



**To study the current status quo and strategic choice of "time-honored" catering enterprises in the post-epidemic era
--Take Anhui Province for example**

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Abstract: The project analyzed after the epidemic era of "old" catering enterprises research background and significance, then analyze the overall situation of "old" catering enterprises in Anhui province, and based on the SWOT model analyzed Anhui "old" catering enterprises development its own advantages and disadvantages and the outbreak to "old" what opportunities and challenges, according to the above analysis after the strategic choice of "old" catering enterprises. The topic is mainly the research method, supplemented by literature research, to analyze the current situation of Anhui "time-honored" catering enterprises, its advantages and disadvantages, and the opportunities and challenges brought by the epidemic. It is concluded that in the post-epidemic era, "time-honored" catering enterprises should save themselves with their rescue, and keep pace with The Times to identify the enterprise business strategy suitable for the development of "time-honored" catering enterprises.

Keywords: Time-honored brands, catering enterprises, in the post-epidemic era, strategic choice.

1. Introduction

In the spring of 2020, the sudden "COVID-19" brought a great impact on the originally stable developing economy, but also made the revenue of the catering industry, which was supposed to be the Spring Festival Golden Week, fell off a cliff. Because the catering industry is not only directly related to the health and safety of human food, but also due to its characteristics of agglomeration consumption has also become the priority level required to stop gathering, cancel the operation of in-room food. This not only changed the survival way of consumers, but also changed the consumption habits of consumers, so the catering industry must change into a new business strategy, in

order to adapt to the consumption habits that consumers have already changed, in order to get out of the dilemma and welcome the new spring. As an ancient group of catering enterprises, "time-honored" catering enterprises also face certain problems in their own development. Therefore, they must constantly keep pace with The Times, transform and upgrade, in order to meet the needs of consumers in the new era. The outbreak of the epidemic is a huge challenge to the "time-honored" catering enterprises. Some "time-honored" catering enterprises seize the opportunity and seize the opportunity to complete their own transformation and upgrading, and some "time-honored" catering enterprises were eliminated by the market because they failed to resist the impact of the epidemic. Therefore, it is of great significance to actively explore the strategic choice of "time-honored" catering enterprises in the post-epidemic era.

2. Analyze and study the overall situation of "time-honored brands" in Anhui Province.

As an important birthplace of prehistoric civilization, the ancient Anhui has four cultural circles of Huaihe, Luzhou, Anhui and Hui culture. Huizhou culture has a far-reaching influence. According to relevant statistics of Anhui Provincial Ministry of Commerce, Anhui there are 25 time-honored enterprises and 135 time-honored enterprises in Anhui. Most of these existing Chinese time-honored enterprises in Anhui are distributed in the food, catering and cultural industries, with the catering industry accounting for about 85% of which, represented by 11 enterprises such as Geng Fuxing, Zhang Shunxing and Tongqing Lou. However, due to the recognition of the market and consumers and business operators and other reasons, the situation of catering "time-honored brands" is also different.

Among them, there are constantly innovative and vibrant "time-honored" catering enterprises. In the ancient town of Sanhe, there is a time-honored brand "Zhongxiang" founded during the reign of Guangxu, which is still full of vitality now."Zhonghe Xiang" was founded in 1898 (the 24th year of Emperor Guangxu of the Qing Dynasty). The jade belt cake, white cut, hemp cake and moon cakes sold well in central Anhui. Since ancient times, people have been used to entertain guests and give gifts. Times are changing, people's tastes are also changing, and century-old stores are also keeping pace with The Times. As the living conditions are getting better and better, many three high groups are not suitable for high sugar food. In response to this consumption trend, they have reduced the sugar content of cakes from 50% to 20%, and also launched xylitol cakes to meet the consumption needs of specific groups.

"A few happy a few sorrow", there are also "can not keep pace with The Times to meet the needs of social development of the" time-honored " catering enterprises

decline in the long river of history. The cannabis cake ", jade belt cake, inch gold, white cut and baked cake" is the memory of how many old Hefei people, talking about several cakes resounding in Luzhou City. In the last century, the most famous thing for making these cakes was Zhang Shunxing."Zhang Shunxing" originated in 1882, the brand is famous at home and abroad, and was awarded the honorary title of "China Time-honored Brand". The hemp cake, baked cake, inch gold and white cut, collectively referred to as the "Four famous points" of Hefei, has a long history and unique flavor. But due to its products of clear taste, brand competitiveness gradually reduced. In 2008, when Changjiang Road was expanded, the "Zhang Shunxing" plaque was removed by workers, and the 644.2 square meters of the store was demolished, marking the "Zhang Shunxing" farewell to Luzhou.

3. The SWOT model is used to analyze the current situation of Anhui "time-honored" catering enterprises

(1) Analysis of the advantages of Anhui "time-honored" catering enterprises

1. Hui cuisine culture has a far-reaching impact, and "time-honored" enterprises have more cultural heritage.

Hui cuisine originated in the Tang and Song Dynasties and flourished in the Ming and Qing Dynasties. It continued to develop between the Republic of China and was further carried forward after the People's Republic of China. Hui cuisine has rich local characteristics and profound cultural heritage, which is a bright pearl in the treasure house of Chinese food culture. Hui cuisine is composed of local dishes along the Yangtze River, along the Huai River and Huizhou. Its characteristics are simple selection, pay attention to fire work, heavy oil and heavy color, mellow taste, keep the original Hui dishes famous for cooking mountains and sea flavor, as early as the Southern Song Dynasty, "sand horseshoe turtle, snow ox-tailed fox" was a famous dish at that time.

2. "time-honored" catering enterprises have a unique patented technology, adhere to the inheritance of traditional crafts.

Compared with the ubiquitous fast food enterprises, "time-honored" catering enterprises generally have their unique patented technology and exclusive formula and therefore have their unique competitiveness. Most of Anhui's "time-honored brand" restaurants often have their unique cooking technology resources and technical strength, with a number of famous chefs with rich cooking technology and experience. Bao Qingfu, a 79-year-old master, and his apprentices have been insisting on rolling wonton skin by hand. Now many people in Hefei make it by machine. Although soon, the wontons can't eat a real taste. He and his apprentices have kept on. Roll out the dough on a page, the thin dough can reveal the text on the paper. In addition to the

extremely thin skin, wonton filling is also very tender, and, wonton materials, soup can not put any additives.

3. "Time-honored brands" catering enterprises have high local recognition, and the mass base is broad.

As the inheritance of Anhui merchant culture and craftsman spirit, Anhui time-honored brand has an irreplaceable position in the hearts of Anhui people. Those scattered in the streets and alleys of Anhui "time-honored brands", Kou, Tongqing Lou, Hu Kaiwen, Shouchun Hall, monkey pit, called flower....When people talk about or roadside encounter, there is always a long and cordial nostalgia. Time-honored brands are time-honored brands, is the old brand handed down by the old reputation, these have been an unshakable status in the hearts of consumers. For the older generation of people, use time-honored brands because of reliable and steadfast, because children and young do not deceive, because of quality and quantity, authentic taste. For young people, use time-honored brands, because of a feeling, because those are old and cultural.

(2) Anhui "time-honored" catering enterprise disadvantage analysis

1. "time-honored" catering enterprises standardization, industrialization level is low. Modern catering is generally suitable for scale development, and "time-honored brands" catering enterprises are not enough at this point, did not form a business scale, KFC and McDonald's opened all over the world, chain catering also has a large market in China, while "time-honored brands" is trapped by the region. At present, the "time-honored" catering brands in Anhui Province are generally in a small, scattered, weak state, and the enterprise management level is backward. Industrial technology lacks standardization, production technology is mainly the experience of masters and apprentices, and the quality of products is unstable. At the same time, the upstream and downstream industries are not developed, and cannot effectively support the smooth development of the catering industry.

2. "time-honored" catering enterprises product innovation and update strength is not enough, the brand expansion is weak

The innovation of the catering industry involves a wide range of knowledge. Without rich professional knowledge and skills, it is difficult for the catering industry to have innovations and breakthroughs. At present, most of the Anhui "time-honored" catering enterprises lack the development and research institutions for product innovation, and the sense of innovation is not strong. Product innovation only stays on the surface of the food point update, and does not rise to the height of core products, formal products and additional products. Many "time-honored" catering enterprises only have a strong reputation in the province, and the popularity outside the province is still very low, to improve the popularity of "time-honored" catering enterprises, brand influence

is still an urgent problem to be solved.

3. "time-honored" catering enterprises have vague market positioning and backward marketing mode.

Anhui "time-honored" catering enterprises did not seize different consumer groups and implement targeted brand marketing strategies. For example, "Old Life Star" Ma Xingxiang attracted young consumer groups with group buying platform, WeChat public account platform and tasting activities, and were no longer limited to middle-aged and elderly consumer groups. At the same time, "time-honored" catering enterprises are also facing the problem of a single marketing means. "Time-honored brands" often market according to the old experience and methods, adhering to the concept of "wine fragrance is not afraid of deep alley". In the era of information explosion, if there is a lack of information stimulus, it will be forgotten, especially for catering enterprises, due to the low entry threshold, emerging enterprises emerge endlessly. If the brand reputation of "time-honored brands" is publicized, it will soon be submerged in thousands of brands.

4. modern service can not keep up, and customer satisfaction is low.

With the improvement of people's living standards, catering consumers pay more and more attention to the quality of service. "Haidilao" meticulous service exploded after the circle can be seen that the service has a pivotal role in the catering industry. Under the competition conditions that the difference in food quality is not obvious, service quality will become the key factor for catering enterprises to win competitive advantages, and improving the quality of service quality ultimately depends on the quality and professional level of employees. Many "time-honored" enterprises still "rely on the old", strict quality of dishes does not improve the service level. This has damaged the image of "time-honored" enterprises to a certain extent, and the potential loss of many customers.

(3) New development opportunities of "time-honored" catering enterprises in the post-epidemic era

1. "time-honored" restaurant industry has opened a new road to retail.

Due to the home life of the epidemic, time-honored catering began to process standardized products such as "famous dishes", to open up a broader market for time-honored catering. After the outbreak of the epidemic, Tonglou, a time-honored restaurant company, launched a takeout service of "booking on the same day, production overnight and delivery on the next day". While strictly controlling the epidemic prevention and control requirements of disinfection and elimination, local certificates and their secret recipe were also invited to restore the most authentic "time-honored brand" flavor.

2. Advantageous policies to promote the inheritance and development of "time-

honored" catering enterprises.

The Ministry of Commerce has launched the "revitalization of time-honored brands project" since 2006. Since then, the development environment of time-honored brands has been continuously optimized, and the development situation has been greatly improved. It is based on the new changes and needs of the development of time-honored enterprises that the Ministry of Commerce led the relevant departments to formulate the Guiding Opinions. In fact, in the documents issued by the State Council in recent years, it is repeatedly proposed to support the innovative development of time-honored brands, inherit and carry forward time-honored brands. The Double-week Consultative Symposium of the CPPCC National Committee studied measures to protect and promote the development of time-honored brands, and called for an environment conducive to the development of Chinese time-honored brands. In addition, favorable policy guarantees such as government tax cuts and rent cuts during the epidemic period have reduced the survival pressure for small and medium-sized "time-honored" catering enterprises and promoted the better development of "time-honored" enterprises.

3.Improve the transformation and upgrading rate of "time-honored" catering enterprises.

The outbreak of the epidemic has forced "time-honored" catering enterprises with traditional management to transform and upgrade themselves. Before the outbreak of the epidemic, some "time-honored" enterprises were in a comfortable state of "boiling frog in warm water", mainly driven by tourism consumption and local consumption. Due to the epidemic prevention and control, tourism has been greatly impacted, and "time-honored" catering enterprises have also been greatly impacted. This forces many "time-honored" catering enterprises to be forced to upgrade and transform, to break the original state of comfort. New network technologies such as short videos, Moments, WeChat small programs adopt new marketing strategies, and at the same time, they also use the new takeout platform to break the original unique in-room food mode and open up a new business model.

(4) Crisis and challenges faced by "time-honored" catering enterprises in the post-epidemic era

1.Under the impact of the epidemic, the income of "time-honored" catering enterprises decreased sharply, and the capital chain broke.

Due to the strengthening of epidemic prevention and control and people's awareness, as well as the epidemic prevention and control requiring people to gather less, "time-honored" catering enterprises, which mainly eat in-house food, were severely hit, in addition to without additional income from additional products, some small and medium-sized enterprises face the threat of a capital chain fracture.

2. Under the impact of the epidemic, catering enterprises have increased their operating costs, increasing the cash turnover pressure of enterprises.

Strictly following the requirements of epidemic prevention and control, catering enterprises should be equipped with special epidemic prevention personnel and special epidemic prevention equipment, which virtually increases labor costs and fixed costs. At the same time, due to the forced transformation and upgrading need to develop new marketing channels, which makes many "time-honored" catering enterprises increase a certain marketing costs. In the case of a sharp decline in income, the increase of operating costs is undoubtedly for the "time-honored" catering enterprises to be worse.

3. After the impact of the epidemic, customers worry about food safety and hygiene, reducing some passenger flow.

The sudden outbreak of the epidemic has increased the attention to food safety, which has largely increased the food safety requirements, such as nucleic acid testing for every batch of cold chain raw materials to ensure safety. At the same time, people's living habits have changed greatly after the outbreak, and people prefer to eat at home to reduce the risk of eating out.

4. The strategic choice of "time-honored" catering enterprises in the post-epidemic era

For "time-honored" catering enterprises, the strategic choice in the post-epidemic era is a combination of "self-help" and "he rescue" movement. They should actively seek development while seeking the support of other parties.

(1) "Self-honored" catering enterprises' self-help measures

First of all, "time-honored" catering enterprises should start from their own transformation and upgrading, upgrade the quality of dishes, more meet the concept of green and healthy development, change the style of "heavy oil and salt", and meet the changing needs of consumers in the new era. Secondly, "time-honored" catering enterprises should use modern technology to standardize "time-honored" dishes on the premise of not losing the original temperature feelings, and develop new semi-finished dishes so that more "time-honored" fans can taste food at any time. At the same time, "time-honored" catering enterprises should make clear the market positioning, segment services for different consumer groups, bold cross-border joint branding, change the business concept of restaurants, innovate the marketing model, and explore a new retail road of the catering industry. As a "time-honored" catering enterprise, which has witnessed the changes of history, it should be an enterprise with temperature, feelings and responsibility. Enterprises should enhance the humanistic characteristics and serve every customer well so that customers can feel the

temperature of the enterprise to enhance customer satisfaction. In the post-epidemic era, we should also actively participate in social welfare, do our meager part when the country is in trouble, and establish a corporate image of responsibility and responsibility,

Shape the brand culture of "time-honored" catering enterprises.

(2)Other assistance measures from other walks of life to "time-honored" catering enterprises

The government has specially set up Anhui Provincial time-honored brand Association for system innovation, financial policy support, the establishment of funds, research and development projects to rescue "time-honored" catering enterprises. In the post-epidemic era, it helps "time-honored" catering enterprises from the four perspectives of providing various support to reduce the burden of enterprises, optimizing the service ability, stable employment and promoting the resumption of work and production; Banks, mainly, are trying to meet the financing needs of "time-honored" catering enterprises, For some customers to take the initiative to give repayment grace period to try to give financial help, Reduce the pressure on the capital chain of "time-honored" catering enterprises; Commercial real estate developers through some real estate developers to "time-honored" catering enterprises to reduce rent to reduce economic pressure; Fresh e-commerce platform is closely cooperating with "time-honored" catering enterprises, Promote the production and development of semi-finished fast food in "time-honored" catering enterprises, Realize the supply chain transformation.

5. Conclusion

This paper takes the ancient and young central region of Anhui Province as an example for empirical research on its "time-honored" catering enterprises.Using the questionnaire to investigate consumers' new needs of "time-honored" catering enterprises, combined with the successful transformation of "time-honored" catering enterprises in Anhui Province, based on the SWOT analysis model, the advantages, disadvantages, opportunities and challenges of Anhui "time-honored" catering enterprises were analyzed. Actively exploring the future development ideas of "time-honored" catering enterprises in Anhui province is inseparable from the inheritance and development of "time-honored" catering enterprises.

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