

# Development and Market of Drive-Thru Restaurant in Global and China 2015-2020

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## Abstracts

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Drive thru is a type of service provided by a business that allows customers to purchase products without leaving their cars. The format was first used in the United States in 1930s, but has since spread to other countries. The drive thru operation of a quick service restaurant may seem relatively cut and dried, but operators aren't resting on their laurels when it comes to their outdoor business. For many brands in the industry, the drive thru can account for anywhere between 50% 70% of sales, which is not small number in a \$200 billion industry.

In China, dining industry contributed RMB 27,860 billion in 2014, YOY 9.7% growth; proportion of fast food industry account for 40% of the dining industry. Drive thru concept first introduced to China since 2002, the first KFC drive thru opened in Beijing. Over 10 years development, drive thru is still in underdeveloped stage until today; the only brands owned drive thru business limit only between KFC and McDonald's. Drive thru business model has limitless development space in China, not only in fast food industry, but also other industries.

### 1) The Aim of Report

To provide readers with comprehensive and in depth understanding of Chinese drive thru business;

To analyze the market potential of drive thru industry;

To analyze market size of the industry;

To reveal opportunities for drive thru industry in China.

### 2) Benefit from the Report

Obtain latest info of drive thru restaurant industry, such as market size, industry chain, key players, etc.;

Discover market potential in different regions;

Find out how Chinese drive thru market will change and how your business can be involved in;

Keep informed of your competitors/their activities in the globe and in China;

Learn about key market drivers, industry channels;

### 3) Deliverables

Word-format report, with around 30-50 pages;

Excel-format database of key players of drive thru restaurant;

Excel-format market data of drive thru restaurant;

### 4) Time needed

2 or 3 weeks needed

## Contents

### **EXECUTIVE SUMMARY**

### **DEFINITION AND METHODOLOGY**

### **1 DRIVE THROUGH OVERVIEW**

- 1.1 Introduction
- 1.2 Background
- 1.3 Developmental Environment
- 1.4 Operation

### **2 GLOBAL FAST FOOD INDUSTRY**

- 2.1 Overview
- 2.2 U.S.
- 2.3 Canada
- 2.4 France
- 2.5 U.K.
- 2.6 South Korea

### **3 CHINESE FAST FOOD INDUSTRY**

- 3.1 Market Size
- 3.2 Brands and Market share
- 3.3 Western Fast Food
- 3.4 Traditional Fast Food
- 3.5 Regional Factors

### **4 GLOBAL DRIVE THROUGH STATISTICS**

- 4.1 Overview
- 4.2 Business Types
- 4.3 Service Times
- 4.4 Users
- 4.5 Geographical Distribution

### **5 CHINESE DRIVE THROUGH APPLICATION**

- 5.1 Adopted Business
- 5.2 Distribution
- 5.3 Consumers Flow
- 5.4 Services Time
- 5.5 Peak Hours
- 5.6 Regional Market

## **6 BELLWETHER COMPANY**

- 6.1 McDonald's
  - 6.1.1 Introduction
  - 6.1.2 Performance
  - 6.1.3 Drive-thru Operation
- 6.2 KFC
- 6.3 Taco Bell
- 6.4 Burger King
- 6.5 Wendy's
- 6.6 Whataburger
- 6.7 Chick-fil-A
- 6.8 Starbucks

## **7 BUSINESS PROSPECTIVE**

## **8 CONCLUSION AND RECOMMENDATION**

## **ASKCI'S LEGAL DISCLAIMER**

## List Of Figures

### LIST OF FIGURES

Figure 1 Global dining industry revenue, 2014

Figure 2 Chinese automobile ownership

Figure 3 Global automobile ownership

## List Of Tables

### LIST OF TABLES

Table 1 Chinese drive-thru restaurant

Table 2 Chinese major fast food brands

Table 3 Global major drive-thru restaurant

### COMPANIES COVERED

McDonald's

KFC

Taco Bell

Burger King

Wendy's

Whataburger

Chick-fil-A

Starbucks

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