

China's Fast-food Industry Research Report 2008

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Abstracts

The data of the report is quoted from the National Bureau of Statistics and some authorities such as relevant associations and our research center. With numerous interviews of experts and entrepreneurs in the field, the report is enriched with a large number of first-hand information and materials. It analyzed the China's fast-food industry concretely from aspects of overall catering industry such as supply chain, market competition and consumers' demand, introduced successful experience, pointed out existing harass and gave out effective recommendations.

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McDonald's

DISCO

Yong He king

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