

Research Report on Top 50 Catering Enterprises in China, 2011-2012

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Abstracts

In 1978, the year before reform and opening up, China's catering outlets were less than 200,000, with about 1 million employees and a market scale below CNY 10 billion. Since the reform and opening up, the development of China's tourism has accelerated the catering industry's development. In addition, since the reform and opening up, China's floating population was up to above 300 million, most of which are dining out, promoting the development of China's catering industry.

Since the reform and opening up, as a traditional service industry of the tertiary industry in China, the catering industry experienced four stages of the starting up, the scalar expansion, large scale chain development and brand strategy, achieving rapid development. In 2010, there were more than 4 million catering outlets in China, with more than 10 million employees in China. In 2010, the market size of China's catering industry was about CNY 1,764 billion, an increase of 18% YOY.

With the impact of the global financial crisis, Chinese catering enterprises are consolidating resources, and gradually widening the gap in the competition of enterprise development. With the development of Chinese catering industry, leading enterprises have dramatically increased their strength, while the profitability is still not high. due to the variety of internal and external competitive pressures and inflation pressure of China in recent years and the costs of Chinese catering industry is rising.

The North China, East China and Southwest regions which contain Beijing, Tianjin, Shanghai and Chongqing, are the regions where the catering industry performs the best.

Among the catering industry, the fast food industry is the most profitable. Not only its

operating margin and cost margin rank the head of all the catering industries but also the efficiency is above the excellent value level of the catering industry performance assessments. The profit margin of leisure catering exceeds that of the restaurants and the hot pot, only inferior to the fast food industry, showing great development potential.

Restaurants, western restaurants and hotel restaurants, as traditional restaurants, the performances remain remarkably stable over the past years.

Chain store operation is one of the management strategies of most China's leading catering companies, increasing the proportion of regular chains to be the development path of many chain restaurants.

The report selects the 50 leading companies of the Chinese catering industry as the research objects.

By reading this report, readers can get the following information:

Introduction of Chinese leading catering enterprises

The management of Chinese leading catering enterprises

The business characteristics of Chinese leading catering enterprises

The following persons are recommended to purchase this report:

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Contents

1 YUM! BRANDS INC. (CHINA DIVISION)

- 1.1 Corporate Profiles
- 1.2 Business Operations

2 MAXIM'S CATERERS LIMITED

- 2.1 Corporate Profiles
- 2.2 Business Operations of Maxim's Caterers in China

3 INNER MONGOLIA LITTLE SHEEP CATERING CHAIN CO., LTD

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36 GUANGZHOU GREENERY FOOD & BEVERAGE FRANCHISING CO. LTD

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41 SODEXO CHINA

42 GOLDEN HANS CHAIN RESTAURANTS MANAGEMENT CO., LTD

43 ZHEJIANG SUNWARD FISHERY GROUP CO., LTD

44 YONGHE KING

45 JIAQUANJU CO., LTD

46 ZHONGKUI CATERING GROUP

47 CHENGDU WEIDAOJIANGHU CATERING MANAGEMENT CO., LTD.

48 SUDAJIE DINING CULTURE GROUP

49 WENZHOU YUN TIAN LOU INDUSTRIAL CO., LTD

50 HENAN BAINIAN LAOMA CATERING MANAGEMENT CO., LTD.

Selected Charts

SELECTED CHARTS

Chart Operating Revenue of Yum! Brands Inc.(China Division), 2006-2010

Chart Store Quantity of KFC in China, 2006-2011

Chart Operating Revenue of Inner Mongolia Little Sheep Catering Chain Co., Ltd., 2006-2010

Chart Operation of Inner Mongolia Little Lamp Catering Chain Co., Ltd., 2006-2010

Chart Operating Revenue of Suzhou DIO F&B Management Co. Ltd, 2006-2010

Chart Operation of Kungfu Catering Management Co., Ltd, 2006-2010

Chart Store Quantity of Kungfu in China, 2006-2011

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