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Research on Marketing Strategy of Small Fat Sheep Chain Restaurant

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Abstract

This article analyzes the small fat sheep questions which appears the marketing strategy in its developing process in China, and determines the small fat sheep's goal customer community, establishes the market localization through the analysis and the research on the small fat sheep's macroscopic and microscopic environment, the superior and inferiority situation, the opportunity and challenge, the competition condition and the small fat sheep's present situation. Finally, the article formulates a set of feasible marketing plan with the 4Ps marketing theory, and promotes the implementation as the basis. These research, on the one hand provides the instruction for the small fat sheep's marketing activity, on the other hand also hopes to provide some models and the inspirations for this or other profession in the marketing process.

1. Introduction

The food and beverage industry is one the profession which lives with the people is closely linked, along with the economical development, the entire society material life level unceasing enhancement, the profession competition is intensifying gradually. The Inner Mongolian small fat sheep is the one dining enterprise which grows rapidly, it take manages the Mongolian national minority flavor the quick-boiled mutton as the main characteristic, simultaneously has fast food industry some characteristics. As a rapid development dining enterprise, the management environment of the small fat sheep faces very stern in the development, own questions are very many, Manages being short with insufficient, marketing method sole and without the competitive power, faced with the competition environment is intense, all these are the important attributes which restricts it to grow strong, for the keen competition blooming, it needs carries on the management and operation with the modern marketing ideas and the method, the reasonable feasible marketing plan is certainly to increase competitive ability and enhance the management the level and the achievement.

2. Analysis on Marketing Environment of Small Fat Sheep Restaurant Chain

2.1. Macro Environment Analysis

The food and beverage industry has entered the point of raising the level of life by the initial survival of the people. At present, China's catering industry is adjusting market positioning, change the transition period of popular management, and diversification of business style has become common practice. Learn from the international development experience, the development of chain restaurants far more

than the traditional food and beverage. The rapid development of the catering industry is the history of the rise and development of small fat sheep and provides a huge advantage and opportunities for the development of small fat sheep, which is days about the development of small fat sheep [1].

2.2. Microcosmic Analysis

2.2.1. Competitor Analysis

In catering market, the diversification of consumer demand, makes the food market was flourishing, a hundred schools of thought contend. In many restaurants chain, small fat sheep also faces a lot of competitors.

I. The domestic chain hot pot city is one of the biggest rivals of small fat sheep Hot Pot. Typical such as Beijing Donglishun and Inner Mongolia grassland Hing Fat. Donglishun has a long history of culture and unique ingredients, there has been a large number of favors, the biggest disadvantage is the "age and experience" small fat sheep compared to it. Both Prairie Hing Fat and the next fat sheep are two compatriots brothers breed by Inner Mongolia grassland mothers. They have many similarities, but in the branding and maintenance prairie Hing Fat is better than small fat sheep, grassland Hing Fat rely on traditional grassland culture, Play the slogan: "Prairie Hing Fat's small lamb eat green grass if hungry, drink spring water if thirsty," and in this regard small fat sheep has yet to be improved.

II. Seafood has long been a large number of lovers, tiantian fishing port, the restaurant chain, with seafood-based products also has a larger consumer groups. Over the past two years, tiantian fishing port, with its own unique business, accurate market positioning, and grasping the diners of the psychological, comes to the fore in the food sector, often leads the city of food and beverage fashion. China has a large number of affluent residents, this part of residents have great investment in the diet, On the one hand consuming ability is affordable, and on the other hand it can highlight their own identity. Tiantian fishing port see the high-end consumer market to operate high-end Yan, abalone, wings as the main project to meet this part of the consumer psychology, find the entry point, and has been rapid development. Tiantian's target market are adapted to their own reality in selection strategy and pricing strategies, and further promote their own development [2]. And small fat sheep market segmentation and target market determination is not clearer than tiantian fishing port, which is very worth of learning for small fat sheep.

III. Kim Hans beer barbecue. Using self-service South American barbecue, which is unique in the national market. There are many varieties of meat, unique taste, good eating conditions, and healthy environment. The beer is brewed, especially brewed black beer are popular for the vast number of consumers. Its unique service strategy, such as costing free brewed beer, timely sending coupons and other strategies makes it have a lot of loyal customers. And small fat sheep has no similar beer promotional activities, and when customers eat hot pot, the need for drink is more than the needs of other

meals. So in this aspect small fat sheep promotional work has yet to be further improved.

IV. In China's food and beverage market sichuan cuisine has been a large proportion. In recent years, a large number of enterprises operate in Sichuan-based chain hotel, the more typical, such as Tao Ranju. Tao Ranju soon have more favors with its unique dishes taste and quality service.

The target market will be selected as the majority of working-class, most of vegetable prices are the mid-range, ordinary residents are acceptable, so Tao Ranju soon opened a certain market. Compared with the small fat sheep, its biggest advantage is that dishes taste is unique, service is unique. Faced with so many competitors, small fat sheep is facing a huge challenge. Small fat sheep must have a strong competitive edge, increase marketing efforts, make good market planning, product production, product channels, product promotion and other links if it wants to remain invincible, and vigorously play their competitive advantage, try to avoid their own Disadvantage, thus occupy more market share.

2.2.2. Consumer Analysis

According to the survey of consumers to the small fat sheep, we can see that consumers like the little fat sheep are: taste is good and unique; waiter attitude is good, the service is more meticulous; vegetable prices are more reasonable, which can be accepted by the working class. Consumers dissatisfied with the existence of small fat sheep. The reason are: Small fat sheep's preferential policies are not much, the level of service should be improved, a variety of dishes, dishes bring slowly forth the new through the old, it can not meet the psychology about consumer's pursuit of new taste, and the restaurant's green concept is not very strong.

2.3. SWOT Analysis of Small Fat Sheep

2.3.1. Advantages and Disadvantages of Small Fat Sheep

Advantage, which do not refer to the ability of enterprises, but refer to the unique ability can not be imitated, which the enterprise have unmatched than in some aspects of the competitors; an enterprise advantage, do not only refers to what can be, more importantly, refers to what can be done better than the competitors. Small fat sheep's advantages concretely perform in the following areas:

I. Product advantages. Small fat sheep will continue for thousands of years eating mutton food law dipping in a small material in the innovation of the ingredients, and reform to the new food law, "do not dip in small material rinse fat sheep", which is a unique weapon small fat sheep can quickly develop, relying on preconceived ideas, and occupation huge market [3]. It's the bottom of the pot soup uses angelica, Chinese wolfberry, Codonopsis, grass fruit, longan and so on. More than 60 kinds of tonic seasonings are carefully prepared, which have functions about replenishing heart and spleen, blood soothe the nerves, raw fluid, running five dirty; wolfberry eyesight, using ginseng to reduce gastric acid

secretion, the protection of gastric mucosa can prevent gastric ulcer; grass fruit Xin, warm, non-toxic, heart and stomach pain, longan replenishment, under the gas, eliminate wine poison..... All kinds of tonic complement each other. The body has an excellent tonic effect. Facts proved that setting a variety of tonic products as a whole, small fat sheep hot pot soup long-term consumption have a variety of tonic effect with the proportion of research and development in strict accordance.

The small fat sheep mutton using pure natural, high fiber non-polluted Inner Mongolia Xilinhot large prairie, low fat six months old Wuzhumuqin lamb meat. This lamb is huanen refreshing when enter the mouth, and have no sheep smell of urine smell. The reason is that Xilinhot prairie is desert grassland, and rainfall is relatively small, grass is hard. There are less water, and more Chinese herbal medicine. So after the sheep eat grass, the lamb is more dry, more fragrant, and less smell of mutton. In addition, since the processing links, slaughtering part have row acid process, and mutton row acid, the smell of mutton is lower, so after small fat sheep take the mutton into the soup, the taste are more delicious. This first-class raw materials and technological innovation help to set up "fresh meat, spicy taste, long aftertaste, long rinse soup is not light, no old meat" with a strong Mongolian national food culture characteristics for the small fat sheep, which forms the main competitive advantage [4].

II. Courteous service. Small fat sheep's staff has a more professional level of service and quality through regular training, customer service are meticulous and thoughtful. It not only meet the consumer needs of this meal, but also greatly meet their psychological needs.

III. Price advantage. Small fat sheep's product price is more appropriate for the majority of working-class consumption, in the same grade and unique flavor hotel, the price of small fat sheep possess a certain advantage.

IV. Brand advantage. Small fat sheep, have been "national catering enterprises hundred strong second", "China's top 100 growth enterprises", "Inner Mongolia" and other honors after eight years' growth. Small fat sheep has set a good image in the minds of consumers.

The so-called weakness, refers to the enterprise the shortcomings and deficiencies compared with the competitors in some aspects. Small fat sheep weakness mainly is that the target market is not clear, product variety is single, raw material supply is interrupted, poor promotion, lack of standardization and standardized management, especially channel management is not science, emphasis on the appearance and taste of food to improve too much. And the "softness" to improve the service level is negligent, this issue will be described in the next chapter.

2.3.2. Opportunities and Threats

Opportunity, which is, in the external environment trends attractive and positive aspects in the survival and development of the enterprise. Small fat sheep's chances are:

I. Hot pot industry development potential is huge. Hot pot dining in China has a good mass base, but also the form of food easily accepted by the Chinese people "difficult to tune".

Because of their unique product innovation small fat sheep is accepted and sought by consumers after.

II. The introduction of international investment banks, and optimize the integration of resources. In 2006, small fat sheep cooperate with foreign investment bank 3 i and Kaipu, and get 25 million US dollars of funds. The introduction of international investment banks, but also strengthen the enterprise's international and advanced management concepts for the recovery of outlets and global development. International investment bank provide a higher and broader platform to raise more funds, and are more conducive to the construction of "hot pot kingdom" for the small fat sheep.

III. Government support. Small fat sheep is the top private enterprise in Inner Mongolia, has made tremendous contributions to Inner Mongolia society and economic development. The government gives support and preferential policies to promote enterprises healthier and faster development. The government in the policy and intelligence also support the long-term development of small fat sheep, such as helping small fat sheep according to the requirements of modern enterprise system, deepen reform, standardize the management, provide effective help for the small fat sheep chain company. In the credit, market development and other aspects it provide preferential conditions to support the small fat sheep company become bigger and stronger [5].

Threat, is enterprises unfavorable, negative, negative factors in the external environment trends in the survival and development. Small fat sheep face the main threats are:

China's accession to the WTO, some foreign strong food and beverage enterprises will seize the Chinese market, China's catering industry will form a certain challenge and pressure, of course, including small fat sheep chain companies.

Some of the domestic veteran catering enterprises and emerging catering enterprises grow and develop, which will also intensify the domestic food market competition. It is understood that the current grassland Hing Fat Hot Pot chain has been the rapid development of small fat sheep chain to form a serious challenge.

Small fat sheep brand hot also attracted to the imitation of the imitation, triggering a wave of counterfeiting. According to incomplete statistics, all over the country steal "small fat sheep" title of the catering business, there are more than 100. There are a lot of followers similar name confusion, misleading consumption, the formation of the "Li Gui" encirclement "Li Feng" trend, so that "small fat sheep" chain company is counterfeited by follow trend.

3. Small Fat Sheep in the Marketing of Existing Problems and Solutions

We found that there were several problems through the long-term tracking and deeply research on small fat sheep:

3.1. Small Fat Sheep Exists Problems in the Marketing

Small fat sheep has been established for some time, in the

catering industry, which has made a certain position, in many ways has made great achievements, but then the outstanding enterprises have unresolved problems and shortcomings. Small fat sheep, whether it is the daily management or marketing planning and so on, there are still some problems to be improved, the main problems are reflected in the following aspects:

3.1.1. The Target Market Is Not Clear

The implementation of market segmentation, select the target market is the catering business to develop marketing strategy prerequisite, each catering business according to their actual situation, targeted to meet a certain part of the specific needs of consumers, small fat sheep has not yet set up a set very target customer program, there is no very detailed division of the target customers, nor distinguish the existing customers, more is waiting for customers to come home, passively receipt consumers, so when the product is difficult to do targeted, so how to correctly develop and implement the target market strategy is an important task, it is the future survival and development of the premise. Small fat sheep is the choice of special food and beverage, facing the competition is very intense, and now the food industry is not standardized order, in order to stand out among the many competitors, you need to carefully locate their own, identify their own target customers. Analysis competitors under the premise of their own accurate market positioning.

3.1.2. Product Strategy Is Not Perfect

Product is the most important factor in the marketing mix, but also catering enterprises open up and occupy the market, the fundamental to competition win. The development of food and beverage industry product strategy, the development of the restaurant is very important. Small fat sheep's current product composition is more stable, but the catering business requirements continue to introduce new to adapt to changes in consumer tastes and needs, so looking at our existing product mix is relatively simple, lack of flexibility. At the same time since the opening has not yet formed a system of product strategy, not at this stage and the future development process to launch the product planning and design. So the current need for product items and a variety of combinations of design and planning to develop a reasonable product strategy.

3.1.3. Raw Material Supply Is Interrupted, the Production Base Is Tight

Baotou Corporation appeared in the supply of raw materials, the phenomenon meat off, as the general agent in Hebei, the logistics and distribution is not smooth, cause that a number of franchise stores are not satisfied, and even complaints. "In addition to counterfeiting, the most urgent now is to Hulunbeier and other places by the sheep, because the base of Xilin Haoti fast supply is not on." He also said: "In addition to counterfeiting, Revealed a little-known news: their more than a dozen mutton production plant in 2006 sold a total of 10,000 tons of mutton. 30 kilograms of sheep per kilogram, ten thousand tons of lamb probably need more than 300 million sheep, "the entire Ximeng sheep have to let the little fat sheep

finished.

3.1.4. Promotional Strategy Is Ineffective

Promotion is a series of continuous, short-term, encouraging and flexible promotional activities for catering enterprises in order to stimulate the purchase desire of customers, influence their consumption behavior, expand consumer demand and expand product sales. Effective sales promotion work can play an immediate effect. Promotion as a food and beverage business and the main means of contact with the market, including many content, usually include advertising promotions, event promotions, in-store promotions, various promotions and other forms. Small fat sheep also took a lot of promotional tools, but from the marketing point of view, or is too conservative, promotional efforts and investment are too small [6]. Therefore, in order to minimize the input, and access to the greatest economic benefits, need to form a combination of promotional programs to a variety of different promotional activities, to develop a comprehensive and feasible marketing strategy and to promote enterprises and products.

3.1.5. The Level of Service Should Be Improved

Service level and service awareness not only restricts the development of enterprises, but also affect the survival of enterprises as an important criterion for the catering industry. Although the small fat sheep develop a complete set of service standards at the beginning of the opening, while all employees must comply with the service standards and service requirements, but the current performance of the service point of view have many loopholes and deficiencies, specifically, the staff can not always maintain the service standards and service unity, quality of service assessment and supervision mechanism is not perfect, the quality of service assurance management needs to control, staff initiative is not strong, in particular, can not be done automatically to provide guests with individual service, while the corresponding incentive mechanism has not yet established, so the current small fat sheep in the service marketing needs to do a lot of work.

3.1.6. Brand Maintenance Work Is Not in Place, False "Sheep" Rampant, Disrupt the Business Order

In the territory of small fat sheep, Shijiazhuang City, "sheep" is the most. Small fat sheep general manager of Lan Jianxin, for example, a reporter said, Shijiazhuang City and small fat sheep affinity with the "false sheep" at least 100 or more. There are articles that, according to incomplete statistics, Shijiazhuang City at least more than 1,000 "small fat sheep." In fact, the small fat sheep in Shijiazhuang City, the food and beverage market stir up the time, the authentic little fat sheep chain only five. Fake "sheep" rampant, seriously disrupted the small fat sheep's business order, against the interests of consumers. For this phenomenon, the small fat sheep Company first advertised his "small fat sheep" brand through

a variety of forms of advertising, followed by the use of preferential bargain activities to attract more consumers, followed by cultural propaganda, knowledge contest, on-site tasting to identify a variety of measures, Think of the way all used, although to some extent weakened the market share of counterfeit small fat sheep, but the phenomenon of fake and shoddy is difficult to eradicate. Brand operation out of control, management is not in place. Small fat sheep Corporation in the opening soon launched a franchise chain, by brand output to achieve profitable mode of operation, the capital city of the franchisee pay 200,000 yuan per year to get the right to use the brand, the county and the less developed areas of the corresponding reduction cost. The head office is responsible for the supply of lamb and ingredients for half a month of staff training. Local operators apply to join, only pay fees to agents who can form a very loose relationship, and manage beyond its reach. Some chain stores lack of brand awareness, only the immediate interests, and are not strictly in accordance with the contract agreed to operate, and even independent port, unauthorized establishment of new brands, with the head office rival. Some of the chain staff quality is poor, low level of management, the environment dirty, service attitude blunt. Some chain of technical staff to grasp the knowledge is not strong or the sense of responsibility is not strong, soup blending errors, shoddy phenomenon has occurred, seriously damaged the small fat sheep brand image.

3.2. Small Fat Sheep Should Be Used in Marketing Strategy

According to the existing problems of small fat sheep and the marketing environment of small fat sheep, the author puts forward to the following marketing strategies for reference. It should strengthen the company from top to bottom staff marketing concept. Really do 4ps and marketing in all aspects of construction.

3.2.1. Target Market Selection

I. Market segmentation food and beverage market segmentation refers to the catering business distinguish the entire food market consumers, according to certain or several basis, which makes consumer demand in one or several aspects have the same characteristics, catering industry mix with the appropriate market and meet the needs of these different consumer groups. Small fat sheep market segmentation from these procedures to proceed:

a. Investigate the location of the franchise. First of all, investigate the situation to the local population density, regional economy, urban planning, occupational distribution, income and consumer spending. The survey can take the target consumer group interviews, individual visits, and questionnaires, etc., in order to obtain consumer motivation, attitudes, consumer behavior and many other aspects of information. At the same time, it conducts a detailed investigation on the form, location, quantity, size, business situation, business policy, management style, management variety and service object of the existing competitors, and analyzes the advantages and weaknesses of all competitors [7].

With the daily population movement survey, discuss deeply the situation in the consumption area of the population concentration for small fat sheep, as well as the scope of its flow. The survey is conducted on the basis of the consumption of each store, and the list of survey results is listed, and the pros and cons of the potential competitors are listed, the problems are identified and the aspects can be learned. In addition, consumers can conducted a follow-up survey for often patronizing store, in the peak hours of consumption calculate passenger flow, and may be the case to investigate the average consumer spending in these stores and so on.

b. Analyze the information collected. Analyze the situation for the collection to find the relevant factors. In the analysis process it should find out the main factors restricting consumption. Mainly the convenience of the traffic, the time of the meal, the distribution of the occupation, and the economic level of the consumer, finally analyzes and studies these factors.

II. Describe and determine the market segments. According to the information obtained from the survey, as well as consumers' different consumer behavior factors, geographical factors, human factors, and psychological factors divide into different consumer groups.

III. The determination of the target market The target market is a group of specific consumers

Who are ready to use their products and a corresponding set of marketing mix. In other words, the most promising and catering business is the most capable sub-market, known as the target market. According to the selected market segments, determine the target market. Small fat sheep franchise chain, where are mostly in the business district and the larger population flow. Due to the superiority of geographical location, office workers often eat here, so the adjacent business is an important part of the target market. Second, the business district has a lot of traffic, business district customers probability of eating dinner is quite large to small fat sheep, so the flow of customers is also an integral part of the target market. Third, the hotel near the residents and student groups is also a small market.

According to the location of the small fat sheep and the composition of the nearby residents and the customer's survey can be found small fat sheep's target customers have the following characteristics:

a. Office community is a mainstream market for small fat sheep. Most of the small fat sheep chain stores are near the office, institutions are relatively concentrated, most of the office workers solve the lunch outside, dining convenience and good taste makes Xiao Sheep became their common choice, consumption time of this part of the main source is at noon. And the consumption period will be very concentrated, while the group is relatively sensitive to the price, while more emphasis on taste.

b. People who are engaged in business activities in the business district also account for a large proportion of the small fat sheep's consumer groups. They are very mobile, but there is always a certain amount of population to flow every day, making them one of the target customers of small fat

sheep. Most of them pay attention to food convenience and hygiene, as well as the taste of food.

c. The residents of the neighborhood occupies a considerable part, they will choose dinner time to come here to eat. Most of these groups are more than two, many do not want to do dinner and people will come home here, taste the flavor, and will not be very hasty slowly taste.

d. Student groups are a large consumer groups here, due to the geographical location, convenient transportation and affordable price, students' ability accepting to new things is stronger than other customers, and often organize different sizes of meetings. Small fat sheep's product prices are not very high, students can get a reasonable product portfolio here, so our products in the students will be greatly welcomed. But the student groups accept the limited capacity on the price, they eat only relatively low-priced products come here.

e. From the age structure of consumers, consumers are mainly young adults. Through the analysis and investigation, small fat sheep customer groups still have their obvious characteristics, and comprise a variety of different consumer groups, each consumer groups have different consumer motivation. People who consume here are in some ways common, such as having similar dietary orientations or similar tastes, similar income levels, and occupational characteristics. To seize these similarities, small fat sheep is equivalent to seize the same category of customer groups in general and capture these common, you can better design marketing programs, do publicity in this market, and expand the market.

3.2.2. Product Strategy

According to the results of market research and marketing analysis, catering enterprises decide what kind of food and beverage products to meet the needs of customers, this is the main content of product strategy. Product strategy is the most basic strategy in the marketing mix, which determines the use of other strategies. In general, there are three basic types: standardization strategy, differentiation strategy and centralized strategy. For the catering business, currently the most important thing is the characteristics of business, which is different from the formation of the characteristics of competitors, product content or mode operation. In the target market, the small fat sheep in the product strategy should be mainly used differentiation strategy [8].

I. Product quality standardization strategy

Small fat sheep should adopt standardized processing of raw materials, and unified ingredients. In addition to vegetables in the local procurement, in order to achieve fresh requirements, raw materials include the unity of the bottom of the material, lamb, all from the Baotou headquarters unified distribution, even if the local procurement of vegetables should be cut according to specific standards, which is easy to control. In the small fat sheep, the kitchen mainly do side dishes, do food clean, and do cold dishes. Simplify the things of complexity, including no small material, which makes the kitchen just easy to promote standardization, but also because of the standardization, product quality is guaranteed.

It should be built to Guyang, Xilin Gol to the modernization

of the small fat sheep lamb processing base, which meet the requirements of 3 million to 5 million lambs. And gradually form a "little fat lamb" this brand, and become the first brand of Chinese lamb. Establish their own lamb production base, and make the quality of raw materials standardization. It can also be like Western food which has a standardized raw material of the huge supplier system, making the cost of raw materials to a minimum level under the premise and quality is unified and guaranteed.

II. Product development strategy Catering industry is always a continuous innovation of the industry, consumer demand for food tastes will always change, which requires the restaurant to adapt to market demand and develop new products. The development of new products is a very complicated task, from the idea to the successful trial and the official launch, it go through a period of time. Small fat sheep's business should continue to introduce new products. Only continuously introduce new products, it can meet the changing needs of consumers. Only with the times, it can enter the enterprise development, innovation is the soul of the enterprise. Small fat sheep should follow the creative, and form such a process of product concepts, market analysis, product development, market test marketing, the official listing. Small fat sheep should break the situation of a single product, focus on innovation, and focus on product development work.

3.2.3. Channel Strategy

Small fat sheep take the chain of business strategy. Chain management is a worldwide trend, which is the development of contemporary channels of the objective product, positive response of the commercialization of social production and consumption patterns. The so-called chain management refers to the same company is unified management, and two or more branches operate a similar commodity, the implementation of centralized mining and sales, may also have similar architectural style and signs. In accordance with the different classification criteria chain operations can be divided into different types. In accordance with the composition of the different ownership, small fat sheep chain management is a franchise chain. Franchise chain refers to the chain of stores obtain the privileges about the use of headquarters trademarks, trade names, business technology and sales of goods developed by the headquarters through the headquarters of the contract, and the right to operate is still concentrated in the headquarters.

I. Further standardize the relationship with the franchisee

Small fat sheep franchisee can use the small fat sheep's firm, a full set of business methods, guidance and help, including the location of the hotel, controlling product quality, personnel training, advertising, financial systems and commodity supply. Small fat sheep needs to pay attention to the following points in order to do the above content:

a. The core of the relationship between small fat sheep headquarters and the franchisee is the transfer of concessions, headquarters and franchisees contract one-on-one, and there is no horizontal relationship between the franchisees.

b. The franchisee on their own shops have autonomy, and personnel and financial are independent. The headquarters should not interfere.

c. The headquarters shall, in accordance with the provisions of the contract, provide the information, technology, knowledge and training necessary for the franchisee to carry out business activities during the concession period, and at the same time, give certain areas right in franchisee's exclusive use of its trade names, trademarks or service items.

d. Franchisees engaged in business activities in a specific period, a specific area, in accordance with the provisions of the contract. Small fat sheep headquarters should ask the franchisee to the headquarters to accept the production and management of the training, the franchisee in selling the food has strict quality standards and procedures for the operation, as well as health standards and service requirements.

e. Franchisee is not a small fat sheep's agent or partner; there is no right to act on behalf of small fat sheep.

f. Small fat sheep headquarters should gather a certain percentage of royalties in accordance with the franchisee turnover, and share the franchisee part of the profits. At the same time, it should also share the franchisee training and other expenses.

II. The construction of modern logistics system

Food chain logistics and distribution characteristics is large refrigerated trucks storage and transportation ratio and high fresh requirements. In addition, due to different materials, save time is not the same. The production of mutton products is seasonal, one year for a cycle, so small fat sheep company raw materials for long-term frozen storage and have strict cold chain transport. Small fat sheep logistics company should cooperate with the head office to improve the transport conditions, and is in strict accordance with the requirements of the company the main raw materials and speculation, chicken, monosodium glutamate, tempeh and other spices and hot pot, tableware, clothing and other major materials, which are in a timely manner to the chain distribution from the designated special manufacturers.

Complex storage and transportation process and material mix, which makes controlling safety and health in food has been very important, but in the restaurant business chain process, food safety has always been difficult to divide the gap. Small fat sheep in the protection of health and safety should be done in a very detailed work, such as equipment, bacteria laboratory, regularly on a variety of materials such as E. coli bacteria detection, irregular inspection departments to do part of the inspection, for the franchise vegetables, raw meat, Seafood and other times should be clearly defined, especially the outsourcing of products such as condiments, strictly require suppliers to provide a variety of health inspection reports, production, transportation, storage, library links for double quarantine, for unqualified Food, completely shipped back to the base for waste disposal [9].

III. Further improve the channel management.

Appropriately adjust the expansion rate of franchise stores, design for enterprises in different stages of development channel strategy. To further improve and improve the

management of franchise stores, establish and improve the inspection and supervision mechanisms to strengthen the inspection of the chain stores, supervision, guidance; damage to the interests of the company, a serious impact on the brand image of the black sheep, should be cleared; Rectification in the deadline on the company does not meet the overall image requirements; apply for joining the new store, strictly implement the company sound and perfect mode of operation.

3.2.4. Ensure the Supply of Raw

It is imperative to ensure the supply of mutton, to solve the problem of intermittent supply of mutton supply, to strengthen communication with the government and herdsmen, when necessary, borrow sheep from "neighbors" Hulun Buer ". But "borrow" sheep is not the best solution, more importantly, is to integrate social resources, and to encourage the surrounding residents sheep, which can fundamentally guarantee the supply of sheep source, as long as the majority of herdsmen earn money, and have profit-driven, the problem of sheep source can be solved soon.

3.2.5. Promotion Strategy

The so-called promotion is to promote the meaning of sales, it refers to the enterprise to staff promotion and non-staff marketing approach and communicate with the market information to the target customers, influence and help customers to buy a product or service, or to promote their customers to their products and trust, thus causing the customer's interest, stimulating the customer's desire to buy and purchase behavior. The essence of the promotion is the communication between the business and the actual customer and the potential customer. Promotion is divided into staff promotion and non-staff promotion, including non-staff promotion is divided into advertising, business promotion, public relations and other means. The promotion is the best choice for these ways, combination and use. The staff marketing, advertising, business promotion, public relations and other different promotional methods are purposeful, achieve a specific promotional objectives with planned combination.

According to the above theoretical and the actual situation of small fat sheep, the author proposed specific strategies in the promotion of small fat sheep are as follows:

I. Drinks offer promotional methods. We do not have a special drink for some of the consumers who are spending more than 200 yuan in the small fat sheep. This promotion policy is greatly welcomed by students who are often party or working-class consumers.

II. Establish long-term management system of customer relationship. Such as the use of points card way, consumers buy points card or restaurant presented the old customer points card, points card price is 10 yuan, points card base is divided into 20 points, and each spends 100 yuan points and then increase by 3 points. Calculating the amount of the discount or the amount of the prize forms the cumulative amount of the consumption points. The amount of the discount is set by the company according to the circumstances. This is conducive to the establishment of long-term customer relationships, and the

formation of customer conversion costs.

III. Increase the promotional activities entertainment and participation. Such as gift pumping, set the lottery area, spending more than XXX yuan can participate in the draw, draw is covered in the whole and highlight the different grades. To product Q & A, direct extraction and other means pumping. Or increasing the service of entertainment, such as part of the production process front show in the background of the production sector and so on. It is conducive to the participation and appreciation of customers, disseminate the company's products, increase the customer's choice, and mobilize their interests.

IV. Provide additional services. It is convenient for customers to wait for meals.

3.2.6. Service Strategy

The service standardization of small fat sheep should be regulated by the "Operation Manual", "Service Manual" and "Operation Manual" of small fat sheep. The difference is that the contents of the "manual" come from the experience of many years of refining Sheep, the core spirit reflects the small fat sheep "customer value maximization" concept. Services are reflected in the following two aspects:

First, the standardization of catering services. That is, standardization of services, from equipment, facilities, supplies, to the service procedures and operating procedures, it should be in accordance with uniform requirements and standards.

Second, catering services value. For example, open the customer "waiting area" in the hotel entrance, which should be equipped with newspapers, sofas, tea. Let the consumer exceed expectations. Orient customer and provide the most satisfied products and the most satisfied services. If small fat sheep give the service standards and value to consumers, it will certainly win a good reputation of majority customers.

3.2.7. Brand Strategy

Strengthen the image construction, and eliminate the opportunity of false "sheep". According to the requirements of the unified identification system, some of the chain has not yet used special Sheep tableware, and appliance chain stores replace within a time limit. The chain of employees are all new sheep special tooling. Strengthen the brand awareness, play small fat sheep brand advantage. Relying on the traditional culture of shaping the brand, and regard the prestigious Inner Mongolia prairie as a brand basis. Brand should integrate in physical, mental, institutional and credit. In addition, it should also continue to strengthen their own management, improve their own work quality and service levels, and maintain a good brand image.

3.2.8. The Introduction of Green Marketing Ideas

Green marketing is also known as environmental marketing or environmental marketing. The implementation of green marketing is that the enterprise adapts to the growing demand for green and the choice of changes in the external environment, and the world will be included in the green era.

Green marketing should be that a small fat sheep meet the challenges of a reasonable choice. Small fat sheep vigorously promote green products, lamb, vegetables and so on, which undergo a rigorous inspection and quarantine and are pollution-free green food. In addition, small fat sheep should also be further green service, and set up a green restaurant. Use and promote green food, promote "moderate consumption", provide "packaged" services, and establish non-smoking table and waste battery recycling.

3.2.9. Product Pricing Strategy

Price is the monetary performance of the product value and is the only factor that generates revenue in the marketing mix. Reasonable pricing and pricing strategies enable catering companies to find a win-win balance between customer satisfaction and corporate profitability. Food and beverage products pricing methods and strategies are much, and the basic can be divided into three categories, cost-centered pricing strategy, demand-centric pricing strategy and price strategy as the center of the competition.

Small fat sheep, according to the different market conditions, should choose a demand-centric pricing strategy, its different products in different markets imply different pricing. Differential pricing refers to the sale of the same product and service at two or more different prices. Small fat sheep's target customer is mainly working-class, and in different regional markets, working-class income is different. Therefore, the small fat sheep should take differential pricing based on income differences of the regional market target customer base. In high-income areas, pricing should be slightly higher, in low-income areas, pricing will be slightly lower, which will meet the affordability of the local working class. For example, in Beijing the same product small fat sheep price is higher than Hohhot prices 30% to 40%, which is in line with the income gap between the two residents and which also contains the necessary logistics costs in the price. But in the same city, the several region small fat sheep chain take a unified pricing strategy, for example, in Hohhot six chain stores, all the prices are uniform, because it is so easier to manage [10].

4. Conclusion

Through the analysis of small fat sheep restaurants, we can found that behind the vigorous development of both means the business also means brutal competition. With the economic globalization, competition in all walks of life is becoming increasingly fierce, small fat sheep is also facing the same impact and test. The development of the economy without borders, not only promote people's living standards to be increased, but also gradually change many people's traditional ideas, including the generation of eating habits. The performance of food and beverage is more prominent, the so-called tradition is breaking, and with the economic development people's eating habits is being assimilated. This requires small fat sheep to strive to improve their own competitiveness, and to create their own core competitiveness.

in order to win in the fierce market competition.

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