic situation that Kentucky enter into China 398

Second, development experience in China of Kentucky 398

Third, enlightenment of Kentucky experience 405

Section Two Case analysis of Chinese-Western fast food of success enterprises 408

First, franchise operation in China of McDonald 408

Second, Three great strategy of Dico's achieve the third brands of Western-style fast food 412

Third, Ma Lan's hand-pulled noodles -- Jack the beam of Chinese-style fast food 416

Fourth, successful case of Lihua fast food 418

Fifth, YonHo king - want to do the first shop of Chinese-style fast food 420

Sixth, DaNiang Dumpling pass by the course of development of starting an undertaking of ten years 420

Section Three The failure case analysis – the reviews of rise and fall of Red Kaoliang fast food 424

Chapter Seven Development trend of Chinese fast food trade 431

Section One Development trend of the domestic fast food after joining WTO 431

First, regard managing in quality as the foundation, strengthening the brand construction of food and beverage constantly 432

Second, regard brand as the tie, put forth effort to set up the chain store of food and beverage, take the scale road 436

Third, set up the system of business management of modern food and beverage 439

Section Two Development trend of Chinese fast food trade 443

First, the catering trade of our country is moving towards the pluralism and internationalization 443

Second, Chinese catering trade: Regard development and innovation as equally important 444

Third, the domestic fast food production should take the standardized and pecialized road 454

Fourth, experience and experience which the fast food of our country makes 459

Fifth, fast food development have met the unprecedented good opportunity 465

Section Three Enterprise's trends 472

First, two foreign fast food giant fight localization again of 2007 472

Second, McDonald argues strongly shops of thousands of Beijing Olympic Games year 473

Third, Burger King of the second largest fast food enterprise of U.S.A. marches into China's Mainland 475

Fourth, Lihua march into the commercial market in 2007 475

Fifth, Lihua fast food service introduce GPS in 2007 477

Sixth, J-KungFu will plan to guide the a hundred million yuan

risk investment and work for the whole world to expand in 2007 478

### Chapter Eight

#### Development tactics of Chinese fast food 480

##### Section One Marketing tactics of fast food 480

First, content of the fast food marketing 480

Second, discuss the marketing means of food and beverage enterprise simply 482

Third, marketing tactics of fast food trade 489

##### Section Two Way of development of the Chinese-style fast food chain of our country 493

First, development course of Chinese-style chain fast food of our country 494

Second, SWOT analysis of Chinese-style fast food chain of our country 496

Third, way of development of Chinese-style fast food chain of our country 500

##### Section Three Choice of regional characteristic and strategic mode of Chinese-style fast food market 504

First, Chinese fast food from tradition moved towards modern 504

Second, several kinds of pattern analysis in the fast food explores at present 507

Third, regional characteristic of market determine the choice of the strategic mode 512

Fourth, the large market could be pregnant with the big brand 514

### CHART CONTENTS

Chart: Several economic indicator of U.S.A. in the fifties and sixties 3

Chart: Several economic indicator of Japan in the seventies and eighties 3

Chart: Distribution in every industry of U.S.A.'s gross domestic product 4

Chart: Distribution in every industry of American and Japanese employment proportion 4

Chart: The Engel coefficient that U.S.A. in the developing period of fast food 5

Chart: Gross domestic product in the fourth quarter of 2006 29

Chart: GDP variation tendency in 2002-2006 31

Chart: Quarters accumulative growth rate of three industry of 2002-2006 31

Chart: The current development situations of fast food enterprises 48

Chart: Fast food's turnover of unit's area of each square meter 50

Chart: The legal person's enterprise count of above-norm of wholesale business and retail business, accommodation and catering trade of every area in 2005 53

Chart: The industry activity enterprise count of above-norm wholesale business and retail business, accommodation and catering trade of every area in 2005 54

Chart: The employees of above-norm wholesale business and retail business, accommodation and catering trade of every area in 2005 55

Chart: Assets and debt of above-norm catering enterprise which divide according to the type of registering and the trade in 2005 56

Chart: Operation of above-norm catering trade of every area of 2005 58

Chart: Assets and debt of above-norm catering enterprise of every area of 2005 59

Chart: The main financial index of above-norm catering enterprise which divide according to the type of registering and the trade in 2005 60

Chart: The main financial index of above-norm catering in every area of 2005 enterprise 62

Chart: Wooden chopsticks export divide by customs in January - December of 2006 63

Chart: The compare of export of disposable chopsticks divide by trade way in January-December of 2006 and 2005 63

Chart: The compare of disposable chopsticks export in

January- December of 2006 and 2005 dividing by customs 64Chart: The compare of disposable chopsticks export in January- December of 2006 and 2005 dividing by country 65Chart: The Stat. of disposable chopsticks export in January- December of 2006 dividing by trade way 67Chart: The Stat. of disposable chopsticks export in January- December of 2006 dividing by transportation way 68Chart:The Stat. of bamboo chopsticks export in January- December of 2006 dividing by transportation way 68Chart:The Stat. of bamboo chopsticks export in January- December of 2006 dividing by custom 68Chart: Basic situation of above-norm chain food and beverage enterprise of 2005 which divide according to register type (1) 95Chart: Basic situation of above-norm chain food and beverage enterprise of 2005 which divide according to register type (2) 97Chart: Basic situation of above-norm chain food and beverage enterprise of 2005 which divide according to operation type 98Chart: The home-delivery center count of above-norm chain food and beverage enterprise of every area of 2005 (divide according to operation state) 100Chart: The business income of above-norm chain food and beverage enterprise of every area of 2005 (divide according to operation state) (1) 101Chart: The business income of above-norm chain food and beverage enterprise of every area of 2005 (divide according to operation state) (2) 103Chart: The shop counts of above-norm chain food and beverage enterprise of every area of 2005 (divide according to operation state) (1) 104Chart: The shop counts of above-norm chain food and beverage enterprise of every area of 2005 (divide according to operation state) (2) 105Chart: The group counts of above-norm chain food and beverage enterprise of every area of 2005 (divide according to operation state) 106Chart: The basic situation of above-norm chain food and beverage enterprise of 2005 (divide according to operation state) (1) 107Chart: The basic situation of above-norm chain food and beverage enterprise of 2005 (divide according to operation state) (2) 110Chart: The basic situation of above-norm chain food and beverage enterprise of 2005 (divide according to registering type)(1) 111Chart: The basic situation of above-norm chain food and beverage enterprise of 2005 (divide according to registering type)(2) 113Chart: Situation of above-norm chain catering trade of 2005 (divide according to the type of registering) (3) 116Chart: The basic situation of above-norm chain food and beverage enterprise of 2005 (divide according to registering type)(3) 118Chart: The increase situation of quantity and sales amount of chain store of some chains of catering trade 120Chart: The increases situation of providing and delivering volume of franchise operation of some enterprises of catering trade 121Chart: The increases situation of train of some chain catering trade 121Chart: Many brand operations of some enterprises of catering trade 121Chart: Many brands of some enterprises and launching many brand



operations of every profession of catering trade 122Chart: Collection way of licence fee of some chains food and beverage enterprise 122Chart: The collect situation of franchise operation earnest money of some chains catering trade 122Chart: Situation of capital cost of single shop of franchise operation of food and beverage chain enterprise 123Chart: The management mode of some enterprises of every profession of chain catering trade 123Chart: The difficult point of franchise operation of catering trade 124Chart: Subject problem that every profession and trade of catering trade pay close attention to 125Chart: The development situation of representative enterprises of franchise operation of some food and beverage trade of 2004 126Chart: Growth rate of catering trade and retail business 167Chart: Retail sales and growth rate of catering trade of every month of 2005 168Chart: The comparison of three regional development of catering trade of the whole country in 2005 169Chart: The retail sales of catering trade of three regional of whole country during the State's Tenth Five-Year Plan period 169Chart: The compositor of development of catering trade of the provinces and cities in the whole country in 2005 170Chart: The compositor of development of catering trade of every urban in the whole country in 2005 171Chart: Consumption change of per capita food and beverage of our country since " the Eighth Five-Year Plan Period " 173Chart: The change of increasing contribution rate and spuring rate of catering trade in 1976-2005 175Chart: The situation that retail sales of catering trade are "stepping hundred billion yuan step" 176Chart: National total volume of retail sales of accommodation and catering trade in January - October of 2006 177Chart: Increase compared with the same period of last year of accommodation and catering trade in the whole country in January - October of 2006 178Chart: Enterprise's prosperous index of accommodation and catering trade of 2006 178Chart: Subdividing trade classification of catering trade 180Chart: The development of catering trade subdividing trade 182Chart: The operation type of food and beverage trade 182Chart: Favorite fast food kinds that people of different cities like 185Chart: Time that more often have a snack in different cities 185Chart: Proportion of the factor of more consideration at the time of choosing the fast food of the citizens of different cities 187Chart: Meteorological state of Shanghai of 2005 243Chart: Administrative division sketch map in Shanghai 244Chart: Land area of every district, county of the end of 2005 245Chart: Ratio chart of Shanghai men and women population of 2005 246Chart: Birthrate, mortality and natural rate of growth in Shanghai of 2000-2005 247Chart: Every district, household register population of the county and density of population of Shanghai of the end of 2005 248Chart: Industry structure chart of Shanghai of 2005 249Chart: Situation of consumption expenditure of the urbanite in Shanghai of 2006 256Chart: The

main financial index of above-norm catering trade in Shanghai of 2003-2005 257Chart: The per capita diet expenditure outside of urbanite in Shanghai in 2005 (divide into groups according to income level) 258Chart: Unit counts of catering trade of Shanghai in 1978-2005 258Chart: The employees of catering trade of Shanghai in 1978-2005 259Chart: Main financial index of above-norm catering trade of 2003-2005 259Chart: Total value of catering trade of Shanghai in January - October of 2006 260Chart: Staff's number of company in the office building of Shanghai is distributed like the form 267Chart: The frequency that office building staff in Shanghai change fast food company 267Chart: Consumer's satisfactory situation and complaining factor to the lunch of office building in Shanghai 268Chart: The acceptance situation that office building consumers in Shanghai to the lunch of different prices 270Chart: National economy major indicator of Guangzhou of 2003-2006 274Chart: Salary of workers, urbanite's per capita receipts and expenditures of Guangzhou in December of 2006 275Chart: Total volume of retail sales of catering trade of Guangdong in February of 2006 277Chart: Total volume of retail sales of catering trade of Guangdong in March - October of 2006 278Chart: The growth rate of value-added of wholesale and retail trade catering trade of Guangdong Province in every periods (%) 278Chart: The increasing situation of wholesale and retail trade catering trade of Guangdong Province in 1979-2005 279Chart: Main economic indicator of Shenzhen in December of 2006 289Chart: Enterprise's list of 100 tops of Chinese food and beverage of 2005 310Chart: Top 20 Chinese characteristic restaurant of 2005 312Chart: Top 20 Chinese hot pot enterprises in 2005 313Chart: Distribution in different states of enterprise's turnover of 100 tops of 2005 315Chart: Top 20 Chinese fast food enterprises of 2005 316Chart: Chinese fast food top ten brand enterprises in 2006 317Chart: Chinese fast food brand enterprises in 2006 318Chart: The Chinese fast food enterprises which have influence in 2006 318Chart: The Chinese fast food enterprises which have growth most in 2006 318Chart: The comparison of investment return of main operation mode 319Chart: The comparison of advantages and inferior position of the fast food restaurant and convenience store 334Chart: Marketing function of modern fast food company 491

详细请访问 : <http://baogao.chinabaogao.com/fangzhi/2874628746.html>