

零售連鎖與流通服務業的經營管理 新思維

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- 五、經營管理的新思維



一、10 trends in 10 industries

- Fashion: Plain Is Out. Vibrant Is In.
- Autos: Is It a Car? A Truck? A Hybrid...?
- Publishing: So Much to Read, So Few Readers
- Restaurants: Speed and Variety on the Menu
- Toys: It's a Whole New Game
- Movies: Sequels and Remakes
- Hotels: A Better Sleep, at a Higher Price
- Insurance: New Products -- and Responsibilities
- Hospitals: 'We Hope You Enjoy Your Stay'
- Beverages: Fewer Carbs and Cals, More Ads

(Wall Street Journal, 2004-11-5)



二、國際連鎖加盟資料來源 (A-Z)

1. <http://uk.franchiseopportunities.com/>
2. <http://www.betheboss.com>
3. <http://www.franchisedirect.com/>
4. <http://www.franchiseeurope.com/>
5. Google search

FD Quick Links View hundreds of top franchise opportunities at Franchise Direct
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Franchise Direct is your comprehensive franchise opportunity directory and information resource. Browse profiles, research top franchise opportunities, find detailed franchise information and get fresh info on the latest featured franchises and franchise events.

By Industry • By Investment • By Alpha



FranchiseOpportunities.com
UK redefining the franchise marketplace™

BeTheBoss
Self employment through franchising
http://www.betheboss.com



二、Franchise Europe Top 10 (2005)

1. McDonald's (USA)
2. Dia (Carrefour) (Spain)
3. Fornetti (Hungary)
4. Petit Casino (France)
5. Dekra Arbeit (Germany)
6. Foto Quelle (Germany)
7. Glassinter (Spain)
8. Kamps (Germany)
9. Burger King (USA)
10. Schmetterling Reisen (Germany)



二、Franchise Europe Top 10 (2009)

1. McDonald's	USA	Food: Restaurants
2. Tecnocasa	Italy	Real Estate
3. Fornetti	Hungary	Food: Distribution
4. Burger King	USA	Food: Restaurants
5. Jean Louis David	France	Health and Beauty: Hairstyling and Cosmetics
6. Point S	France	Automotive: Exhaust Tyre and Windscreen Repair
7. Foto Quelle	Germany	Photo, Frame, Art
8. Remax	USA	Real Estate
9. Pro et Cie	France	Retail: Appliances
10. Glassinter	Spain	Automotive: Exhaust Tyre and Windscreen Repair



US Top Fifteen New Franchises (2005)

1. Curves for Women
2. Ace America's Cash Express
3. Home Instead Senior Care
4. Cash Converters Int'l Franchise Group
5. The Mad Science Group
6. Mister Money—USA Inc.
7. House Doctors
8. Atlanta Bread Company
9. Bennigan's Grill & Tavern
10. Wetzel's Pretzels
11. Sport Clips
12. Dealer Specialties
13. Tilden for Brakes Car Care Centers
14. MilliCare Environmental Services
15. Talking Book World

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15 New Franchise Concepts Nominated for TopNewFranchises.Com Awards (2007)

- 1) Pizza Fusion
- 2) Lice Squad
- 3) Discount Sport Nutrition
- 4) Jim Burwell's Petiquette
- 5) Play N Trade
- 6) Flicko's Video Workshop
- 7) Mr. Sandless
- 8) Parker Finch Management
- 9) Philly Soft Pretzel Factory
- 10) Monster Mini Golf
- 11) Ho Math & Chess
- 12) Business Advisers International (BAI)
- 13) PropertyGuys.Com
- 14) 7 Valleys Custom Blends Tobacco
- 15) National Realty Group

FranBest



二、Top 10 Global Franchises for 2005

Entrepreneur's 26TH ANNUAL
FRANCHISE 500[®]

- 1. Subway
- 2. Curves
- 3. Quizno's Franchise Co., The
- 4. Kumon Math & Reading Centers
- 5. KFC Corp.
- 6. UPS Store, The
- 7. RE/MAX Int'l. Inc.
- 8. Domino's Pizza LLC
- 9. Jani-King
- 10. GNC Franchising Inc.



Top 10 Global Franchises for 2009

- 1. Subway
- 2. McDonald's
- 3. Liberty Tax Service
- 4. Sonic Drive In Restaurants
- 5. InterContinental Hotels Group
- 6. Ace Hardware Corp.
- 7. Pizza Hut
- 8. UPS Store, The/Mail Boxes Etc.
- 9. Circle K
- 10. Papa John's Int'l. Inc.



三、連鎖加盟業種主要趨勢

最具錢景行業 -tw

- 2005年

- 1. 汽車租賃業
- 2. 複合餐飲
- 3. 體育用品
- 4. 兒童美語
- 5. 老人安養

2008年

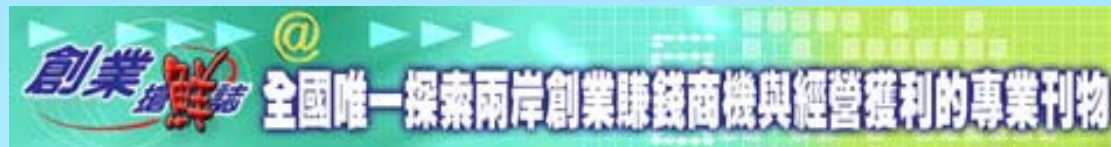
異國料理

生機養生飲食

日式居酒屋

老人安養

個人化創意商品



Respondents: 學者專家



2009 TRENDS TO WATCH: RETAIL TECHNOLOGY

<http://www.researchandmarkets.com/reportinfo.asp>

- Sales growth is expected to decline in most retail sectors as consumers cut back on spending in 2009
- Retailers will struggle to stay afloat as improving margins by cutting costs will be high on the agenda in 2009
- Customer loyalty will be critical for sales growth in 2009, a focus on improving the overall customer experience is key
- Driving revenue in emerging markets will remain a priority, with Russia and Eastern Europe being the preferred locations
- Investments that provide returns in less than 12 months will be top priority, rather than lengthy system overhauls
- Rising crime rates drive investment in data mining and surveillance for loss prevention



RESEARCHANDMARKETS

New thoughts for Retailing -.2009

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2009 TRENDS TO WATCH: RETAIL TECHNOLOGY

<http://www.researchandmarkets.com/reportinfo.asp>

- Workforce optimization will be in demand as staff cuts bring drops in customer service levels
- Investment for quick win revenue increases will focus around enhancing interaction with the customer
- Large scale and lengthy projects will be put on the back burner
- Focus on providing a seamless multichannel experience in 2009 will encourage growth through loyalty
- consumers shopping using multiple channels expect consistency, channel might be fully integrated
- Strategies will incorporate all sales channels as kiosks and mobile are expected to grow in popularity
- Services can bring cost reductions through improved efficiency, outsourced IT support and hosted applications gain ground



Top global retail trends for 2009

- Cut costs
- Risk mitigation
- Customer experience
- Human resource management
- A multi-channel approach
- Smaller stores
- Think global
- Branding
- Professional services firm Deloitte has outlined the likely responses of retailers this year as financial worries continue to restrict confidence.



The Top Franchise Trends For 2009

Small Business Trends

- 1. Aggressive Franchise Marketing Tactics
- 2. Recession Resistant Opportunities
- 3. Low Overhead/ Low Investment Opportunities
- 4. Fast Casual Restaurants
- 5. Technology Services
- 6. Opportunities In Things That Are Green
- 7. Helping People Stay In Their Nests
- 8. Travel (Cruise) Franchises
- 9. Staffing and Employment Franchises
- 10. Fitness Franchises



8 Emerging Retail Trends to Deliver High Performance (1)

www.accenture.com

1. Retailization is spreading as businesses across all industries vie for closer customer connections.
2. Going global presents opportunities and challenges retailers need to take the time to understand.
3. To deliver exceptional customer experiences, retailers will need to build their talent capability
4. Shoppers continue to gravitate toward products and experiences that offer individual focus, interaction, customization and cradle-to-grave offerings



8 Emerging Retail Trends to Deliver High Performance (2)

www.accenture.com

5. The desire for faster fashion is here to stay and will extend into other categories.
6. A green program is one every retailer will need to create.
7. Demographic shifts in spending power will drive retailers to rethink go-to-market strategies.
8. Retail channels will continue to blur and expand, generating new expectations from consumers and more cross-channel challenges for retailers.



四、零售連鎖與流通服務的驅動力

- PEST 外部驅動力
- Driving Forces (Oxygen)
 - Political/legal
 - Economic/Financial
 - Social/Cultural
 - Technological/Ecological

- 333 內部驅動力
- Engine +Fuel
 - 良知、良能、良心
 - 創意、創新、創業
 - 願力、活力、熱力



五、經營管理的新思維

- 1. Location, location, and location.
 - >三位一體: 天地人
- 2. Retail is detail.
 - > 見樹又見林
- 3. FAST FOOD => slow food
 - > Fast Fashion => slow fashion/classics
- 4. 大者恒大, No. 1
 - > 利基市場, only 1

