



Analysis of Spicy Incense Pot Production Plan

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Abstract

Background/Objectives: 2012, Spicy incense pot was stationed in the four dining halls of Jiangxi Normal University. Because of its delicious taste, it was deeply loved by students from Jiangxi Normal University. However, in the past two or three years, the other four of the five canteens of Jiangxi Normal University have also had different incense pots and have taken various forms to compete for customers. The competition of incense pots is becoming increasingly fierce. As an experienced old-fashioned incense pot brand, spicy pot is particularly important to enhance its competitiveness through effective management. **Methods/Statistical analysis:** During the discussion and analysis of the survey data, we found that the average time for customers who ate in the cafeteria to choose ingredients was about 4 minutes, and the time was even 6-7 minutes. **Findings:** Based on the results of the survey, we found that about 64% of customers who are dining in the cafeteria or customers who want to take out the goods are willing to try to pair with a good food package. This can avoid the hardship of the selection process for customers who choose food more difficult. For the store, you can prepare the mix of each package directly in advance, reducing the time-consuming and laborious process of taking the cash, and improving the efficiency and quality of the service for the customers who eat at the scene. **Improvements/Applications:** In-depth analysis of the various aspects of the spicy incense pot and find the reasons for the long link. Suggested improvements for the efficiency of the spicy incense pot. This article hopes to provide ideas for the optimization of the operation of spicy hot pot.

Index Terms

Spicy Incense Pot, Case Study, Production Operation Plan, Marketing

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I. INTRODUCTION

Digital transformation increasingly gains broad attentions from all the world[1,2]. Diffusion of smart devices, explosive growth of SNSs, increased speed of mobile network, alongside with the rapid development of ICT, all allow provision and use of many services on smart (mobile) devices, which have been provided in the wired network environment[3-7].

This study in spicy incense pot originated from Chongqing flavor. The incense pot is fragrant and fragrant, and its taste is soft and pure. Its characteristics such as hemp, dry and fragrant are very unique. After entering the pot, it can absorb the unique taste of various meats and seafood, and then add the scent of vegetables. It has the unique taste of spicy but not dry, fresh and not simmering, and the entrance is fragrant and long aftertaste. Spicy incense pot has four flavors of no spicy, slightly spicy, medium spicy and super spicy in spicy taste. The supplier has added Chinese herbal medicines such as heat-clearing and dehumidifying effects to the unique compatibility of traditional Chinese medicine raw materials, and has special medicinal functions such as no stomach injury, no fire, no damp heat. This makes the spicy incense pot cater to the modern people's pursuit of health.

Spicy incense pot is not wounded, spicy does not hurt the stomach, oil is not greasy, and the vegetables are divided into four categories: vegetarian, soy products, mushrooms, and meat. The average per capita is about 15 yuan.

Spicy incense pot belongs to the franchise store, and the cost of renting a house for one year (rental + utility bill) is around RMB 170,000. This spicy incense pot shop has been in Jiangxi Normal University for five years, and the current daily turnover is about 3,000. With the development of take-away distribution, the number of people eating on the spot decreased, and take-outs accounted for the main part of operating income. Spicy hot pot takeaway varies according to the weather. It is 260~300 in rainy days and 500 in sunny days. However, there are many intermediate links in the take-away, and the cost is high. For example, the relevant distribution staff's salary and take-out platform should be 8% spicy, so the profit from the take-away is meager. In addition, every canteen in Jiangxi Normal University now has a fragrant pot, with more competitors and more competition, and it is no longer a solemn scented pan. In general, the current business conditions of spicy pots are not as good as before.

II. PROPOSAL OF RESEARCH QUESTIONS

This case study is to understand the actual operation of the spicy pot merchants through interviews. Consumer satisfaction was investigated through a questionnaire survey[8]. Through the observation method and field investigation, the operation process of the spicy incense pot has been clearly understood. Finally, conclusions are drawn through qualitative analysis of the survey data. Use a variety of research methods to ensure the accuracy of the survey[8,9].

After the preliminary group discussion and the teacher's communication, it was decided to analyze the two parts of the take-out of the spicy pot and the canteen dining. The two parts of the problem, the group was reflected by the consumer satisfaction questionnaire[10].

According to a survey of consumers, consumers are satisfied with the waiting time for spicy hot pot. Therefore, the group will conduct research on the two parts of the process of selling and dining in the canteen respectively, and conduct in-depth analysis from all aspects of the process to find out the reasons for the long link time and propose improvement opinions, so as to improve consumer satisfaction.

III. TAKEAWAY PROCESS CONTROL

A. Takeaway Process

In the take-out process, the consumer first orders the meal online through the ordering software. After the order is placed, the merchant operates through the ordering software, receives the order, and after the formal order is formed, the merchant begins to prepare the order. According to the requirements of the consumer's order, the merchant began to pick up the ingredients needed for cooking, and after the background, the chef cooks. After waiting for the cooking to be completed, the staff in the background will bring the food to the front desk, and the front desk staff will pack it and wait for the take-out person to deliver the food ordered by the consumer to the consumer.

B. Takeaway delivery personal

Staffing

Spicy incense pot has 4 full-time staff, of which 2 people at the front desk and 2 chefs during working hours. There are 14 part-time staff members, and the

daily working hours are allocated: part-time work in the store, 4 person-times per day, 2 people at noon, and 2 people in the evening. The main job is to pass the dishes, assist the chef, clean the dishes, take out the package and so on. Takeaway delivery is 4 people a day, 2 people at noon and 2 people at night. Every day at noon or evening, the number of part-time workers in the spicy pot reaches 4 people each time. Spicy incense pots have 14 part-time staff, so the specific part-time time is determined, and the specific time is based on the 14-person course time.

Salary Treatment

Different types of work arrangements, salary and treatment are different. The work content is divided into assisting work in the store and take-out delivery work outside the store. In the store's assistance work, the salary calculation method is 6 yuan / hour, plus 6 yuan / meal meal. The calculation method of the salary of the take-out delivery work outside the store is given to the seller according to the amount of the take-away order. The calculation method of the commission is also divided into two types according to the actual situation. First, deliver the meal upstairs and give a commission of 1.8 yuan per order. Second, the meal is delivered to the boarding office, and the board is sent to the building by the board. At this time, the board receives a commission of 1 yuan/single, and the seller receives 0.8 yuan/single commission. According to the actual situation, the salary of the delivery staff will be adjusted and adjusted. In case of rain, the delivery staff can get 2.2 yuan/single for delivery. The part-time staff will take the take-out to the boarding office and take it to the building. The board of directors received 1 yuan/single, and the seller received 1.2 yuan/single.

C. Takeaway Workflow Control

Ideal Time

According to the real calculation of the time of the spicy hot pot takeaway, it is concluded that the time for the merchant to select the consumer order from the consumer's order is 1 minute and 3 seconds. The average cooking time is 9 minutes and 56 seconds. The average time for the delivery staff to pack up is 2 minutes and 32 seconds. The average meal delivery time is 15 minutes and 08 seconds. Therefore, the average ideal time for a merchant to take out a takeaway to a consumer or to an aunt at a board is 28

minutes and 38 seconds.

Customer Expected Time

According to a survey of consumers, consumers expect to get a takeaway within 30 minutes, when consumers are more satisfied with the business. According to the actual investigation of the group, under normal circumstances, it is possible for the merchant to actually deliver a takeaway directly to the consumer to reach this time, and the transfer to the aunt will surpass this time.

Consumer Feedback Time

According to the previous survey of school consumers, the ratio of take-out delivery time of spicy hot pot is 203.3 minutes to 63.33%, and the proportion of 40-60 minutes is 26.67%. The proportion of these two time periods has reached 90%. Explain that in actual operation, the time taken by the takeaway to reach the consumer is greater than the practical time of the merchant under the actual ideal state.

D. Problems and Improvements

Take-out Cooking "Queuing" Phenomenon

Question: According to interviews with merchants, the peak of daily ordering occurs between 11:30 and 12:00. During this period, consumers continue to make online orders through the APP. At the same time, during this period, the merchants need to respond to the consumer ordering requirements of the offline platform. In the case that the merchant has only two chefs, it is impossible to measure the take-out time completely by making a single time, and one should be added in the middle. Single takeaway time due to lagging cooking.

Suggestions for improvement: Merchants can display the recommended customer order time on the take-out interface, change the time early and the class time. Consumers who avoid takeaways and consumers who eat in the cafeteria order at the same time, causing "queuing" during cooking.

Actual Delivery Number

Question: Due to the fact that in the delivery process of take-out, combined with the actual situation, the take-away staff can not only send a single take-out, often the take-out will take as many takeaways at one time. In this case, it takes a long time to shuttle back and forth between the various bedroom buildings,

resulting in a late delivery time of the takeaway. Through observation, when the take-out seller takes the take-out, he often chooses to take about 8 take-outs at a time. The back-up time in the back will often exceed the expected time of the consumer, so there is a "timeout" phenomenon.

Suggestions for improvement: From the above analysis, in the 30 minutes, the takeaways carry 4 single takeaways each time to meet the consumer's demand for ideal time. Therefore, the number of takeaways that the takeaway can carry each time can be reduced from 8 to 4. Because the number of copies carried by the seller is small, it will inevitably lead to a backlog of takeaways. Since the salary of the seller is determined solely by the number of take-outs, the number of the sellers is increased and the delivery time of the take-out is shortened when the number of take-outs remains unchanged. It is a good strategy to add a foreigner to the original number of 2 people every noon or evening to 4 people.

Pipe Distribution

Question: On some floors, it is not for students to take meals downstairs, but the take-aways give the house a flat for the students to go upstairs to the students. In this environment, it is not taking one copy, but the take-out is piled up to a certain extent before starting to deliver food. This environment will also take too long to be delivered.

Suggestions for improvement: Because the aunts in the hospital are the main reasons for the long take-away time and the low satisfaction of a few consumers, good communication and cooperation with the aunts are an important way to ensure the length of the take-away and consumer satisfaction. Therefore, businesses should take some encouraging measures. For example, if the delivery time reaches a range and delivers a small gift every month, it will encourage the aunt to deliver the delivery in time.

IV. ANALYSIS OF MARKETING STRATEGIES OF TRADITIONAL RETAILERS UNDER THE BACKGROUND OF INTERNET

A. Dining process

Process: Customers take small pots and food clips, according to their own tastes, according to the standard of different price foods, pick up the favorite food. After the food is selected, the diners will take the selected food to the weighing place at the far right

of the window, and the proprietress will be responsible for weighing. After the weighing is completed, the diners will be given a menu label with the feeding number. The proprietress informs the diners of the amount of the purchase, which can be paid through Alipay, WeChat, campus card, and cash (if the package is taken away, the package fee is 1 yuan). The food is delivered to the kitchen for processing. After the cooking is completed, the part-time staff will give the pot to the front desk staff. The front desk staff is responsible for controlling the part-time personnel of the call number to enter the number plate number, and the number is called to pick up the meal. The customer heard the call to the front desk to receive food and rice.

B. Canteen Staff Situation

Staffing

There are 4 full-time employees in Spicy Hot Pot. They are responsible for weighing, cooking, and cleaning vegetables. There are about 4-7 part-time workers in the store every day. Their work is to cut vegetables in the kitchen, distribute dishes and take orders at the front desk, and take food. Before and after the kitchen, the dishes are delivered, packaged and finished, and delivered in a small pot.

The full-time staff, in addition to helping the kitchen aunt, is basically the owner of the store and the shareholder. These four full-time staff are on duty every day except in special circumstances. Weighing fees, food cooking and helping the kitchen are staff members on a daily basis to maintain the normal operation of the spicy pot. The total number of part-time workers in the store is about 15 people. Part-time staff arrange work and working hours according to the staff's time, and implement shift work. Most of the work of the spicy pot is undertaken by part-time workers, so the scheduling of part-time staff is a very important part of the staff arrangement. According to interviews, the sales volume of the take-out platform at noon every day is much higher than that of the evening. Therefore, during lunch, there must be two part-time jobs for receiving and food picking, and only one person during dinner. In addition, the sales volume (outside platform and on-site consumption) over the weekend is more than the working day, and the workload is large. Therefore, the number of part-time employees on weekends will generally be relatively large.

Salary Treatment

According to interviews, the salary for part-time jobs is calculated on an hourly basis and is 8 yuan per hour. Part-time workers only go to work during lunch and dinner, and work hours per day for a maximum of 3 hours, mostly about 2.5 hours. Part-time time can be flexibly adjusted according to individual time. If there

is a class or an urgent matter, you can leave half an hour in advance. The store provides a meal supplement of 6 yuan per meal to the part-time staff of the day.

C. Dining Process Control

Store Commitment Time

In the process of communicating with the boss, we learned that the store promised a cooking time of 6 minutes (that is, the time from the customer to the number plate to the number of meals is 6 minutes). However, the weighing that caused the customer to perceive a relatively slow time and the time from the call to the customer to take the meal did not pay attention. This is the reason for the large gap between merchant commitment time and customer perception time.

Customer Expectations Time

The results collected through the questionnaire show that the customer's perception of waiting time is generally long, and most of the sensing time is 10-20 minutes, which is very different from the time promised by the store. Among all the customers surveyed, the number of people who hope to get food in 10 minutes is 60%, and the number of people who hope to get food in 15 minutes is 31.2%. Relatively speaking, customers want to have a 3-5 minute time boost based on the current perceived time.

Actual Time

According to the team members' field research and statistical calculations, the actual cooking time is calculated to be 7-9 minutes. This time does not reach the time promised by the merchant, but also lower than the perceived time of the customer. It shows that there is still a problem of unsynchronization in the control and perception of time between the store and the customer. Therefore, merchants must improve the current service speed and quality, and also find ways to make customers' perception of time more accurate.

D. Problems and Improvements

Staffing Aspects

Question: The work arrangement of personnel in each position is not accurate enough, and there is a problem of chaotic work distribution. According to field observations, the team members found that the proprietress had multiple roles, including food weighing, meal collection, pick-up of take-away food, replenishment of dishes, and delivery of selected dishes from the front desk to the back kitchen. According to the survey, we know that there are no fewer than 6 part-time employees in the store every

day. After the chef, no less than two people are responsible for the delivery of food. There is a part-time staff at the front desk who specializes in take-away food. The kitchen is responsible for the part-time job of cutting vegetables and selecting vegetables. Therefore, too much content that the proprietress is responsible for will cause the waiting for the customer.

Improvements: The proprietress only needs to be responsible for the three tasks of weighing, charging and take-out. The selected ingredients that have been weighed out are transported by the full-time aunt who is responsible for washing the vegetables in the kitchen. When there is a shortage of food in the current Taiwanese market, only the proprietress responsible for food picking and the part-time observation of food picking are required, and the part-time staff responsible for chopping vegetables are conveyed to the post-worker, and the part-time staff of the chopping vegetables are used to replenish the ingredients.

In-store layout design

Problem: The placement and design of food is not obvious and inconvenient, which affects the customer's consumption process. During the field observation process, we found the following problems. The food clip has no fixed placement. When the customer came to the front desk to start the selection, there was a case where the food folder could not be found, which also became one of the reasons for the lengthening of the food selection time. Because there are many types of ingredients, the store has roughly classified the different foods and has different prices. However, we observed in the observation that one out of about 10 customers would not be clear about the food, which caused the boss to repack and weigh the time. In the payment process, there is a situation in which the location of the Alipay QR code is unreasonable. The store affixed the paper to the higher horizontal glass, which made the customer scan the code very difficult. The store supports WeChat scan code payment, but it does not post the WeChat QR code, but needs the customer to ask for it to be presented by the staff, resulting in reduced efficiency.

Suggestions for improvement: Separate a plastic transparent partition between foods of different prices. Paste the message of the classified disc in the foreground position, and place the partition on the one hand to remind the customer to sort the dress. On the other hand, the partition can be used for the placement of the food clip, avoiding the problem that the food clip is difficult to find, and saving the customer time. Print the Alipay and WeChat QR codes out of the larger size paper and place them in a prominent position on the weighing. Shorten the time spent by consumers and avoid crowded people in the weighing department.

Calling Notification Aspect

Problem: A spicy pot has a caller installed above the front wall. When the food is cooked, the part-time person responsible for food collection will enter the number, and the numbering device will display the number plate number notification. However, during the observation process, we found that very few customers were able to hear the call number and receive it in time. On the one hand, because the sound and screen numbers are small, on the other hand, many customers do not know that there will be a caller number notification (previously the name was manually used by a loudspeaker).

Improvement suggestions: When the customer weighs the number plate, the staff can remind the customer to display the number and dial the number plate number for the meal. It is not difficult to see from the survey data that the average time from the completion of the food preparation to the reception to the customer is about 1 minute, and the long time is even 2 minutes, which is one of the reasons for the long time perception of the customer. Therefore, we recommend that the store adjust the volume appropriately if it does not affect other stores. When the caller is called three times and has not received it, the part-time person uses the loudspeaker to make the call notification.

V. DISCUSSION

In the field observation, we found that customers who eat spicy pots in the cafeteria are generally 2-4 people together. However, after the general call, 1-2 people will go to the front desk to receive food. In the store, the customers themselves take rice and soup. Therefore, it usually takes two or three round trips to get everything, resulting in inefficiency. During the discussion and analysis of the survey data, we found that the average time for customers who ate in the cafeteria to choose ingredients was about 4 minutes, and the time was even 6-7 minutes. It takes about 1 minute and 30 seconds to pick up the takeaway single food, which also consumes a lot of time to some extent. During the interview, the boss claimed that all the goods in the store were 20% discount at the original price, but the store did not inform the customer of such preferential measures. This does not allow the customer to perceive the existence of the offer.

Suggestions for Improvement:

Through the visits of several canteens in the school, we found that many stores provide customers with trays for meals and soups. Therefore, we recommend that the spicy pot can also provide customers with

trays to hold rice bowls and soup bowls, which can effectively reduce the number of round-trip foods, improve customer satisfaction and supply efficiency.

Based on the results of the survey, we found that about 64% of customers who are dining in the cafeteria or customers who want to take out the goods are willing to try to pair with a good food package. This can avoid the hardship of the selection process for customers who choose food more difficult. For the store, you can prepare the mix of each package directly in advance, reducing the time-consuming and laborious process of taking the cash, and improving the efficiency and quality of the service for the customers who eat at the scene. Therefore, it is recommended that the store reasonably match several types of matching packages for customers to choose according to the selection of various foods on weekdays.

There are currently 5 canteens in the school. Each canteen has a pancake shop, but according to observations, in addition to the spicy pot, other incense pots are mainly for single-person consumption, while the spicy pots are more consumed by many people. In the process of interviewing the boss, the boss said that there will be surplus in the ingredients, and the vegetables will not be sold again the next day. According to the above situation, we suggest that the store can enjoy a 20% discount on a single purchase of more than 30 pieces, and give a vegetable activity when entering the store. On the one hand, the activity content can make consumers perceive the preferential treatment, and effectively eliminate the imitation of the competitors, because other single-person single-person consumption of 30 yuan is less. According to the boss, the spicy pot is currently mainly for take-out, supplemented by direct dining in the cafeteria. However, the take-out profit is far less than the direct consumption profit in the store. With such activities, it can attract more customers in the canteen, increase operating profit, and reduce the waste of ingredients.

The team conducted a survey of consumers and a two-part process of take-out and canteen dining. In-depth analysis of the various aspects of the spicy incense pot and find the reasons for the long link. Suggested improvements for the efficiency of the spicy incense pot. This article hopes to provide ideas for the optimization of the operation of spicy hot pot.

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