
北京炊烟餐饮公司服务营销策略优化研究

摘 要

我国餐饮行业经过几次比较重大的变革之后，现在正经历着一个新时期，餐饮市场的竞争形态已经发生重大变化。恰恰是这种市场竞争的变化，才会促使餐饮企业的竞争开始转向营销服务区域，要怎样有效的采取营销服务手段吸引并留住消费者，让消费者享受他们所需要的服务体验，满足他们日益变化的需求，成为企业能否提高竞争力，保持长期发展的关键

本文研究北京炊烟餐饮公司服务营销策略，意在经过一些有效的理论和方法，解决公司中现存的服务营销问题，提高公司在市场中的竞争力。

服务首先应该是从人的需要出发的，并没有一个固定的模式可以适用于所有企业。对餐饮业而言，企业之间服务的竞争也是企业间的品牌竞争。进入新世纪以来，一家餐厅的服务成为餐厅的无形标签，也成为消费者选择餐厅时的考虑因素，也成为了品牌的重要组成部分。在北京炊烟餐饮公司发展的几年以来，在服务营销方面取得了一定的成就，但是依然面临着如何对餐厅的服务营销进行改进，怎样让公司在餐饮行业独树一帜脱颖而出等问题。

本文通过大量的文献研究，整理了国内外研究现状以及有关服务营销的知识和研究方法，为全文打下理论基础。本文从将理论应用于实际的角度出发，对北京炊烟餐饮公司的竞争环境进行了全面的外部内部环境分析，接着通过 SWOT 分析法罗列出北京炊烟餐饮公司当前的竞争优势，劣势，潜在的威胁以及未来发展的机会。并借助问卷调查法，剖析了北京炊烟餐饮公司在服务营销中存在的相关问题；从提高整体服务水平、服务人员素质，优化产品组合、制定合适的价格策略及促销方法，重视服务环境等几个方面提出优化策略。

关键词：餐饮行业，服务营销策略；优化

ABSTRACT

After several major changes, the catering industry in China is now experiencing a new era, and the competition pattern of the catering market has changed greatly. It is precisely the change of market competition that makes the competition of catering enterprises begin to turn to the marketing service area. How to effectively adopt marketing service means to attract and retain consumers, let consumers enjoy the service experience they need, and meet their changing needs becomes the key to whether enterprises can improve their competitiveness and maintain long-term development.

This paper studies the service marketing strategy of Changsha cooking tobacco catering company, aiming to solve the existing service marketing problems and improve the competitiveness of the company in the market through some effective theories and methods.

First of all, services should be based on people's needs. There is no fixed model that can be applied to all enterprises. For the catering industry, the service competition among enterprises is also the brand competition among enterprises. Since the beginning of the new century, the service of a restaurant has become the invisible label of a restaurant, the consideration of consumers when choosing a restaurant, and an important part of a brand. In the past few years, the company has made some achievements in service marketing, but it still faces the problems of how to improve the service marketing of the restaurant and how to make the company stand out in the catering industry.

Through a large number of literature research, this paper summarizes the research status at home and abroad as well as the knowledge and research methods related to service marketing, laying a theoretical foundation for the full text. From the perspective of applying theory to practice, this paper makes a comprehensive external and internal environment analysis on the competitive environment of Changsha kitchen tobacco catering company, and then lists the current competitive advantages, disadvantages, potential threats and future opportunities of Changsha kitchen tobacco catering company through SWOT analysis. With the help of questionnaire, this paper analyzes the related problems existing in the service marketing of Changsha cooking tobacco catering company, and puts forward the optimization strategies from the aspects of improving the overall service level, the quality of service personnel, optimizing the product mix, formulating appropriate price strategies and promotion methods, and paying attention to the service environment.

Key words:cateringindustry,servicemarketingstrategy;optimization

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