



QINGQIN LIGHT FOOD RESTAURANT

BY

QINGYIN ZHENG

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF  
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)

SOUTHEAST ASIA UNIVERSITY

ACADEMIC YEAR 2022

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**Independent Study Title** Qingqin Light Food Restaurant  
**Author** Qingyin Zheng  
**Program** Master of Business Administration (International Program)  
**Advisor(s)** Prof. Jun Zhao, Ph.D.

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Graduate School, Southeast Asia University, was approved as partial fulfillment of the requirements for the degree of Master of Business Administration. (International Program)



..... Dean, Graduate School

(Puttithorn Jirayus, Ph.D.)



.....Director, Master of Business Administration

(Assoc.Prof. Napaporn Khantanapha, Ph.D.) (International Program)

#### Independent Study Committees



..... Chairman

(Assoc.Prof. Siwarit Pongsakornrungrungsilp, Ph.D.)



..... Committee

(Assoc.Prof. Napaporn Khantanapha, Ph.D.)



..... Advisor

(Prof. Jun Zhao, Ph.D.)

Independent Study Title	Qingqin Light Food Restaurant
Number of pages	64 pages
Author	Qingyin Zheng
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Academic Year	2022

### **Abstract**

With the upgrading of people's living standard and health awareness, consumers' dietary needs and habits are changing rapidly. It has become a broad consensus of people to pursue nutrition and health, reasonably mix meals and take in moderate amounts. Among them, advocating light meals with low calorie, low fat, low salt, high dietary fiber and high protein is becoming more and more popular, and gradually becoming a healthy way of eating. Based on three campuses of Southwest University of Science and Technology in Mianyang, Qingpro Light Food Program has developed in-depth cooperation with surrounding gymnasiums, retail stores and canteens. After stable operation, it is estimated that the monthly sales of each store will reach 119,000 yuan, with a monthly net profit of not less than 30,000 yuan. From 2022 to 2026, the average annual profit will be 400,000 yuan, and the return on investment will be 133%.

**Keywords:** light food, fitness, university

## Acknowledgement

Thanks to my teachers, family and friends, who have accompanied me through this year's study. Without their support, this business plan could not be realized.

I would like to thank the dean of the graduate school of Southeast Asia University Dr. Puttithorn Jirayus and the head of the MBA department Assoc. Prof. Dr. Napaporn Khantanapha for providing me with an excellent learning platform. I would like to thank my tutors YE Tian for their guidance in the whole business plan. They read my revisions and helped me solve many puzzles.

Finally, I would like to thank my husband and countless classmates who have gone through this long process with me. They always give me support and love.

Thank you to Southeast Asia University, Graduate School, and International Program for offering me an independent study completion fellowship, which enabled me to attend the International Conference and finish this business administration degree. Finally, I'd like to thank my parents and numerous friends who supported and loved me throughout this long journey.

Qingyin Zheng

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## Section 1

### Executive Summary

With the upgrading of people's living standards and health consciousness, consumers' dietary needs and eating habits are undergoing rapid changes. The pursuit of nutrition and health, reasonable collocation of meals, moderate intake has become a broad consensus. Among them, advocating low calorie, low fat, low salt, high dietary fiber, high protein light food is increasingly popular, and gradually from the minority trend to the public choice, has become a representative of healthy diet.

NCBD released "2021 China light food salad industry investment decision analysis report" shows that in 2020 China light food salad market size note reached 5.56 billion yuan, a year-on-year growth of 13.7%; In 2021, it will break through 9 billion yuan, reaching 9.23 billion yuan; In 2020, the scale of light salad consumers in China reached 11.8 million, and is expected to reach 18.16 million by the end of 2021. According to data from IMedia Consulting, the market size of the domestic light food meal replacement industry in 2021 increased by 95.6% compared with 2020, and it is expected that the market size of China's light food will reach 120 billion yuan in 2022.

Light the rapid development of food industry for the development of the entire food industry has brought the huge opportunity, entrepreneurial teams we seize this change of catering industry, plans to start "qing pro light food catering from mianyang city, set up three stores, relying on the surrounding area university town, the depth of cooperation and the gym, dining hall, retail stores, seeking fast development, the third-tier cities light food market.

Mianyang city as a third-tier city, although the number of fitness is low, purchasing power is not very strong, but also because of this industry competition will be weak. In addition, as the main market of the company, Southwest University of Science and Technology area has a lot of gyms, the current environment of college students for fitness, shape is also very strong demand, especially female

students through food to reduce fat shape is very strong will. Throughout the current fitness catering market in Mianyang city, Qingqing light food has a broad development prospect in Mianyang city.

Through the investigation visit, we area of southwest university of science and technology of students, residents, has carried on the questionnaire survey, determine the concentration of light food consumption demand, exercise time, consumer expectations key elements such as price, ultimately determine the qing pro light dishes this opened three stores, located in old campus of southwest university of science and technology, mianyang city, the new campus, xishan district, They are responsible for the in-room food and take-out business of the three areas. The initial investment of each store is expected to be within 300,000 yuan. After stable operation, it is expected that the monthly sales will reach 119,000 yuan and the monthly net profit will be no less than 30,000 yuan. The five-year average annual profit will be 400,000 yuan from 2022 to 2026, and the return on investment will be 133%.

## Section 2

### Company description

#### 2.1 Entrepreneurial background

As an old saying goes, food is the most important thing for the people, and the Chinese nation is a nation living on the tongue. As one of the pillar industries in China's current service industry, the catering industry not only provides more choices for the people with its diversification, but also plays an important part in promoting the development of the national economy. In the traditional sense, catering is mainly for the purpose of meeting people's energy supply, taking into account the enjoyment of color, fragrance and other tastes, so the human catering for thousands of years are in the pursuit of satiety or delicious. After the Industrial Revolution, with the development of social economy, human beings have a more stable food foundation, more spiritual pursuit, more healthy lifestyle. Therefore, non-manual workers also began to exercise their bodies through fitness. In food and beverage, they were no longer limited to the pursuit of taste satisfaction, but began to pay attention to whether the food itself is healthy.

Health is an important cornerstone for people to realize their vision of a better life, and it is also the basic condition for economic and social development. The United Nations 2030 Agenda for Sustainable Development has identified "good health and well-being" as one of the world's 17 most important Sustainable Development Goals, stating that "ensuring healthy lifestyles and promoting the well-being of all people at all ages is essential to sustainable development." Since the eighteenth congress, adhere to people's health in China as the center, the "healthy China" as a comprehensive promotion of Chinese national health quality, realize the people's health and economic society coordinated development of national strategy, surrounding the health related fields has carried out many special operation, significantly improve the health level, the promotion of health literacy.

Diet is a key factor in maintaining good health. Health under the State Council, China council for the action to promote in the health action (2019-2030) in

China "in the" implementation of dietary action "is put forward, including the general population, specific people and families, focusing on the dining room, restaurant and other places, strengthen nutrition and dietary guidance to encourage the whole society to participate in the reduction of salt, oil, reducing sugar, the perfect salt, oil, sugar, packing, etc., It aims to fully mobilize the enthusiasm and creativity of the whole society, and constantly shape and improve the rational dietary behavior of Chinese people.

At the same time, with the upgrading of people's living standards and health awareness, consumers' dietary needs and eating habits are undergoing a rapid change. The pursuit of nutrition and health, reasonable collocation of meals, moderate intake has become a broad consensus. Among them, advocating low calorie, low fat, low salt, high dietary fiber, high protein light food is increasingly popular, and gradually from the minority trend to the public choice, has become a representative of healthy diet.

It is in the light food industry has become the most promising industry, we germinated the idea of entrepreneurship.

## **2.2 Mission Statement**

### 2.2.1 Company positioning

The company is committed to building the largest light food restaurant in Southwest University of Science and Technology, Fucheng district, Mianyang City, and becoming the market leader of such products in Mianyang city.

### 2.2.2 Mission of the Company

By promoting light food products, we provide people with a healthy, clean, low-calorie fitness diet.

### 2.2.3 Company philosophy

Comprehensive consideration for customers, constantly develop high-quality products, and constantly improve the service level.

## **2.3 Products and Services**

### 2.3.1 Product introduction

The company plans to sell light food products and provide corresponding

services. Light food is mainly based on fresh vegetables and fruits, low-fat meat, whole grains and other ingredients, emphasizing the freshness and diversity of food, while satisfying satiety and reducing the intake of fat and sugar as much as possible. The preparation of light food mainly follows the following three principles:

Appropriate amount: light food is characterized by less food, less oil, salt, sugar and higher dietary fiber, and the energy is between 20%-30% of the energy requirement for a day.

Balance: food composition, staple food often coarse grains and grains and tubers, coarse and thin collocation; Rich varieties of vegetables and fruits, mostly milk, beans, nuts, eggs animal food, poultry and aquatic products, meat and vegetable collocation.

Simplicity: The cooking and processing methods are simple, often using mixing, steaming, boiling, blanching, stewing and other ways to preserve the original nutrients of the food as much as possible.

#### 2.3.2 Service form

The company plans to set up one store in the new district, the old district and the Xishan campus of Southwest University of Science and Technology, which will provide fitness meals and takeout services for the gyms in the respective regions.

### **2.4 The current state**

The company is currently in the business planning stage and has not yet been formally incorporated.

### **2.5 Legal status and ownership**

The company is planned to be independently funded by me and owned by me personally.

### **2.6 Enterprise named**

The company intends to use "Qing Qing light food" as the company name, and check the enterprise to confirm that this name has not been registered.

### **2.7 Related laws or regulations**

When you are ready, start the legal procedures such as qualification and license:

Business license: Prepare the store lease contract, copy of property ownership certificate, personal ID card and other documents and information, to the local market supervision or administrative examination and approval authority for processing.

Food business license: submit the business license, store planning diagram, food processing operation flow chart and health certificate and other information to the local market supervision or administrative examination and approval agency for processing.

Environmental protection filing: Go to the local environmental protection bureau website, find the "construction project environmental impact Registration Form filing system", after filling in the registration form, the filing system will automatically generate the filing number and receipt, that is, the filing is successful. The registration form can be printed and signed by the legal person or the company seal, and properly stored to cooperate with the environmental protection department spot check, inspection; If the size of the restaurant reaches the corresponding classification management standards, environmental impact assessment should be carried out according to the requirements.

Fire control procedures: submit the application form, the location plan of the restaurant, and get the "fire safety Key industry Approval Form", which will be checked and accepted by the fire control department.

Health certificate: Employees engaged in direct food work should obtain health certificate before they can work.

## Section 3

### Industry Analysis

#### 3.1 Industry is introduced

##### 3.1.1 Basic information

Light food originated from the afternoon tea of the British aristocracy in the 17th century. At that time, British aristocrats had a late dinner, and in the afternoon chefs would make small snacks to go with black tea. Later, afternoon tea spread to France, they simplified the afternoon tea, cut bread into slices brush jam, and then add other food to make food similar to sandwich, this small snack became the prototype of light food.

The concept of light food in China mainly comes from the convenience store culture that has sprung up in cities in recent years. These convenience stores from Japan usually sell typical light food such as rice balls, sandwiches, sushi and salads, thus influencing urban white-collar workers to become the first group to accept light food.

Light food originally refers to those snacks and drinks that are easy to fill the stomach, easy to eat and easy to make. For example, afternoon tea in Britain, sandwich in France, donut and coffee in America, Kanto boiled and onigiri in Japan, and morning tea and snacks in China can all be called light food. Over the centuries, the concept of light food has been redefined. Light dishes now no longer refers to a specific food, but a kind of form, catering mainly cold cooked, boiled, steamed, methods such as low fat, low calorie, low sugar and high fiber, high satiety foods, in guarantee under the premise of normal diet and some heat, the pursuit of simple, balanced and healthy diet concept.

At present, the common types of light food are as follows:

Salad: Simple, easy to eat, healthy fashion, salad has almost become synonymous with light food. Instead of high-calorie, high-fat mayonnaise, Thousand island dressing, and so on, light salad is replaced with a healthier, low-calorie vinaigrette.

Sandwiches and burgers: As the originators of light eating, sandwiches and burgers are also one of the key styles of modern light eating. The flatbread is usually made with whole wheat, and the sandwiched food is made with vegetables and fish and chicken with good protein.

Fruit and vegetable juice drinks: light drinks are mainly made of freshly squeezed fruit and vegetable juice, without adding sugar, essence, pigment and other substances, in pursuit of the original taste of fruits and vegetables. Wheat grass juice, cucumber juice, yogurt, skim milk and so on are common light food drinks.

Light food in Chinese food: Light food in Chinese food is similar to vegetarian food, but it abandons the way of cooking with heavy oil and heavy flavor of vegetable meat, and cooks in a simple way, paying attention to less oil and salt. Buckwheat and brown rice are the main staple food.

### 3.1.2 Industry scale and growth

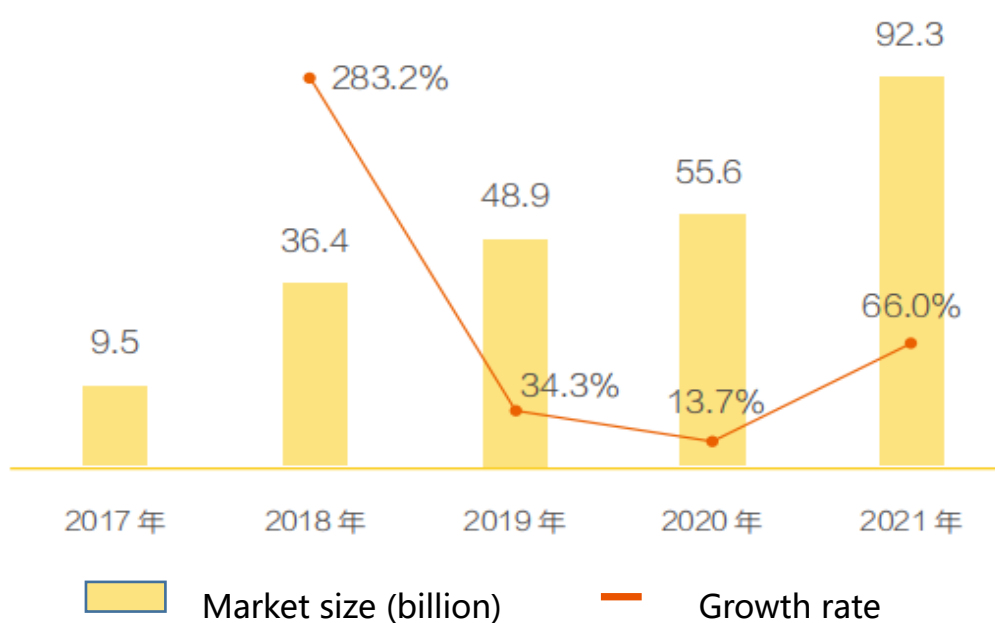
China's light food industry can be traced back to the early 21st century. In 2002, American entrepreneur Scott Minoie opened the first New Element restaurant in Shanghai, and the concept of light food first appeared in the eyes of consumers. After 2012, with the rapid development of social economy, people's living standard and healthy eating concept gradually became popular. At this stage, the light food industry began to usher in a large number of entrepreneurs. The year 2014 was also called the first year of salad in the domestic market.

From 2015 to 2018, at least 1 billion capital poured into the light food market. While the light food industry was blossoming, some light food brands also began to suffer from mismanagement and other problems, and some even directly entered the state of closure, with capital retreating and the market returning to rationality.

According to the data of Qiacha, at present, there are more than 13,000 "light food" related enterprises in China, and in 2021 alone, there are more than 5,000 new related enterprises, with a year-on-year growth of 75.87%. Light food is one of the few food and beverage categories that can maintain growth in the number of

stores during the pandemic. NCBD released "2021 China Light food salad industry investment decision analysis report" shows that in 2020, China light food salad market size note reached 5.56 billion yuan, a year-on-year growth of 13.7%; It is expected that it will break through 9 billion yuan in 2021, reaching 9.23 billion yuan; In 2020, the scale of light salad consumers in China reached 11.8 million, and is expected to reach 18.16 million by the end of 2021. According to data from IMedia Consulting, the market size of the domestic light food meal replacement industry in 2021 increased by 95.6% compared with 2020, and it is expected that the market size of China's light food will reach 120 billion yuan in 2022.

### Market size and forecast of light salad in China



These data and forecasts also reflect today's young people's pursuit of a kind of attitude and new demand in the face of catering, featuring small and fine, healthy and green products of light food products, in line with consumers' current

concept of healthy and green consumption, its market potential is concerned by the major catering enterprises.

## **3.2 industry characteristics**

### 3.2.1 Scale distribution

At present our country light food catering market mainly concentrated in the first-tier cities and second-tier cities, accounted for 39.3% and 49.3% respectively, compared with the first-tier cities, second-tier cities of light food shops rent is lower and offline business cost less, and take-away popularity and first-tier cities difference is not big, first-tier cities light food industry have higher brand effect, self-employed small brands is very difficult to survive, Therefore, the light food industry in second-tier cities is developing faster.

### 3.2.2 Sales mode

Light food itself has the characteristics of low calories, light weight, simple cooking, short eating time and so on, which is not suitable for dining. At present, light food restaurants are mainly sold in the form of take-out.

From the analysis of the consumption market of light food takeout in China, first-tier cities and super first-tier cities are still the "large market" of light food consumption economy. But in recent years with the rapid development of light food restaurant, market supply and demand data are shown light dishes, as a kind of healthy diet way of life, from conceptualization, idealized after precipitation become popular nowadays, and form a stable consumer market, at the same time, the convenience of delivery and distribution also let light dishes blown into three or four line small city people's life. In 2018 alone, 59 cities achieved the breakthrough of "zero" orders for Meituan light food delivery, including 45 fourth-tier cities and the remaining 14 third-tier cities. Light food, as an imported cultural food product, has only been in the Chinese market for six years, which reflects its huge development space. However, it is not easy for light food enterprises to break out of the siege in the Chinese catering market. For light food entrepreneurs, if they have a lot of capital, or enough patience to cultivate the market, they can entrust their future to the light food industry.

### 3.3 swot analysis

Although the current development of fitness food in Mianyang City has just started, it also reserves a lot of development space for new fitness food enterprises to settle in. A reasonable light food meal can not only help fitness enthusiasts to achieve the goal of fitness faster and better, but also help people improve the quality of food and beverage, and improve the quality of life. Mianyang city as a third-tier city, although the number of fitness is low, purchasing power is not very strong, but also because of this industry competition will be weak. In addition, as the main market of the company, Southwest University of Science and Technology area has a lot of gyms, the current environment of college students for fitness, plasticity is also very strong demand, especially female students through food to reduce fat shape strong willingness. Throughout the current fitness catering market in Mianyang city, Qingqing light food has a broad development prospect in Mianyang city.

#### 3.3.1 Opportunity analysis

According to the latest data from the Report on Nutrition and Chronic Diseases in China (2020), more than half of the adults in China are overweight or obese, with 34.3% overweight and 16.4% obesity among adults aged  $\geq 18$  years. Obesity can cause different health problems, and it is an urgent need to strengthen health measures for obese people. The survey showed that more than half of people would like to improve their health through diet, and 40 percent would buy a healthier diet. There is still a big market demand for light food.

Currently, mianyang is not a specializes in light of the regular company, many light food restaurant from belongs to the branch project of some large food enterprises, belong to join small take-out food and beverage, qing pro light food plan at the same time open three stores in mianyang city, located in the southwest university of science and technology, new, old, xishan district, direct radiation three campus full domain and neighboring university. Mianyang, the third party logistics enterprise development momentum, hungry, or Meituan already in mianyang city for many years, has a large number of experienced marki, this also for clear light

food distribution provides the foundation with the third party logistics cooperation. At the same time, before the establishment of Meituan and Ele. me, stores around Southwest University of Science and Technology had a tradition of hiring college students to deliver food, which can also solve the problem of takeout and sales channels, and effectively control the cost.

### 3.3.2 Threat analysis

Today, mianyang city has come hungry? And the group's catering for fitness element is already up to hundred, although these just as fitness in the name of the meal, did not form scale of development, but there are some of the larger chains of products, it also for qing light food into the mianyang city light food catering market caused a certain pressure. Light food food products in the supermarket, water bar cooperation mode and the fitness center commission mode there are also nutritional food preservation, return and exchange and delivery of accidents in the process of the existence of problems, and fitness food preservation time is short, if the delivery is not timely, it is likely to cause a lot of waste. The equipment, technology and cost of light food industry are relatively fixed, and the industry entry threshold is low, so it is difficult to form the industry competitiveness. In addition, light food such as salad and sandwich is cold food, which has strong seasonal sales, high storage cost of light food raw materials, and intermittent operation is difficult to maintain stable income, which may result in losses and cannot be supported by businesses.

Secondly, meal replacement food is emerging in an endless range, and is easier to preserve than light food, with a long shelf life. People who lose weight are increasing their awareness of meal replacement food, and the price of some meal replacement food is even lower than light food, which is more favored by consumers.

### 3.3.3 Advantage analysis

Qingqin light food catering as an emerging enterprise, is a light food protein as the main business of catering company, the company for the purpose of healthy, low-calorie, in view of the customers are college students, senior executives, fitness

enthusiasts, such as high-end personage, and prepared for the previous customer feedback late promotion and customer service and etc, Will eat light meals as a membership-based model continues to develop, the membership-based model can bring qing pro light dishes a steady stream of new customers. Qing pro light food feeding through custom pattern to attract high-end customers, and for the high-end customers assigned separate nutrition consultant, and regularly review and feeding to its targeted promotion, this is an optimal approach to increase customer gelling degrees. At the same time, most of the light food restaurants adopt the combination of online and offline, consumers place orders through the delivery platform, and merchants make after-meal products in the stores directly to the hands of users, which is convenient and fast, providing convenience for both sides. In addition, the production process of light food is relatively simple, which takes less time than other food products, and the order efficiency of merchants is fast, which meets the needs of fast-paced life. Secondly, light food raw materials, equipment, and process requirements are simple, saving a lot of costs and manpower.

#### 3.3.4 Disadvantage analysis

Mianyang City is a third-tier city after all. Light food does not develop as vigorously as developed cities. The main reasons are as follows:

Accidental user demand, the user needs the accidental refers to mianyang, consumer demand for fitness feeding is not the existence of a kind of habit, but the user demand for fitness meal produced adventitious, user just holding the enterprising attitude to contact fitness meals, which show the fitness of fitness meal in changchun city consumer market has not become the mainstream of fitness enthusiasts to choose, This is also the main reason why the current sales of fitness food in Mianyang's fitness consumer market is not very optimistic.

Light taste, light taste is also one of the reasons for the loss of a large number of customers in Mianyang fitness consumer market, light food nutrition is the main fitness, nutrition, muscle, in order to achieve such an effect must be on the taste, less salt, less sugar, less oil, so it is bound to lead to the fitness food taste light, Although this light taste has reached the original intention of fitness food

fitness, fat reduction, but undoubtedly also reduced the taste of the food, at the expense of the taste of the food, but also lost a large number of customers. It is this, leading to many customers did not have a long-term favor for fitness meals, but also make Mianyang's fitness food market has been in the gestation period without a large scale of development.

For most consumers, the price is an important factor in consumption, and the light food relative to its ingredients with materials, the customer price is high, is not conducive to the development of the sinking market. Most vegetables in light food are raw food, which has higher requirements for food insurance and transportation. Raw food is easy to breed bacteria, and improper handling of raw food may lead to food safety problems.

Propaganda does not reach the designated position, mianyang, understanding of fitness meal is still in its infancy, although there is a potential consumer demand, but because there is no form a well-known advertising effect, so many consumers are familiar with this type of catering is not, so this is also leads to the formation of a fitness meal in mianyang city is not one of the main reasons for the sales of large-scale.

Through the above analysis, Qingqin light food company in order to achieve a certain competitive advantage in the current Mianyang fitness food market, it needs to have a certain value advantage or cost advantage.

### **3.4 the industry trend**

In 2020, due to the impact of the epidemic, takeout delivery, online food ordering and other businesses decreased sharply, and the number of light food enterprises entering the market fell for the first time. Since the recovery of the epidemic in 2021, more than 6,000 light food related enterprises were registered. A large number of entrepreneurs saw the benefits of low cost, fast operation and high interest rate in the light food industry and quickly joined the market.

In general, the current light food market has a low entry threshold. In addition, during the epidemic period, the development of offline catering is difficult, and the online operation of light food industry has certain advantages. With the rise

of Liu Genghong national fitness phenomenon, it has attracted the attention of capital to the investment of light food again, and it also makes enterprises no longer need to make more efforts in consumer cognitive education. However, with the increasing number of market participants and the rising cost of customer acquisition and supply chain, the new light food brands must strictly control the supply chain and online operation management if they want to truly gain development. Facing a broad range of potential consumers, enterprises need to look for more new ideas from flavors and scenarios to enhance their attractiveness.

### **3.5 long-term prospects**

From the perspective of the overall prospect of the industry, light food catering should have a good development in the next 10 years, mainly for the following reasons.

3.5.1 In line with the national policy guidance, the industry prospects are stable

In the outline of the "Healthy China 2030" Plan released in 2016, China clearly proposes to "guide residents to form scientific dietary habits and promote the construction of a healthy eating culture". Light food catering, as a representative of healthy eating, is an important part of helping to achieve "healthy China", and the health concept advocated by the state has a high degree of adaptation.

3.5.2 Strong demand for light food consumption and broad space for development

As the post-90s and post-00s who pay attention to weight loss, fat reduction and health gradually become the main force of contemporary consumption, and the consumption of healthy life is upgraded, the public's demand for catering is gradually transitioning from "eating full meals" to "eating good meals". Light food, with its balanced collocation and high nutritional value, will be favored by more and more consumers and has a very broad development prospect.

3.5.3 The sales channel is mainly sold outside, and the operation is relatively simple

Judging from the consumption habits of target consumers, in the future, the

consumption of light food catering will still be dominated by online takeout, which determines that light food catering industry has more advantages than traditional catering industry in terms of both venue rental and operation cost input such as labor.

## Section 4

### Market Analysis

#### 4.1 The questionnaire survey

I conducted a questionnaire survey among the members of six gyms around Southwest University of Science and Technology, college students and residents in the surrounding community.

##### 4.1.1 Fitness time

Results of the survey are shown in Table 1 (sample size 400).

Table 4.1 Fitness time survey

gender	10-13 o'clock	13-16 o'clock	16-20 o'clock
number of girl	28	108	264
number of boy	48	152	200

The results showed that most people worked out between 2pm and 8pm, suggesting that low-calorie meals were most in demand during this time.

##### 4.1.2 Dinner will

The amount of consumption that participants are willing to spend and the price of the low-card package are surveyed as shown in Table 2 (sample number 400).

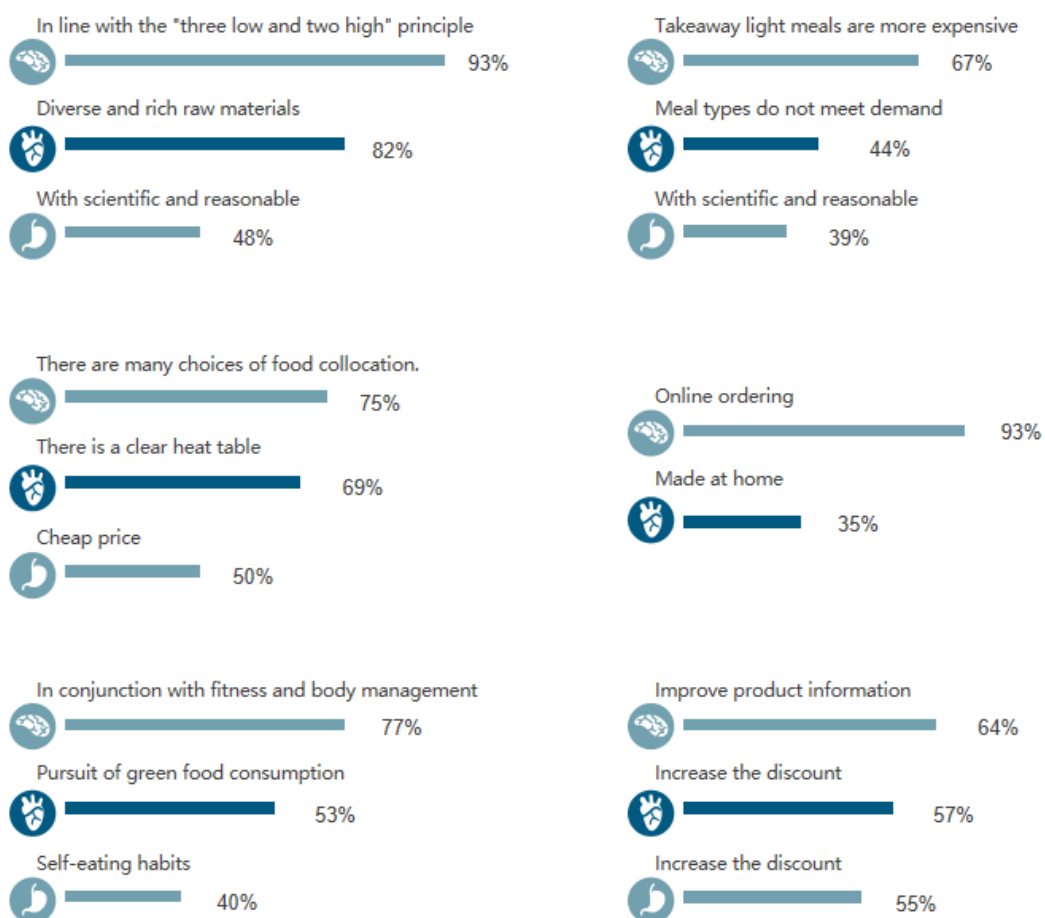
Table 4.2 Survey on the amount customers are willing to pay

gender	RMB 0-10	RMB 10-20	RMB 20-30	RMB 30-40
number of girl	52	192	48	28
number of boy	88	200	92	20

The results show that the ideal meal price for most people is under 30 yuan.

##### 4.1.3 Light dishes cognitive

The participants' perceptions of light eating are shown below



The survey results show that respondents in large departments have a certain understanding of light food, and choose light food mainly through online ordering. The main reason for choosing light food is to cooperate with fitness and figure management. The above survey results serve as an important basis for our subsequent market analysis.

## 4.2 STP analysis

### 4.2.1 Market segmentation

With the increase of the number of fitness, consumers also pay more attention to healthy diet, and have higher requirements for the quality of diet, dining environment and supporting services. Light food restaurants occupy both fitness resources and catering resources in the environment, the consumer population has the characteristics of high income, high consumption, younger age

and so on, light food restaurants not only to solve people's "not hungry" requirements, but also to provide healthy and nutritious food collocation and comfortable dining experience. Qing Qing light food should be selected in the large base of fitness population, the pursuit of body shape, health as the potential consumer groups. Based on the above analysis, Qingqin Light Food Company plans to set up one store in the new campus, the old campus and the Xishan campus of Southwest University of Science and Technology in Mianyang, which will be responsible for the catering business of the corresponding area, including the supply cooperation with gyms and the ordering of individual customers. At present, the target customers of the existing restaurants in the fitness catering industry market are basically the groups with higher income, and there is almost no simple restaurant for the student group. Therefore, it relies on the campus gym or the gym near the school to set up a low calorie room to meet the health and reasonable diet of fitness lovers. Based on the survey of fitness enthusiasts' fitness time, the amount of consumption customers are willing to spend, and the price factors of low calorie package, this paper analyzes the related problems of low calorie fitness catering, and puts forward targeted measures, including increasing publicity, calling on students to pay attention to healthy diet, expanding the business location, etc.

#### 4.2.2 Market Positioning

The light food doctrine restaurant pays too much attention to the quality control of light food products, but ignores the precise division of the market, does not make an accurate positioning of the target consumer market, and does not focus on the analysis of the gender, age, income, consumption ability and other aspects of the consumer. Although it has a professional nutrition team and research and development team, but it does not integrate market differentiation, market segmentation, market positioning and other factors into the design of products, price determination, advertising promotion and other links.

Mainstream light food products of alternative raw materials and production methods are relatively limited, the production process is simple, the main idea and light food consumption in a common, second-tier cities, these factors led to the

current light food catering industry admittance threshold is low, most of the light food brand on the market competition homogeneity, and set up shop in the same business circle "cluster" pressure.

Light food doctrine restaurants mainly provide consumers with healthy products and services in the form of business and take-out delivery. Although the mainstream restaurants in the market have the same business model, the scope of target customer groups of light food restaurants is smaller than that of other traditional catering industries due to their special attributes. It is difficult to expand the number of consumers by only using the above two business methods. Light food restaurant must take advantage of the particularity of light food catering, for the target consumer groups to provide a special way of business to differ from other catering industry. The existing online delivery and offline restaurant business means cannot meet the customer expansion of light food restaurants, so we must find other ways to enrich the marketing means.

The raw materials of mainstream light food food mostly need fresh fruits and vegetables and high-quality meat, and the cooking method is mainly cold food, lack of high-temperature disinfection and sterilization steps, which puts forward higher food safety requirements for the whole process of food material procurement, supply chain transportation, processing and production, takeout and distribution in the light food catering industry.

Light food doctrine restaurant was established late, there is no fixed consumer groups; Most of the restaurants have less than 20 employees, which belong to the small scale catering businesses; Lack of systematic and correct guidance, small business operation standardization degree is not high; All these determine that the current light food restaurant has not established its own brand image, brand effect is poor. The lack of daily publicity is also one of the important reasons for the low popularity of the restaurant.

#### 4.2.3 target market

In recent years, with people's pursuit of shape beauty, many obese or slightly obese people are trying to lose weight, and many people who are not fat are also

actively pursuing line beauty in fitness, so this kind of people's control of diet is more and more strict. From this perspective, "eating" is a big problem. Takeout and canteen food is greasy and heavy taste, which is a taboo for weight loss. For every meal out to solve the office workers and dormitory can not fire students, can not solve the problem of diet, will lead to the effect of fitness with half the effort. However, the market has always lacked the supply of low-calorie food, so as for the potential demand and opportunity of low-calorie food, our products will be very popular once they are launched. According to the investigation and analysis, the demand for low-calorie food is not separated between men and women, and it will be more convenient for fitness people to order food delivery plans from low-calorie food ordering apps that have been launched in some cities. When the prerequisite factors such as publicity are certain, the factors affecting the demand include the fitness time of fitness lovers, the amount of consumption customers are willing to spend, the price factors of low-calorie packages and so on. According to the data, the order group is obviously dominated by men. This suggests that low-calorie diets are not just for slimming women, but also for slimming men. At present, our target group is mainly the fitness group, since they have the consciousness and action of fitness, they have a great demand for low-calorie food. From this point of view, the light food restaurant provides them with the opportunity to eat healthy. Coupled with our takeout ordering program, it will be more convenient for the fitness group. In the case of publicity and other prerequisite factors are certain, the factors affecting the demand include the fitness time of fitness lovers, the amount of consumption customers are willing to spend, the price factors of low-calorie packages and so on.

### **4.3 Analysis of Competitors**

#### 4.3.1 Direct competitor analysis

Light with a core of low-calorie, low-fat food concept gradually influences the whole food industry, light food restaurant will traditional restaurant "taste" the core of the transformed into "health", the shift has attracted a large number of high income, high consumption, high pursuit of the middle class consumer groups, make

whole light food catering market continued development. Because light food restaurant is different from traditional food and beverage, it does not rely on complex cooking process and fancy decoration to show its own characteristics, the technical content of its products is not high, the reason can be loved and sought after by the majority of consumers, mainly rely on fresh ingredients and nutrition. Therefore, many newly added light food restaurants choose sandwiches, vegetable salads and other simple products to enter the light food catering market. At present, there are hundreds of light food restaurants on the market, but due to the high degree of similarity in product types and service models, it is difficult to distinguish between light food restaurants, resulting in the competition between light food restaurants is very big, it is difficult to stand out in many light food restaurants.

The area of Southwest University of Science and Technology in Mianyang City is located in the suburb of Mianyang city. In 2017, there was no "light food" category on Meituan delivery APP, and there were no light food restaurants. But by 2022, nearly a dozen restaurants were serving "light food" delivery on the Meituan APP, and some light food restaurants were not listed on the Meituan APP because their products were required to serve only in-person meals. The rapid development and expanding scale of the light food market not only marks a bright future for light food restaurants, but also means fierce competition within the industry.

At present, "Foraging Light Food" is the light food restaurant with the highest sales volume and the best reputation around Southwest University of Science and Technology. Elements of western restaurant Yu Qingyi town and dragon street, near the old campus of southwest university of science and technology, the surrounding and mianyang, sichuan province agricultural schools, mianyang polytechnic schools and other institutions of higher learning, traffic was dense and purpose of consumption is strong, restaurant fully USES the "take-away" marketing model, monthly sales over 2000, is located in Meituan hkust west area light food sales ranking first, The other 11 restaurants have monthly sales ranging from 500 to 1500, and their advantages and disadvantages are not obvious. The restaurants mainly offer simple meals with low calories and healthy drinks. The stores are small and

focus on delivery business. Therefore, the cost of each restaurant is small, but its competitiveness is relatively weak, and it does not have brand effect.

#### 4.3.2 Analysis of potential rivals

As people pay more attention to health, the requirements for diet are also progressing, and people are more inclined to a healthy diet. Catering professionals are paying more and more attention to the market of healthy catering. In addition to light food, the market is also popular with a new product: meal replacement.

Meal replacement food mainly refers to a kind of controlled energy food, which is specially processed and configured to meet the nutritional needs of one or two meals during adult weight control. Compared with traditional light food, meal replacement food has a deep degree of industrial processing and a long storage time. The common forms of meal replacement food include meal replacement powder, meal replacement bar, meal replacement shake and meal replacement porridge, etc. It has the characteristics of high fiber, low calorie, easy to fill up and so on, and is featured by fat reduction and weight management.

Looking back on the development of meal replacement food, it has evolved from a single functional food aimed at astronauts and athletes in the early stage to a food that advocates health with healthy ingredients as raw materials. The audience has shifted from professional athletes to the general public; At the same time, in order to meet the needs of consumers, meal replacement food in the taste, taste, category and even the process of continuous progress, including the development of bulletproof coffee, meal porridge, card control noodles and other kinds of meal replacement food. With the increase of the trading scale of meal replacement products, a large number of brands flood into the meal replacement market. At present, the players of meal replacement food market are mainly divided into four categories: health food manufacturers such as Herbalife, emerging Internet brands such as Super Zero and Wonderlab, traditional food manufacturers such as Baicao, and Internet crossover brands such as Keep. Among them, health food and traditional food manufacturers have strong advantages in production qualification, supply chain management and channel, while emerging Internet

brands and cross-border brands are better at product innovation and have advantages in marketing and user demand research.

#### **4.4 Annual sales and market share estimates**

Based on the analysis of the sales of industry competitors, the total annual sales of light food in the old district, New District and Xishan Campus of Southwest University of Science and Technology in Mianyang City can reach 6 million yuan. It is predicted that the total annual sales of the three stores will reach 1.5 million yuan after the company starts operation, accounting for about 25% of the market share of light food in Mianyang city.

## Section 5

### Marketing Plan

#### 5.1 the overall marketing strategy

Before determining the overall sales strategy, we first need to understand the overall situation of the market and its own comprehensive conditions, and further clarify the intention of light food restaurant opening mode, that is, clear development route is based on restaurant, take-out or both. The advantages and disadvantages of restaurant and takeaway are shown in Table 5.1

Table 5.1

Store opening mode	advantage	Disadvantage
Hall food	<ol style="list-style-type: none"> <li>1.Meet the needs of social (entertainment, dating, etc.) catering scenes.</li> <li>2.The consumer's food consumption is less sensitive to the price.</li> <li>3.Facilitate better service experience.</li> </ol>	<ol style="list-style-type: none"> <li>1.High requirements for site selection, decoration, service and food.</li> <li>2.High labor cost.</li> </ol>
take-out food	<ol style="list-style-type: none"> <li>1.Lower investment cost and faster store opening cycle.</li> <li>2.Business categories where consumers have low requirements for decoration and services and lower costs.</li> <li>3.Products are easier to achieve standardization.</li> </ol>	<ol style="list-style-type: none"> <li>1.Insufficient consumer experience</li> <li>2.There are many optional merchants on the platform, which are price sensitive</li> <li>3.There is no store, and the brand precipitation is slow</li> </ol>
Hall food and take-out food	<ol style="list-style-type: none"> <li>1.It is easy to increase brand exposure and lead and transform offline.</li> <li>2.Increase customer order volume through multiple channels.</li> </ol>	<ol style="list-style-type: none"> <li>1.The labor cost may be high, so a specialist is required to prepare and pack the takeout order.</li> <li>2.High demand for meal preparation speed during peak</li> </ol>

		consumption.
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Based on comprehensive analysis, Qingqin Light Food plans to open in-class food stores in the new campus, the old campus, and the Xishan campus of Southwest University of Science and Technology. The Xishan campus is close to the urban area and Xishan scenic spot, and there are colleges and universities such as Tianfu College of Southwest University of Finance and Technology in the surrounding area, so it is planned to operate mainly in the dining room. The old campus and new campus are located in Qingyi Town, so the demand for dining room is not expected to be too large, so they decide to operate mainly in the dining room.

## 5.2 pricing strategy

Price is one of the most intuitive attributes of a product. Consumers first consider the quality of the product, followed by the price of the product. The ultimate goal of an enterprise is profit, and the setting of price directly determines how much profit an enterprise makes. Different consumer groups have different spending power, so it is necessary to provide products at different prices to meet the needs of different consumers. The price range should be neither higher than the consumer's acceptance range nor lower than the cost of the product. Being able to sell the product at the highest price is the optimal choice of product pricing. The lower the price is set, the higher the sales will be, but the profit will fall, and the brand image of the product will be affected; Set the higher price, the higher the profits, but sales fell, easy to cause the product backlog at the same time, increase the storage costs, long-term storage will cause the product expired, waste of resources, especially for raw materials such as light food, restaurant freshness demanding, the food store is difficult enterprise, reasonable pricing is the key of the boost profits. Light food catering industry has high product homogeneity. Only by reducing pricing standards on the premise of ensuring profits can we grasp the

initiative of the market, attract more consumers, and improve the overall profit of the enterprise.

The setting of product price needs to consider many factors. The fixed expenditure of light food restaurant is mainly divided into five aspects: 1. Shop rent; 2. Employee salaries; 3. Raw material procurement; 4. Advertising; 5. Daily consumption. Among these five aspects, the light food restaurant's shop rent and raw material procurement are higher than the market average, which are also the main expenses of the restaurant.

At present, there are two pricing strategies for light food restaurants. One is a high pricing strategy for high-end consumers, and the other is a low pricing strategy for college students and other consumers. In the high pricing strategy, the pricing of each meal is basically between 40-60 yuan, and the per capita consumption is basically 100-150 yuan. In the low pricing strategy, the unit price of each meal is between 15-20 yuan, and the per capita consumption is 20-50 yuan.

### **5.3 sales process and promotional activities**

#### 5.3.1 Sales process

##### Membership

Qing pro light food plan with surrounding five gym southwest university of science and technology cooperation, to the gym member to handle light dishes, members can make an appointment in advance, or by the store to the gym after the gym, so kind of sales you can make an appointment, delivery can not through a third party platform (Meituan, hungry), can save the cost, can reduce the price accordingly, sold at prices.

##### Sales in gym stores

Whole-grain bread, yogurt and other products that are easy to store after production can be directly sold in gyms, and the venue fee can be paid to gyms in proportion. This measure can be targeted to consumer groups, which is conducive to expanding business scale and increasing sales.

##### Self-operated store sales

Proprietary stores have the greatest autonomy, can sell all goods, because of

the southwest university district, old two stores Yu Qingyi town, around the consumption group is in charge of intention to eat-in on demand is low, so the two can narrow the area of the store, the west campus stores should be closer from the urban areas and xishan scenic spot, can be appropriately expand the stores area, give priority to with hall food sales.

#### Take-out sales

The three stores are registered on third-party platforms (Meituan and Ele. me) and are responsible for delivery orders in their respective regions. The prices are unified, but the details of promotional activities may be different.

#### 5.3.2 Delivery targets

##### Cost reduction

Cost reduction is the most obvious benefit for the development of logistics industry after e-commerce intervention in contemporary catering logistics. The traditional catering logistics distribution mode is the horizontal integration between enterprises, lack of certain flexibility, suppliers, distributors, customers can not realize resource sharing and effective use, insignificantly increase the cost input of enterprises. The catering logistics under e-commerce technology can make full use of electronic technology, and suppliers, distributors, retailers to connect, centralized coordination of logistics distribution, management personnel, warehouse administrators, logistics personnel can quickly and accurately obtain information, achieve automatic management of each process, play a role in reducing costs.

##### Optimization of management procedures

Traditional catering logistics distribution is composed of multiple business processes, and the cohesion of multiple business processes will naturally be affected by human factors, time factors, natural factors and other external factors. While catering logistics under e-commerce can realize real-time monitoring and real-time decision-making of the whole process of distribution, terminal system received any demand information can respond in a very short period of time, and according to the current weather, road conditions, and so on and so forth to formulate more appropriate distribution plan, improve the distribution efficiency and reduce the

mistakes in the process of delivery.

The improvement of distribution speed

In the traditional food and beverage logistics distribution, due to the restriction of information exchange, the delivery time of a single meal is long, and often there will be a number of food distribution in the same route due to the lack of background information support and the need for delivery personnel to pick up the goods many times in the original location near the distribution, which not only delays time, but also wastes manpower. The food logistics under the intervention of e-commerce solves this problem. Any information and resources related to distribution will be transmitted to each link through the background system, so the distribution time is greatly shortened.

The improvement of distribution service quality

The quality of distribution service is one of the reasons that influence the company to choose different distribution methods. No matter what kind of operation mode is adopted in the distribution business of Qingqin Light Food Company, the ultimate goal is to deliver the food ingredients timely, accurately and efficiently to each customer. Qingqin Light food light food nutritional meal distribution not only needs high timeliness, but also needs a certain temperature control, because customers are widely distributed, but also needs high distribution efficiency, so the quality of distribution service is an important factor affecting the choice of different distribution methods of Qingqin light food.

The product quality is consistent

To maintain the appearance, temperature and taste of food products is the main demand of customers for products.

Excellent customer experience

The service demand is reflected in two aspects: delivery timeliness demand and delivery convenience demand. Delivery timeliness demand refers to the need for a clear handover time in the customer handover process to reduce the ineffective waiting time of customers. Convenience refers to the ease of customers in the process of trading with the seller. According to the actual situation of

customers, we need to arrange the appropriate way of receiving goods to achieve the maximum ease of customers in the process of receiving goods.

### 5.3.3 distribution scheme

Qingqin Light Food plan adopts its own distribution and entrusted leg-running company two ways of mixed distribution scheme.

There have always been students working as part-time deliverers in the off-campus catering of Xinao and Ao campus of Southwest University of Science and Technology, and the cost of part-time students is lower than that of the third-party platform. Therefore, in the two stores of the new campus and the old campus, they adopt the method of own delivery to distribute the orders in and around the campus respectively.

Third-party platform distribution, this way of distribution range is far, the order area can be expanded, the efficiency is also high, suitable for Xishan campus such as near urban areas, scenic stores.

## 5.4 Sales channels

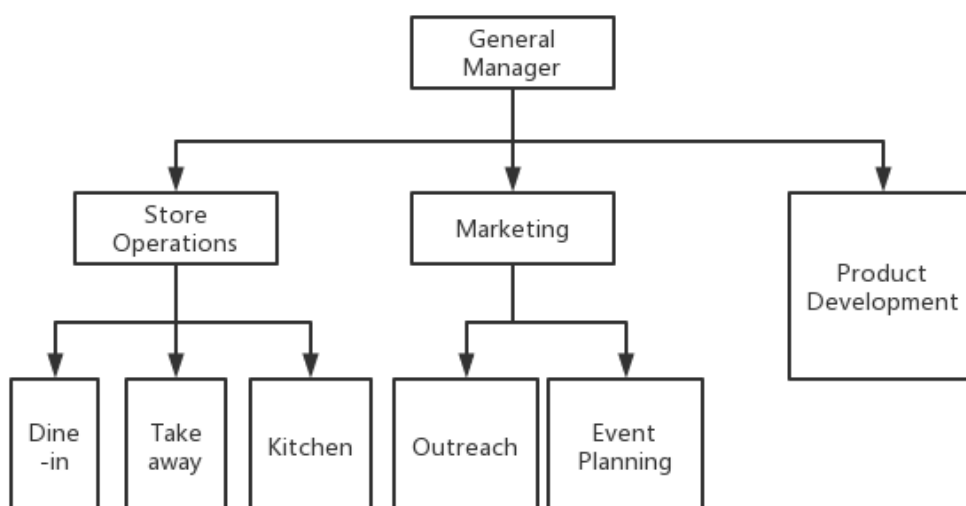
Qingqing light food sales channels are divided into four categories: 1, own door shop food; 2. Take-out from its own stores; 3. Distribution to gyms; 4. College dining hall distribution.

Its own door shop and takeaway food are mainly responsible for the three stores in the New District, the old district and the Xishan campus of Southwest University of Science and Technology, which are independently operated and all profits belong to the company. Gym distribution is through the joint with the gym, provide sales places in the gym site, or tied with the gym membership, customized food delivery for gym members, this channel plans to give the gym 20%. The university canteen distribution is through the establishment of sales points in the canteen, selling light food products, this channel needs to pay a fixed booth fee to the canteen.

## Section 6

### Management Team and Company Structure

Qingqing Light Food plans to set up four management departments, namely, store operation department, Marketing Department and product research and development Department. Each department has independent executive power, and at the same time, the departments cooperate and complement each other to complete the normal operation of the restaurant. The specific organizational structure is shown in the figure.



#### 6.1 Store operation team

Store operation as the main body of the company, the main personnel include: store manager, manager, nutritionist, chef, catering staff, handyman, waiter. The specific division of labor is as follows:

Store manager: assist in the preparation and opening of the restaurant; Formulate various regulations and management norms to conduct comprehensive and effective management of the restaurant; Organize the overall service work of the restaurant to ensure the quality of service and hygiene standards; Train and

manage the staff, and mobilize the enthusiasm of the staff to the maximum extent.

Manager: Supervise suppliers to supply food materials with quality and quantity; Manage the order system of the restaurant, cooperate with the kitchen to make daily orders; Check the business area of the restaurant, supervise the staff to make pre-meal preparations to listen to the feedback and opinions of consumers, and deal with consumer complaints in time.

Dietitian: if the conditions are available, the restaurant can be equipped with a professional qualified dietitian, to provide nutrition advice for the collocation and production of dishes, and can be determined by the main ingredients of dishes, calories, to ensure that the food is accurate and clear labeling of the nutritional information.

Chef: organize the daily preparation of meals, meals, to ensure that food production in line with the rules, meet the standards of food; Cooperate with store manager/manager to make food material purchase plan, make reasonable use of raw materials to ensure that the kitchen complies with safety, hygiene and cleaning regulations and organize new product research and development regularly.

Caterers: clean, cut, season and cook dishes under the guidance of the chef, arrange, load and serve dishes according to the order, and assist to control the quality of food materials.

Handyman: wash and pick up vegetables, peel and shell of food ingredients, clean and disinfect kitchen utensils, clean the kitchen and kitchen, etc.

Waiter: If your shop provides in-room food, according to the size of the shop, it can be equipped with an appropriate amount of waiters to provide consumers with warm and thoughtful service.

## **6.2 Marketing Department**

The Marketing Department consists of outreach cooperation and event planning. Outreach cooperation is mainly responsible for expanding partners such as gyms and retail stores, bringing light food products to the venue of the partner for sales, or reaching member exchanges with the partner to bring each other to consumer groups; Activity planning is mainly responsible for studying the market

situation and the sales of each store, carrying out timely promotional activities and gathering popularity for the store.

### **6.3 Product R&D Department**

Product R & D is mainly responsible for the introduction of new ingredients and research of new collocation, collecting consumers' opinions, and constantly introducing dishes to meet people's needs.

### **6.4 Operating modes and procedures**

#### **1.Raw material purchasing**

Raw material procurement and acceptance is an important part of food safety, and it is the first step to ensure food safety in light food restaurants. We need to establish and update the raw material purchasing and acceptance of the guidance, from qualified supplier purchase qualified raw materials, ready to show me tickets, and timely and accurate records of raw material batch key information, such as the raw material of sensory quality inspection of raw materials for questions or risky determined not to use, to avoid making the food bring extra risk.

We plan to use the rapid determination method to screen and monitor the pesticide residue and other indicators of raw materials by equipping test paper and other rapid detection tools, so as to identify and control the risks of raw materials in time. For qualified catering businesses, inspection departments can be set up and equipped with professional qualified inspection personnel and testing laboratories to carry out more detailed and in-depth special inspections.

#### **2. Environmental hygiene**

Light food and beverage places, facilities and equipment should be regularly maintained, cleaned and disinfected, and repaired or replaced in time if there is a problem. At the same time, it is necessary to clean the facilities and equipment of the food treatment area regularly, and keep the ground free of garbage, water and oil stains, the walls and doors and Windows free of stains and dust, and the ceiling free of mold and dust. The specific points are as follows: ·

Different types of food raw materials and different forms of food (raw materials, semi-finished products, finished products, etc.) are stored separately, and

their storage containers and processing tools are classified and managed, used separately, and stored positioning.

Do not engage in activities that may contaminate food in the food processing area. · Do not engage in food processing activities outside the food handling area.

Containers and tools that come in contact with food should not be placed directly on the ground or exposed to unclean materials.

### 3. Pest control

Common pests in restaurants include rodents, cockroaches, flies, mosquitoes, etc., which can negatively affect restaurant operations and pose a threat to the health, safety and welfare of consumers and employees. If traces of harmful organisms are found in the course of business, they should be traced to their source; Once harmful organisms are found, they should be killed as soon as possible, and food safety risks caused by harmful organisms should be resolutely eliminated.

Principles of control: give priority to physical methods and, if necessary, chemical methods.

Control facilities: Appropriate pest control facilities should be equipped as required, such as fly control lamps, fly screens, wind curtain machines, sticky mouse boards, etc., to prevent pest invasion.

Structural protection: do a good job of sealing the ceiling, walls and doors and Windows gaps, and check and clean the key positions that are easy to hide pests regularly.

Cleaning and hygiene: clean equipment and tools regularly, especially for cleaning areas, warehouses and other locations with high risk of insect pests to ensure cleanliness and hygiene, so as to avoid the risk of pest breeding.

Strict pollution prevention: avoid contamination of food or food containers, tools and equipment in the process of pest control. In case of accidental contamination, please pay attention to thorough cleaning to eliminate potential contamination. In addition, if you store chemical control agents in your restaurant, please store them in a special facility and keep them under lock and key to ensure

food safety and personal safety.

#### 4. Food preparation

Light food restaurant establishes health management system and food safety training plan and system for employees, equips each employee with corresponding health management files, carries on the corresponding food safety knowledge training, ensures that the employees on duty have obtained the health certificate, and carries on the health examination at least once a year.

The main points for attention in the production process are as follows:

Employees who come into contact with direct food products and non-processing employees who enter food handling areas need to wear clean work caps and fully cover their hair;

Food workers need to wear masks and cover their mouths and noses;

The work clothes should be clean and tidy. Before entering the special room, the processing and production personnel should change the special work clothes, and the employees who contact direct food should wash and change the work clothes in time to ensure cleanliness.

Wash and disinfect hands before entering the food processing area and dining area;

When working, the watches, bracelets, bracelets, bracelets, rings, earrings and other accessories should not be exposed, and the employees in the food handling area should not wear makeup.

#### 5. Operating tools

All containers, tools and equipment parts that come in contact with food should be made of ceramic, glass, aluminum, stainless steel, plastic and other food-grade ingredients with smooth surfaces that are easy to clean and maintain. Make sure that these containers, tools and equipment parts are not used for purposes unrelated to food storage, processing, etc. Do not reuse disposable dining utensils. The main points are as follows:

Do a good job of distinguishing marks: containers, tools and equipment used for storage and processing raw materials, semi-finished products, finished products

can be clearly distinguished, placed separately, used, and do a good job of marking.

Pay attention to cleaning and disinfection: Please disinfect food utensils, containers and tools before storing or touching them, and wash them in time after use. After cleaning and disinfection, catering utensils should be placed in special, closed, regularly cleaned, disinfected and kept dry cleaning facilities or disinfection cabinets. .

Regular inspection and maintenance: Check and maintain food and beverage appliances regularly to ensure that there are no gaps, cracks, wear and staining.

Separate storage of raw and cooked food: Separate storage of raw food and cooked food utensils.

## 6. Production process

### In raw

Primary processing is mainly divided into several situations, such as thawing, raw material cleaning or raw material treatment.

Defrosting: If meat, poultry and/or fish need to be defrosted, the temperature control method of refrigerated defrosting is preferred when time permits, and the food is defrosted on the bottom shelf of the refrigerated refrigerator. In addition, microwave thawing can be used. Frozen meat should be processed immediately after thawing, or temporarily stored in a specific environment and time.

Raw material cleaning: Separate the tools and containers that hold different types of food ingredients. For unwashed eggs, wash the shell before use and disinfect it if necessary. Raw vegetables, fruits and raw aquatic products should be cleaned and processed in a dedicated area or facility, and disinfected if necessary.

Raw material treatment: remove the non-edible parts of raw materials in the rough processing area.

### Cooking

Cooking for light food usually involves cold food processing and hot food processing, both of which have different food safety priorities. The details are shown in the following table.

## Cooking Considerations

Processing and classification	Matters needing attention
Cold processing	Processing area requirements: If you need to complete the cooling, packaging, cutting and other operations of direct entry perishable food, please be processed in the special room or special operation area clearly marked its purpose, the temperature of the special room and special operation area is not higher than 25°C. Please note that do not engage in processing activities in the special room that are not clean operation area.
	Processing requirements: before processing, check the raw materials of the food to be processed. If it is found that there is spoilage or other abnormal sensory characteristics, it shall not be processed. During the process of production, when no one passes through and the food is passed, the doors and Windows of the special room should be kept closed.
Hot food processing	Before hot processing: check the raw materials of the food to be processed. If the raw materials with spoilage or other abnormal sensory properties are found, no hot processing is allowed. At the same time, the recycled food (including auxiliary materials) shall not be served again after thermal processing.
	During hot processing: check and record the internal cooking temperature, randomly detect the internal cooking temperature of one of various foods at each meal and record it truthfully. Please note that the central temperature of the food that needs to be cooked thoroughly should be above 70°C when it is processed. For food with special processing technology and center temperature lower than 70°C, the quality and safety of raw materials should be strictly controlled.
	After hot processing: if the temperature of the cooking center is not up to standard, please continue to heat to the limit or do waste treatment.

## 7. Freshly squeezed beverage production

The precautions for making freshly squeezed beverages are as follows:

Disinfection: Fruits and vegetables used in processing freshly squeezed fruit

and vegetable drinks should be disinfected, and washed with pre-packaged drinking water, direct drinking water treated by purification equipment in accordance with relevant regulations, or boiled and cooled drinking water.

Production: No doping, adulteration, use of non-edible substances, and shall not use food additives.

Storage: The time from the completion of disinfection of fruit and vegetable ingredients to the production of freshly squeezed fruit and vegetable drinks should not exceed 6 hours. The unused fruits and vegetables should be re-disinfected, and the ones that cannot be disinfected again should be discarded. Please note that freshly squeezed fruit and vegetable drinks should be sold immediately and stored at a temperature below 8°C for no more than 2 hours if they are not available immediately.

Cleaning: after the completion of processing, the tableware, containers and related processing tools should be cleaned and disinfected in time, the environment and facilities should be cleaned after use, and the remaining waste should be cleaned up in time to keep the special operation place clean.

#### 8. Hot food to cool

Perishable food that needs to be frozen (stored) after cooking should be cooled in time, by cutting the food into small pieces, stirring, cold water bath, or using special quick cooling equipment and other measures, the central temperature of the food in 2 hours from 60°C to 21°C, and then after 2 hours or less to 8°C.

After cooling, the food must be covered and labeled, placed in a closed container or use plastic wrap for pollution-free coverage, and immediately stored in a special cold food freezing (storage) environment. At the same time, we recommend that you keep a complete record of the cooling time and initial temperature.

#### 9. packaging

Packing containers: Select dining utensils that meet national safety standards based on food characteristics. Take-out food should be packaged or dressed in airtight containers, and measures should be taken to prevent leakage during

distribution. If necessary, it should be equipped with insulation, refrigeration and other facilities. If non-disposable packaging containers are used, they should be cleaned before packaging. Non-disposable packaging containers that contact direct food should also be disinfected to prevent food from being contaminated.

Packing area: Packing should be carried out in a special packing room or special operation area. Before using the special room and special operation area for each meal or shift, the air of the operating table, special room or special operation area should be disinfected;

Packaging process: Different meals should be packaged in containers or independently, and different products should be separated. The packaging should be complete and clean to prevent cross contamination. At the same time, the takeaway packaging seal should be used and the consumption time limit should be marked on the takeaway food packaging, so that consumers can better understand the food information.

#### 10. distribution

When products choose delivery channels, they need to consider using platform delivery riders or choosing their own delivery channels. When choosing the self-owned delivery channel, food safety in the delivery process is also critical. We need to focus on the following aspects to prevent food from being contaminated in the distribution process.

#### Points for attention in distribution

steps	Matters needing attention
Before the delivery	<p>Clean distribution tools, and separate direct food and non-direct food, food to be stored in low temperature and hot food, do not mix food and other toxic and harmful goods for distribution.</p> <p>The distribution personnel shall meet the health and hygiene requirements of food workers.</p>
In the distribution	<p>Take effective protective measures, such as the selection of distribution tools with rainproof, dustproof</p>

	functions, if necessary, equipped with heat preservation, refrigeration and other facilities, to ensure that the temperature and other conditions in the food distribution process meet the food safety requirements, at the same time, to ensure that the packaging is not damaged.
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#### 7.1.11 waste

Light food will produce kitchen waste, food packaging waste and other wastes in the processing process. The disposal of corresponding wastes should comply with the requirements of laws, regulations and regulations. Waste storage facilities should be cleaned in time and disinfected when necessary.

## 6.6 Business Location

After the initial preparation, we have a relatively clear positioning for the development of light food restaurants. Our preliminary survey shows that light food merchants will focus on the city ranking (63%), light food orders (60%), user demand saturation (51%) and other factors when selecting a location.

Because two of the three stores focus on takeout and one on in-service, the key points to be considered in the site selection are different, which are as follows:

#### 1. Location of Xishan Campus stores

Since this area is near the urban area, it is planned to sell mainly in the dining room:

#### Key points to consider for in-store sales

Open area	The main points of
Open along the street	<ol style="list-style-type: none"> <li>1. Consider opening it near the crowd center with the appropriate location (such as school, community, office building, etc.). The distance within walking distance can better attract consumers to consume offline.</li> <li>2. Considering the overall situation of the road, traffic jam, parking distance, etc., the lower the transportation cost, the more likely consumers will choose to eat in the restaurant.</li> </ol>
Open in shopping	<ol style="list-style-type: none"> <li>1. In the case of sufficient start-up capital, priority can be given to opening</li> </ol>

malls	<p>stores in shopping malls, experienced large developers can provide restaurants with standardized property management and centralized consumer drainage.</p> <p>2. Since different shopping malls attract different types of consumers, it is recommended to make clear whether the consumer positioning and expectation of the shopping mall are consistent before entering the shopping mall. For example, the shopping mall is located in the bustling commercial center, and the consumers are mostly young people who love leisure; The shopping mall is near the community group, and the consumers are mostly out for the whole family.</p>
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## 2. Location of stores in the new campus and old campus of WUST

Since these two areas are far away from the urban area and the main consumer groups are college students from neighboring universities, take-out is taken as the main sales channel. The main points to be considered in the location of stores are as follows:

### Main points to consider for stores mainly based on take-out

Main directions to consider	The specific content
Choose a business district where takeout is popular	Consider business district delivery orders, followed by orders in the same category, and the difference between the highest order and the lowest order.
Determine if the light food category is popular	<p>1. Understand the user structure of the business area and determine whether the main consumer groups in the business area match the portrait of light food consumer users.</p> <p>2. Refer to the open data of the take-out platform to understand the products, activity information, order evaluation conversion rate of competing brands in the business area, as well as the current key products, activity intensity, user evaluation and other information in the business area.</p>

	3. In addition to the sales ranking of light food merchants' explosive products, you can also refer to the sales ranking of other types of meals that young people like to eat, such as steak, pasta, bento, and sausage, etc
Determine whether the consumption level of merchants in the business district is consistent	Determine the price range of light food restaurants when selecting a location. You can list the per capita price of the top merchants in the business area, and calculate the per capita price of the business area and the average per capita price of light food merchants as a reference. Your pricing strategy should be consistent with the average level of the business area. Determine if the shopping area and your merchants' consumption levels are consistent.
Determine if the logistics capacity within the business area is sufficient	Find out if the nearby distribution capacity within 3-5 kilometers is sufficient to meet the delivery demand after the takeout restaurant goes online in a timely manner.

## 6.7 Facilities and Equipment

Air supply and exhaust fans: evaluate the ventilation needs of the kitchen according to the exhaust conditions of the kitchen, the heat dissipation of the stove and the equipment, and select the ventilation equipment with appropriate ventilation volume to ensure that the oil fume, water vapor and heat in the kitchen are discharged in time.

Fume purification equipment: according to the number of kitchen exhaust air and kitchen head, the fume purifier or fume purification all-in-one machine is selected to ensure the effective absorption of fume gas in the air and ensure the working environment of the kitchen.

Oil isolation facilities: according to the size of the kitchen and the estimated treatment water volume, the oil-water separator, oil isolation pool and other

facilities are selected to ensure that the requirements of oil isolation facilities are met. Oily sewage is discharged after treatment by oil isolation facilities.

Temporary storage site for solid waste: according to the functional partition of the kitchen, the location of waste containers should be reserved, and a temporary centralized storage facility with a closed structure should be set up outside the kitchen.

Special well: a special well for oil fume exhaust duct is planned in advance to ensure that the oil fume is discharged vertically upward and cannot be connected to the fire exhaust duct or sewer pipe.

## **6.8 Operation strategy and plan**

### **1. Standardized management**

The key to the operation of the three stores is unified and standardized management, regardless of whether it is based on take-out or in-service food. Chain catering enterprises that fail to achieve unified management may often suffer from brand image damage due to the lack of management of a store (food quality, service level, etc.). Notes for standardized management are as follows:

Provide stores with a list of equipment and facilities to ensure that the store opening requirements are met, and help to unify the operation process of different stores

With the specification.

In the case of capital cost can be controlled, as far as possible to use equipment operation, reduce manual operation links.

For all links requiring manual operation, ensure that personnel have completed overhand training and can record operation videos for long-term retention and learning.

Install the intelligent shop patrol system, so that the production process, health and staff services in the kitchen and front office are strictly implemented in accordance with a set of standard and standardized procedures.

### **2. expand sales channels**

Based on the three stores, we will carry out in-room and take-away sales, and

actively cooperate with gyms, canteen-halls and chain retail stores to carry out product agency.

### 3. Late-stage plan: franchise expansion

At present, many light food catering brands have passed the single-store management thinking in the initial period and entered a new stage of brand and chain development. Different from the "0" to "1" single-store intensive cultivation; From "1" to "N" will more test the comprehensive management ability of the founder and the brand. In this regard, a few light food brands have adopted the direct store opening mode, and the original team directly operates, invests and manages each store, so as to ensure the implementation of unified management strategy, unified development and application; However, in the fierce market competition, more light food brands choose the franchise chain mode, in order to achieve rapid fission expansion.

When the three directly operated stores are on the right track in the later period, "Qingqing Light Food" can seek to select franchisees in other cities for cooperation.

## **6.9 Development status and tasks**

### 1. Types of raw materials

The collocation of light food set meals should conform to the principle of "three low and two high", that is, low calories, low fat, low salt, high protein, high dietary fiber. This principle should also be followed in the selection of ingredients. Based on the "Healthy Diet Recommendations" of the World Health Organization, "Dietary Guidelines for Chinese Residents" of the Chinese Nutrition Society and the collocation suggestions of nutrition experts, the company's raw materials follow the following points:

Grain and potato foods should use whole grains, potato and potato foods such as whole wheat bread, purple rice, brown rice, corn kernels, green edamame, sweet peas, red beans, mung beans, chickpeas, potatoes, sweet potatoes, taro and so on.

Fruit and vegetable foods should be various, vegetables give priority to with

brunet vegetables such as lettuce, snow peas, cucumber, carrot, cherry tomatoes, green peppers may contain cruciferous such as rapeseed, west blue flowers and the fungus algae such as black fungus, mushrooms, seaweed, fruit with strawberry, apple, banana, seedless grapes and other convenient edible species is given priority to consumers.

Meat and egg food should use meat and egg food with low fat content, such as chicken breast, beef and other aquatic products should use spiny basha fish, shellfish, shrimp or seafood containing  $\omega$ -3 fatty acids.

Nuts and legumes should be supplemented with some nuts (such as low-salt cashews, almonds, peanut kernels) and soy products.

Seasonings should be low-fat, low-energy salad dressings or other condiments.

Low fat milk, yogurt and other dairy products should be used.

## 2. Product types

According to the principle of "food production priority", first according to the cooking requirements to make different food, and then according to the composition of food ingredients and nutritional needs to match, to ensure that food in a good color, fragrance, taste, shape, but also meet the nutritional requirements.

It is particularly important to meet consumers' personalized and customized dietary needs in the research and development process of light food meals. In terms of the reasonable collocation of food products, consumers can first be divided into groups (such as men and women) and needs (such as fitness, slimming, etc.), and then according to different needs, light food products with different ingredients and different proportions of energy sources can be made.

The company plans to operate and sell products into seven categories: pastry, yogurt, salad, meat, noodles, rice, set meals, the details are as follows:

Pastry: rye meal replacement bread, purple potato bag, vegetable crystal bag, low-sugar corn square cake, moxibustion roasted okja, etc.;

Yogurt: low sugar yoghurt of dragon fruit, low sugar yoghurt of mango, low

sugar yoghurt or cereal, etc.

Salad: light chicken breast salad, fresh mansard prawn salad, crab willow salad, tuna salad, etc.;

Meat: salt baked chicken leg, beef sauce, fresh fish, boiled shrimp, etc.;

noodles: roast chicken breast soba noodles fried longli fish soba noodles, etc.;

Rice: Mexican style curry chicken breast grain rice, deep-sea tuna mixed grain rice, black pepper beef mixed grain rice, fried beef mixed grain rice, etc.;

Set meal category: combine according to the first five categories.

## 6.10 Challenges and Risks

### 1. Food Safety Risks

Microbial risks such as bacteria and viruses

In the process of making light food, food raw materials, processing environment, processing personnel, processing tools and containers may cause bacteria, viruses, parasites and other contamination. Since light food is mainly cold food such as salad, which is less heated and sterilized in the production process, the microbial risk of raw materials is especially important. If the source of food materials is not strictly checked and thoroughly cleaned and disinfected, the risk of microorganisms in the arch belt of raw materials to consumer health will be greatly increased.

Chemical risks such as pesticides, heavy metals and mycotoxins

Chemical hazards in food raw materials often cannot be removed in subsequent processing and will be transferred to the finished product during production. Most light food merchants are small in scale and do not have inspection conditions, so the demand for proof is particularly important for the control of chemical risks. If the operation guidelines are not carried out, the correct procurement and acceptance of raw materials will greatly increase the risk of food safety.

Foreign body risks such as sediment, hair and insect pests

Like other food and beverage products, foreign bodies are one of the most

common causes of complaints about light food, among which staff hair and insect pests are the most common. Therefore, it is necessary to control environmental insect pests, maintain staff's personal hygiene, and reduce the risk of foreign bodies.

### **6.11 Cost Management**

Compared with traditional catering, light food stores are generally small in scale, which requires the stores to implement fine management and make careful calculation of each part of cost, so as to achieve sustainable operation and profit. Cost management is mainly carried out from the following aspects:

Cost accounting: classify and calculate the raw materials, rent, labor, water, gas and other costs of store operation, and do a good job of cost pre-settlement.

And continuously improve the cost structure.

Reasonable meal pricing: follow the principle of reasonable matching of sales price and cost price, reasonable calculation of meal profit, including high-profit products

The proportion, the proportion of medium profit products, the proportion of thin profit products, the consideration of special food products, etc.

Reduce the consumption of food materials: strictly control the number of grams of food products produced, and regularly calculate the cost of food products; Maintain good communication with suppliers who are familiar with food ingredients to establish a stable supply chain; The menu "slim", refine small but refined meal collocation.

### **6.12 Intellectual Property Rights**

Qingqin Light Food products belong to fresh food and beverage, the specific formula is developed and produced by ourselves, which does not involve intellectual property rights. If franchising and promotion is carried out later, the corresponding food ratio will be patented.

## Section 7

### Financial Projections

#### 7.1 Source and use of funds instructions

The total investment of this project is 1.5 million yuan, all of which is raised by the entrepreneurial team. Of the total investment of 1.5 million yuan, the working capital is 500,000 yuan and the constructive investment is 1 million yuan, which should be put into use at the beginning of the construction period.

#### 7.2 Assumptions Sheet

According to the background information of the above investment projects and relevant data prediction and estimation, the basic data and the estimated value of normal part of the data are listed by category. The monthly saturated operating revenue of a single store is 119000 yuan, and the cost of raw materials of the company is 35% of the sales revenue. The specific monthly sales situation will be adjusted on the basis of the saturated operating revenue; The initial fixed asset investment of a single store is 270000 yuan, and the depreciation is 10% of the fixed asset investment. According to the entrepreneurship policy for college students, the income tax for the first two years is 0, and the income tax after two years is 20%. See Table 9-1 Basic Data for basic data of single store.

Table 9-1 assumes basic data unit: Yuan					
1	Saturate total monthly receipts of normal operations				119000
	Package type	unit	The unit price	Estimated monthly sales	
1.1	pastry	↑	5	1500	7500
1.2	Yogurt class	↑	8	2000	16000
1.3	Salad class	↑	10	2000	20000
1.4	meat	↑	15	800	12000
1.5	Noodles class	↑	15	900	13500
1.6	Rice class	↑	20	1000	20000
1.7	Mix class	↑	30	1000	30000
Investments and related data					
2	Initial fixed asset				270000

	investment				
2.1	Decorate charge				80000
2.2	Cost of equipment				90000
2.2.1	Computer and management software	个		1	20000
2.2.2	The refrigerator	台	1800	2	3600
2.2.3	freezer	个	1800	2	3600
2.2.4	Smoke lampblack machine	个	1000	12	12000
2.2.5	ambry	台	4000	4	16000
2.2.6	The microwave oven	台	1500	5	7500
2.2.7	Rice cooker	个	200	5	1000
2.2.8	Induction cooker	个	250	12	3000
2.2.9	POTS	个	300	12	3600
2.2.10	Kitchen utensils and appliances		200	12	2400
2.2.11	tableware		50	12	600
2.2.12	Disinfection cabinet		500	1	500
2.2.13	The oven		1000	2	2, 000
2.2.14	Bread machine		200	2	400
2.2.15	juicer		150	2	300
2.2.16	Water dispenser		200	2	400
2.2.17	air conditioner		3500	3	10500
2.2.18	clothing		30	50	1500
2.2.19	The table		200	10	2000
2.2.20	The chair		50	30	1500
2.2.21	shelves		2000	2	4000
2.2.22	checkstand		3, 500	1	3500
2.2.23	Fire extinguisher		200	2	400
2.2.24	Commonly used medicine cabinet		400	1	400
2.2.25	Low value consumables		3, 000	1	3000
Costs and expenses and related data (for regular months)					
3	Monthly Cost synthesis				85400
3.1	Outsourced raw materials				46900
3.2	A dietitian	People. month	4000	1	4000
3.3	The manager	People. month	5000	1	5000
3.4	The waiter	People. month	3000	2	6000
3.5	buyer	People. month	3500	1	3500

3.6	accounting	People. month	4000	1	4000
3.7	The electricity and water				3000
3.8	The rent	月	18 000	1	10000
3.9	Other expenses in administrative expenses	月	2, 680	1	3000

### 7.3 Pro forma Income Statements

Table 9-2 Projected Financial statements

project	1	2	3	4	5
sales volume	1428000	1428000	1428000	1428000	1428000
Raw material cost	562800	562800	562800	562800	562800
Labor cost	342000	342000	342000	342000	342000
operating costs	192000	192000	192000	192000	192000
depreciation	27000	27000	27000	27000	27000
Total operating costs	1123800	1123800	1123800	1123800	1123800
Pre tax income	304200	304200	304200	304200	304200
income tax	0	0	60840	60840	60840
Net profit	304200	304200	243360	243360	243360

### 7.4 Pro forma Balance Sheet

Table 9-3 Pro forma Balance Sheet

资产	1	2	3	4	5
<b>Current assets</b>					
cash	0	304200	608400	851760	1095120
Accounts receivable	304200	304200	243360	243360	243360
<b>Total current assets</b>	304200	608400	851760	1095120	1338480
<b>Fixed assets:</b>					
Original price of fixed assets	270000	240000	210000	180000	150000
accumulated depreciation	27000	27000	27000	27000	27000
Net value of fixed assets	243000	216000	189000	162000	135000
<b>Total assets</b>	547200	824400	1040760	1257120	1473480

## 7.5 Pro forma Cash Flow

Table 9-4 Pro forma Cash Flow

项 目	1	2	3	4	5
operating activities					
net income	304200	304200	243360	243360	243360
Increase in accounts receivable	0	0	0	0	0
Net operating cash	304200	304200	243360	243360	243360
Investment activities					
Cash paid for purchase and construction of fixed assets	270000	0.00	0.00	0.00	0.00
Net cash flow from investment activities	-270000	0.00	0.00	0.00	0.00
Net increase in cash	34200	304200	243360	243360	243360
Cash at the end of the year	34200	338400	581760	825120	1068480

## 7.6 Ratio Analysis

After the fifth year of project operation, analyze the profitability ratio and liquidity ratio of the project:

### 1. Profitability ratio

Return on assets (ROA)=net income/average total  
assets=243360/1473480=16.5%

Return on sales (ROS)=net income/net sales=243360/1428000=17%

### 2. Liquidity ratio

Current ratio=current assets/current liabilities= $1338480/270000=4.95$

3. Overall financial stability ratio

Debt ratio=total liabilities/total assets= $270000/1473480=18\%$

## Appendices

Recently in China, with the rise of national fitness, Chinese people have begun to think about the meaning of "you are what you eat", and put "light food" with low calories and high fiber on the table. "Light food" does not refer to a specific kind of food, but a form of 100% catering. Light food is not only about the amount of ingredients, but also the simple way of cooking the ingredients, keeping the original nutrition and flavor of the ingredients. Let the consumer nutrition intake without burden, without pressure, more healthy, at the same time extended a positive and sunny attitude and lifestyle. "Qing pro light feed" formal hope through to the sales of light meals, to output the positive life philosophy.

In terms of the current industry pattern, the threshold of light food is not high, and the concern of science and health is gradually deepening the people's hearts. The consumer population is constantly expanding and gradually sinking from the first line to more cities. At present, many brands have emerged in the light food industry, but there is no clear competition pattern and leading brand in the industry. Strengthening brand cognition and recognition and improving brand value are the key to the second half of light food.

Compared with foreign developed country areas, light FOOD penetration rate is still only 40%, Europe and region have already reached 90%, visible light food industry market is still far to the ceiling, the future development space is larger. In addition, at present, light food consumers in China are mainly concentrated in the economically developed high-line cities such as Beijing, Shanghai, Guangzhou and Shenzhen. With the acceleration of urbanization in China, there is still a large space for development in new first-tier cities and lower-tier cities.

At the same time, the health problems caused by obesity have gradually become the focus of social attention, and changing the diet structure has become the main way for most obese people to choose to lose weight. In addition, people's willingness to consume health is increasing, and the number of users who are willing to pay for weight loss is also increasing. Data show that 91.6% of respondents are

willing to pay for weight loss, and nearly 60% of them are willing to pay more than 1000 yuan.

More and more young people pursue abdominal muscles and hips, light food is often linked with fitness, fat reduction and other words together, fitness experts and weight loss people have a more scientific understanding of the organic combination of fitness and diet, light food salad weight loss concept has been deeply rooted in the hearts of people. The rise of takeout has facilitated everyone's life. The change of people's diet concept has brought the popularity of "light eating doctrine", and more consumers choose takeout and light food. This is the reason why "Qingqing Light Food" decided to open three stores at the same time.

To sum up, "qing pro light feed" conform to the mianyang city light food industry development trend at present, the three stores for complete coverage of university city area, and by adopting and gym, canteen, retail sales mode of cooperation, to meet the consumer demand, potential consumers has a broad prospect, the profit space is opposite bigger, the risk is relatively small, has investment value and feasibility.

### **The questionnaire survey**

Hello! First of all, thank you very much for taking time out of your busy schedule to participate in our survey. ? Our survey revolves around light food dining and we hope to get your real thoughts. ? Participate in the questionnaire, we will take ten best research, may obtain clear light dishes for the opening in the VIP card, clear pro light food after opening the can enjoy the year 7 discount. Finally, this survey will keep your personal information strictly confidential, please rest assured.

Name: Age: Gender: Telephone:

1. What is your occupation? ( )

A: Student B: White Collar C: Blue Collar D: Tourist E: Other

2. What do you think of light food? ( )

A: in line with the principle of three low and two high B: rich raw materials C: diverse and scientific collocation

3. The main channel of light food consumption? ( )  
A: ordering online or eating out B: Making at home
4. Why choose to make your own light meals at home? ( )  
A: High price B: unsatisfactory type C: insecure about food safety
5. The reason for choosing light food? ( )  
A: Fitness B: pursuing green and organic food C: changing taste D: own eating habits
6. Which () of the following light food restaurants do you often go to?  
A: Koshino B: Koshino C: Like to eat light D: See under the tree E: Kurai Sushi
7. What types of food do you usually order at a light food restaurant?  
A: Salad B: pastries C: Meat D: rice and noodles E: yogurt
8. Under what circumstances do you buy light foods? () You can choose more than one  
A: After gym B: In my spare time C: seeing friends D: regularly
9. When do you work out? ( )  
A: 10-13pm B: 13-16pm C: 16-20pm D: No gym
10. A: What's the price of light food that you often consume? ( )  
A: Less than 10 yuan B: 10-20 yuan C:20-30 yuan D:30-40 yuan
11. How often do you consume light food? ( )  
A: Once a day B: twice a day C: twice a week D: Four or five times a week
12. What are the factors in choosing a light meal? () Choose more than one  
A: Packaging B: Brand C: Taste D: Price E: Decoration style F: Others
13. What kind of light food do you prefer? () You can choose more than one  
A: Multiple choices of food collocation B: clear calorie labels  
C: It's cheap. D: It tastes good
14. What do you care most about the in-room service provided by the Light Food restaurant? () You can choose more than one  
A: Service attitude B: Store decoration style C: music D: Seats available

15. What do you think of the service provided by the following stores? ( )

You can choose more than one

A: Art gallery B: Charity donation C: Magazines and books D: wifi charging at tea houses

16. What is the proposed direction of improvement for the light food store? ( )

A: Improve meal information B: increase concessions C: develop more kinds of meal

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## Biography

name-surname	Qingyin Zheng
Date of birth	
Place of birth	
Workplace	
Position	-
Education	MBA Southeast Asia University



# THE ICBTS 2022

International Academic Multidisciplinary Research Conference London 2022

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## CERTIFICATE OF PRESENTATION

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**Professor Dr. Kai Heuer**  
Academic Program Chair

