

Research on the Innovation and Development of China Time-honored Catering Brands

-- Taking Wuhu as an Example

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Abstract

The China Time-honored catering brand is not only a form of catering business, but also a concentrated expression of the regional economy and the development of the catering industry, the human environment and the food culture, with distinctive regional and national characteristics. However, Time-honored catering brands face the fiercely competitive catering market and consumers who need diversified and individualized diets. The shortage of relevant support policies, thin brand awareness, outdated concepts, and insufficient product and management innovation have severely restricted the Time-honored catering brands. development of. Based on the investigation of the concept, history and development status of Wuhu Time-honored catering brands, this article explores the innovative development strategies of Wuhu Time-honored catering brands in view of the problems faced by the current Time-honored catering brands.

Keywords

The China Time-honored Catering Brand; Innovation and Development; Wuhu.

1. Introduction

The China Time-honored catering brand has always been an excellent development product of the traditional commercial economy. It contains a profound traditional cultural heritage, which has its own development history and related advantages. Compared with modern catering brands, it is closely related to the quality of life of the people and the cultural development of the region. It not only has typical national and regional characteristics, but also contains the connotation and traditional wisdom of traditional Chinese business culture, and it is also national and national precious. However, in the face of the impact of modern business culture and the changes in people's food culture, they are constrained by traditional concepts, their business philosophy is backward, and their service consciousness is diminished. The products and services they provide can no longer meet the requirements of consumers. Many Time-honored catering brands are now With constant demise, its development prospects are not optimistic. In the context of the current national economic boom and the integration of cultural and tourism development, exploring the development path of Time-honored catering brands with economic value and cultural heritage, and realizing the protection, innovation and development of Time-honored catering brands, is to revitalize China's catering industry and promote Chinese traditional diet. Therefore, under the new situation, how to transform Time-honored catering enterprises, how to break through the bottleneck of existing enterprise development, achieve development and revitalization, and win customer satisfaction will be the main content of this article to discuss and propose corresponding solutions.

2. Overview of the China Time-honored Catering Brands

Brands, since the creation of private property and the beginning of the development of business culture, have been burned or branded to prove their ownership, or used as the quality or purpose of the products they produce and sell. With the development of modern commercial marketing theories, brands are not only limited to the words or icons on the signs, but more and more include the product name, packaging, price, function, culture, connotation, historical origin, advertising methods, etc. Attributes are an important basis for distinguishing one's own products from other competitors' products and services. China Time-honored catering brands are not just catering brands with a long history that can be referred to as "Time-honored brands", but they have the characteristics of history, quality, credibility, nationality and culture, and are formed in long-term historical competition. Famous historical stores and traditional special product brands. Time-honored catering brands usually have distinct regional characteristics, good commercial reputation, deep Chinese traditional culture, high-quality products and services recognized by consumers. In short, the Time-honored catering brand is a catering product brand with a distinctive regional cultural background, a profound national traditional culture and a certain commercial value, a long history, unique cooking food, and a good commercial reputation.

3. The History and Operating Status of Wuhu Time-honored Restaurants

Wuhu is on the right bank of the Yangtze River and is located at the center of the middle and lower reaches of the Yangtze River. It can go up to Anqing, Jiujiang, Wuhan, and down to Nanjing, Zhenjiang, and Shanghai in the upstream. As a riverside wharf, the hinterland of Wuhu is wide, the North University and the Central Plains, the South Xiangjiang, Jiangxi and Zhejiang, the west of Hunan, Hubei, and the east of the sea. The area has a prosperous population and rich products. "Geng Fuxing, Tongqinglou, and Ma Changsheng" have been operating in Wuhu for nearly a hundred years. These old stores are mostly Wuhu specialty food and catering. A large part of the stores is not large, but they enjoy a high reputation in Wuhu and surrounding areas and even the whole country. However, it is surprising that many Time-honored brands have not registered corresponding trademarks. This is undoubtedly very detrimental to the protection of local brands and Time-honored brands in Wuhu. Wuhu is a Time-honored brand because there is no trademark. The intrinsic value of "brand" is easily overlooked, and Wuhu's Time-honored brand is "raised by a deep boudoir." Some of these Time-honored brands have gradually withdrawn from the stage of history due to poor management, urban demolition and other reasons. There are two or three under the tide of modern fierce market competition, it is gradually changing its business model to adapt to market demand and is struggling to operate.

4. Existing Problems in the Development of Wuhu Time-honored Catering Brands

4.1. Lack of Support Policies for "Old Brands"

The efforts and measures to protect Time-honored brands are ineffective. Time-honored enterprises were created by generations of people who have worked so hard to maintain and develop to this day. It is not easy to maintain and develop to this day. However, some Time-honored brands have been registered by people, some are easily cancelled, and some addresses are easily demolished. These examples are not uncommon. Although the Ministry of Commerce issued the "China Time-honored Brands" Identification Standards (for trial implementation) and the "Ministry of Commerce's Notice on Implementing the "Revitalizing Time-honored Brands Project" in 2006, these mainly stipulate how to declare Time-honored enterprises and how to protect existing Time-honored enterprises. No relevant policies have been issued. It is

gratifying that local governments have successively introduced policies to protect, support and revitalize Time-honored enterprises. In 2008, 14 ministries and commissions including the Ministry of Commerce, the Development and Reform Commission, the Ministry of Education, and the Ministry of Finance also introduced some policies. Jointly issued "Several Opinions on Protecting and Promoting the Development of Time-honored Brands", striving to protect Time-honored brands in their original locations. These national ministries and commissions provide specific regulations on how to protect Time-honored enterprises, but the scope of protection is relatively narrow. There are no corresponding regulations for other aspects such as squatting and easy cancellation. Therefore, to systematically protect Time-honored brands, it is necessary to establish and improve corresponding systems.

4.2. Insufficient Protection of Products and Trademarks

Brand is an important means of corporate marketing. "Time-honored brands" have a long history and rich ethnic culture, so they have a solid brand value. However, the survey results showed that although 47% of consumers said they would prefer to consume Wuhu Time-honored brands, only 35.6% of Wuhu Time-honored companies are the most well-known. In a survey of the status quo of Wuhu's trademark industry, various data showed that the awareness of Time-honored trademarks was weak. Among the merchants participating in the survey, 49 businesses were founded as early as 2000, most of which have a history of more than 10 years, and a few such as Geng Fuxing, Ding Shunxing, Tongqinglou, and Ma Changsheng have nearly a hundred years of history. These old stores are mostly Wuhu restaurants, and many old brands have not registered corresponding trademarks. For a long time, Time-honored enterprises in Wuhu have not attached importance to brand building and failed to build a good brand image, resulting in weak core competitiveness of the enterprise and restricting market development and development. In addition, Wuhu's Time-honored enterprises have a single business model, and face problems such as low added value of products, short industrial chain, low profits, and difficulty in capital operation. For example, the "Lan Yixing" roast duck restaurant has gone through five generations and inherited the family workshop-style production and business model.

4.3. Outdated Concepts, Insufficient Product and Management Innovation

In the historical inheritance of Wuhu's Time-honored catering brand, whether it is dish variety, product marketing, brand promotion methods, etc., they are more or less traditional and conservative, unable to meet the needs of modern consumers for diversified and personalized diets. On the one hand, although the products of Wuhu's Time-honored catering brand have distinctive regional characteristics, they have won the favor of many consumers with their good products and services in a certain historical period, but their product innovation and research and development efforts are relatively small. On the other hand, the cooking technology and the inheritance method of cooking techniques have not formed a systematic development system, which makes the products of many Time-honored catering brands in Wuhu have characteristics but a single variety, and the introduction of new products is slow. For example, Geng Fuxing's main breakfasts in Wuhu have always emphasized the "authentic" Wuhu flavor, but the brand image and the innovation of the dishes are obviously insufficient, and its "fresh, salty and refreshing" taste is also difficult to adapt to modern consumers' diversified taste needs.

5. Strategies for the Innovative Development of Wuhu Time-honored Catering Brands

5.1. Clarify Market Positioning

Faced with the current situation of diversified and individualized consumer dietary needs, Time-honored catering brands such as Wuhu Gengfuxing need to further refine the market and clarify market positioning based on consumer needs and the positioning of competitors, and further develop on this basis new products and expanding consumer groups. For instance, in the face of modern consumers' different pursuits for healthy diet, nutritious diet, weight-loss diet, green diet, etc., Time-honored catering brands need to continuously enrich product types and pursue the nutritional value and green health of food to meet the needs of more consumers. Secondly, it is necessary to clarify the positioning of competitors, whether it is Western-style fast food such as KFC and Pizza Hut, or Chinese-style restaurants such as Geng Fuxing, Sijichun, and Tongqinglou, it is necessary to investigate and analyze their market positioning and market share, to better understand the customer's diet. Desires and needs, and take brand development measures based on them.

5.2. Reshape the Brand Image and Strengthen Publicity

Brand culture is the intangible asset of Time-honored catering companies, which is the core resource that distinguishes Time-honored brands from modern companies, between Time-honored brands and Time-honored brands, and is also the driving force that constitutes the core competitiveness of Time-honored brands. Therefore, making Time-honored catering brands richer in more cultural connotations is the key to the cultural innovation of Wuhu Time-honored brands. Since Time-honored catering companies have a long history, they generally have a heavy cultural heritage, and this profound cultural heritage is also a trump card that makes Time-honored companies invincible in the fierce market competition. Time-honored enterprises in Wuhu can dig deep into their own cultural heritage, inherit the traditional humanistic spirit, reshape their brands, and deeply integrate tradition and modernity to form a distinctive brand culture. Meanwhile, Time-honored catering companies must implement brand strategies, strengthen protection awareness, and promote industrial development with trademark protection.

5.3. Carry out Multi-form Three-dimensional Marketing

The first is to establish a fully functional official website. The official website should reflect the cultural heritage of living alone without losing fashion and vitality, increase the content that customers care about, such as product quality certification query, nutrition advice, and update the content and product dynamics in time according to customer needs, and try to attract customers through website screens and functional design. The second is to cooperate with e-commerce companies to open flagship stores or self-operated stores on e-commerce platforms, make use of the advantages of e-commerce platforms to break information asymmetry barriers and regional limitations, and further promote the promotion of Time-honored brands. The third is to use social networks and Internet big data for product marketing, such as the establishment of a WeChat public service platform and Weibo enterprise certification number, strengthen the interaction with customers, reduce negative reviews, and allow customers and enterprises to establish a long-term and good "partnership", do a good job in customer relationship management, obtain customer purchase information through online platforms, especially repeat purchaser information, and fully understand customer needs, preferences and purchase behaviors, so as to formulate more targeted marketing strategies and provide personalized services.

6. Conclusion

The China Time-honored catering brand is facing an environment where the contradiction between the globalization of economic development, the convergence of brand chain development, the increase of people's awareness of regional cultural protection, and the love of regionally-featured food and beverages which is increasing. For these reasons, Wuhu's many Time-honored catering brands represented by Geng Fuxing and Sijichun need to continuously maintain brand image innovation, make full use of the original consumption foundation and humanistic value advantages of Time-honored brands, and pay attention to the continuous improvement of Time-honored service quality, so that every Time-honored catering brand in Wuhu can be continue to integrate inheritance, innovation, development, and change, thereby promoting the healthy development of Time-honored catering brands.

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