



早安美芝城

Wonderful things are always in MACC.



JUST DO IT.

Cho 、 Erica

AGENDA

- **Company Background** – a brief induction
- **Critical Incidents** – browse from internet
- **Questionnaire** – why and how to design
- **Analysis** – advantage and disadvantage
- **References**

COMPANY BACKGROUND

Good Morning! 早安！美芝城

- has been established over 30 years.
- is a quite famous breakfast store.
- is an local brand in Taiwan.
- is a franchise system, a kind of business model.

COMPANY BACKGROUND

Good Morning! 早安！美芝城

4 company elements - included in Kanban and internal design

HAPPY
Cheerful
feeling

HEALTHY
Cooking
way

DELICIOUS
Tasty food
materials

RELAXED
Cozy
environment

COMPANY BACKGROUND

A franchisee in Taichuang,
owns 2 stores.



Near by NCHU.

CRITICAL INCIDENTS

Collected information

- Vegetable corn omelette had only a pieces of salad, few corn and sprout
- Blueberry bagels doesn't fit to the one in photo
- Only milk tea was fine
- Good location, good foods, good choice for people are in hurry
- Fast to deliver, not bad
- Ordinary Foods is awful, bad attitude, complete bad Sandwich is disgusting, soy milk is too sweet
- Good and convenient
- As long as sandwich with meat and egg is good, it is a good breakfast bistro.

CRITICAL INCIDENTS

Collected information

- Server are like npc, long face, foods was acceptable, black tea was bad Pan-fried noodle was completely bad with strange taste. But sandwich was good when I tried last time.
- It was still one hour before closing, but there's no sandwich, hamburger. I was really astonished.
- Foods was always good. But the servers on Saturday were bad. The egg is not well-done. Really terrible Fast, high cp value, the server who took order was cheerful. A pleasant bistro
- Bistro with high CP value around nan-meng area. Price and portion are good, black tea was good .
- Fast, and quality is beyond average.
- Fast to deliver

CRITICAL INCIDENTS

Divided information

Categories	Service quality	Food quality	Speed
Content	Bad attitude	Doesn't fit	Fast to deliver
	Long face	Disgusting	
	Careless	Egg is not well-done	
	Cheerful.	Proper portion	
		Stable quality	
		Good	

QUESTIONNAIRE

Develop Questionnaire

Why – to know the common view and needs of customers

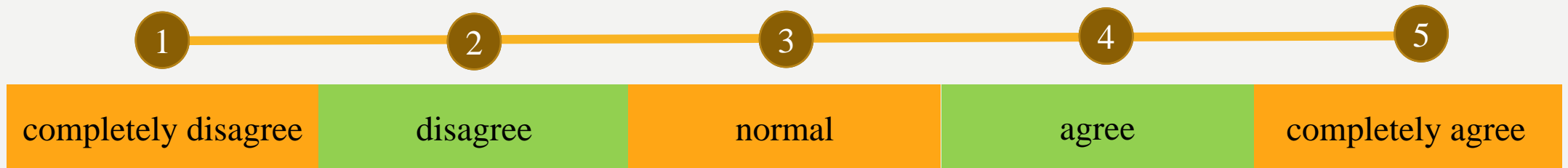
How – according to critical incidents and some ideas e.g.
the purpose, time, the willing to fulfill and son on

QUESTIONNAIRE

- 4 parts of survey –



- 5 point scale –



- google survey

- a pilot test – 

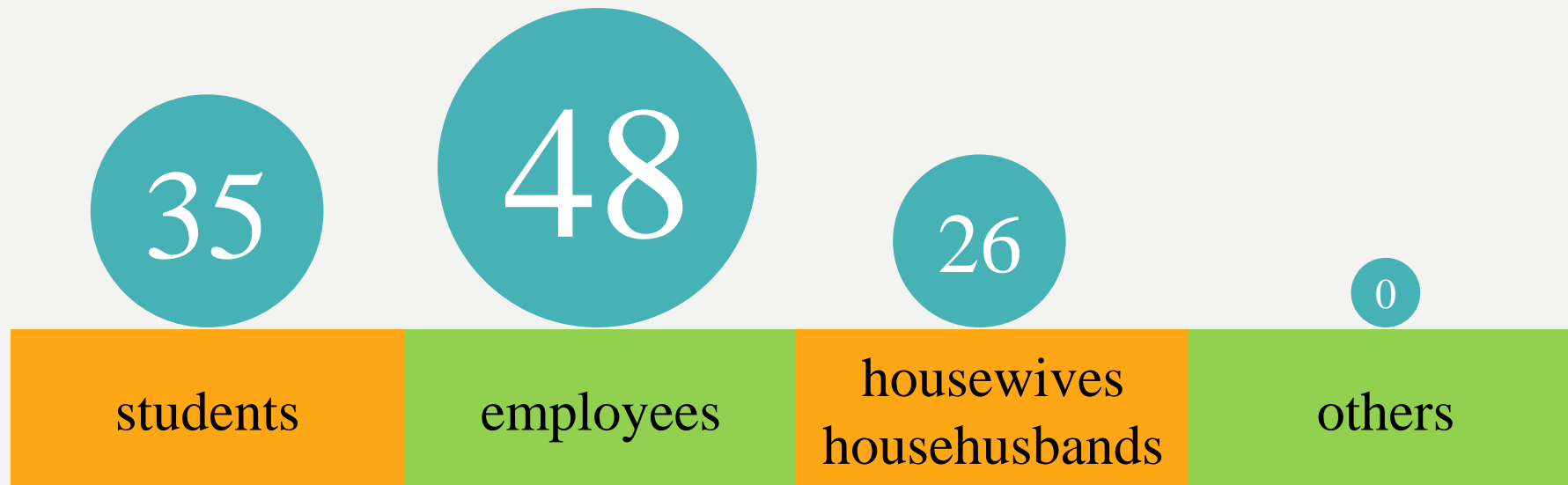


QUESTIONNAIRE

No.	Questions	Relative
1	The attitude of servers was pleasant	Chinchieh
2	The attitude of servers was friendly	
3	The servers wore long face	Chinchieh _ negative statement
4	The servers completed my customized order	sincerity
5	The servers recommended dishes I need	active service
6	Foods were tasty	food quality
7	The portion was big	
8	The foods were served fast	speed
9	The lead time was 1) 1~2mins 2) 3~4 mins 3) 5 mins 4) 6~7 mins 5) more than 8 mins	
10	How many times per week I come here 1) 1 time 2) 2~3 times 3) 4 times 4) 5~6 times 5) 7 times	loyalty

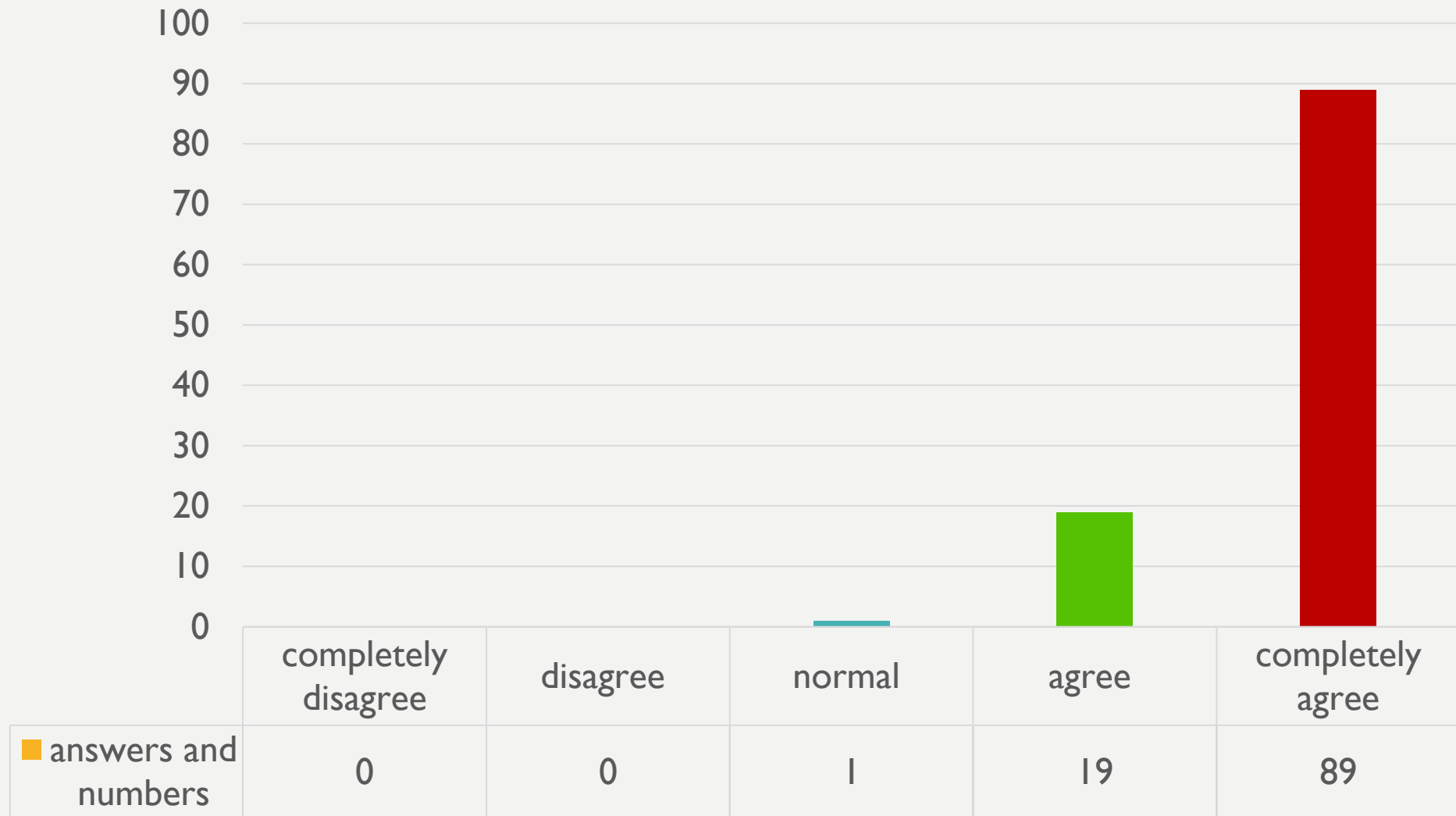
ANALYSIS

- Gender: 59 female, 50 male
- Occupational group



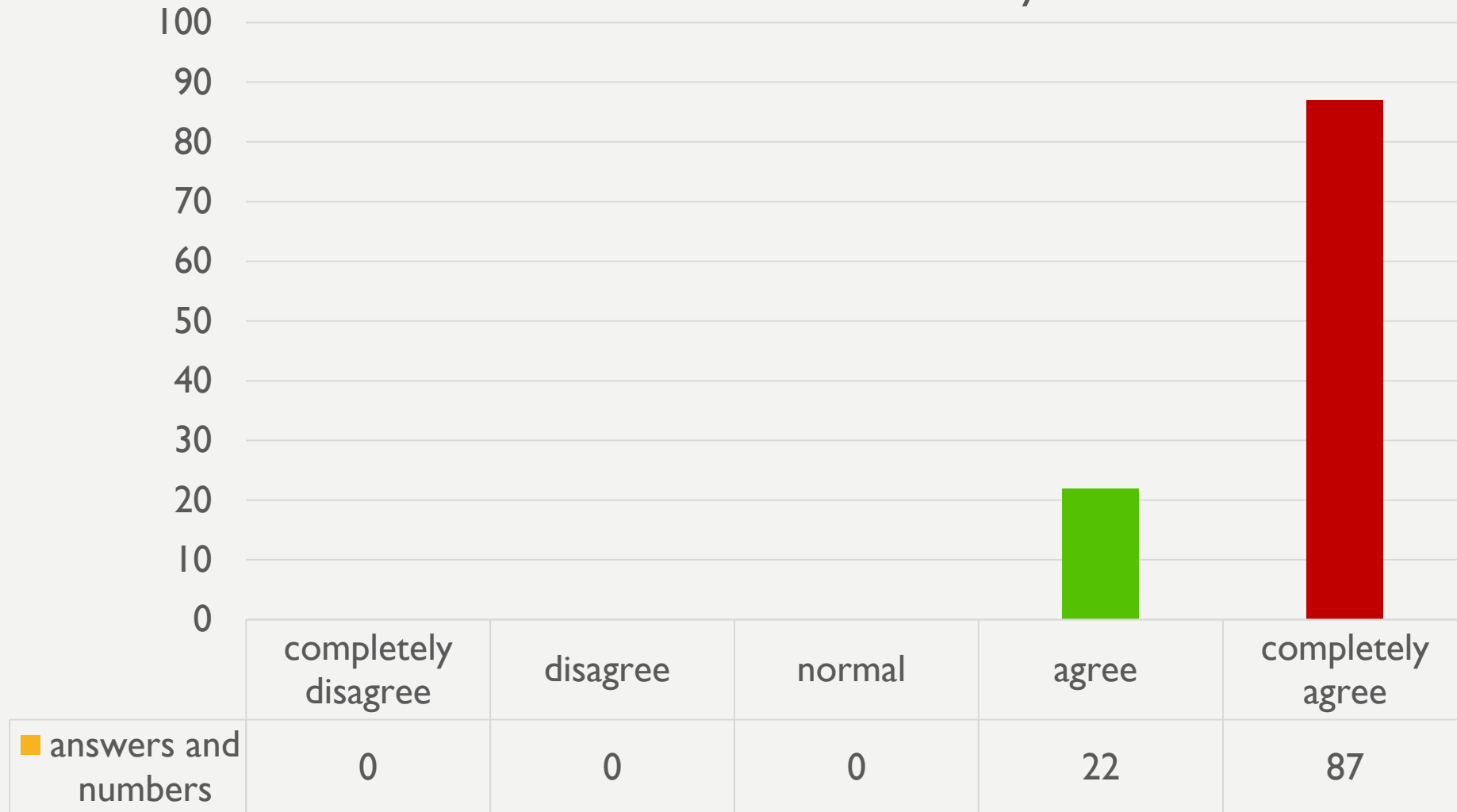
ANALYSIS

The attitude of servers was pleasant



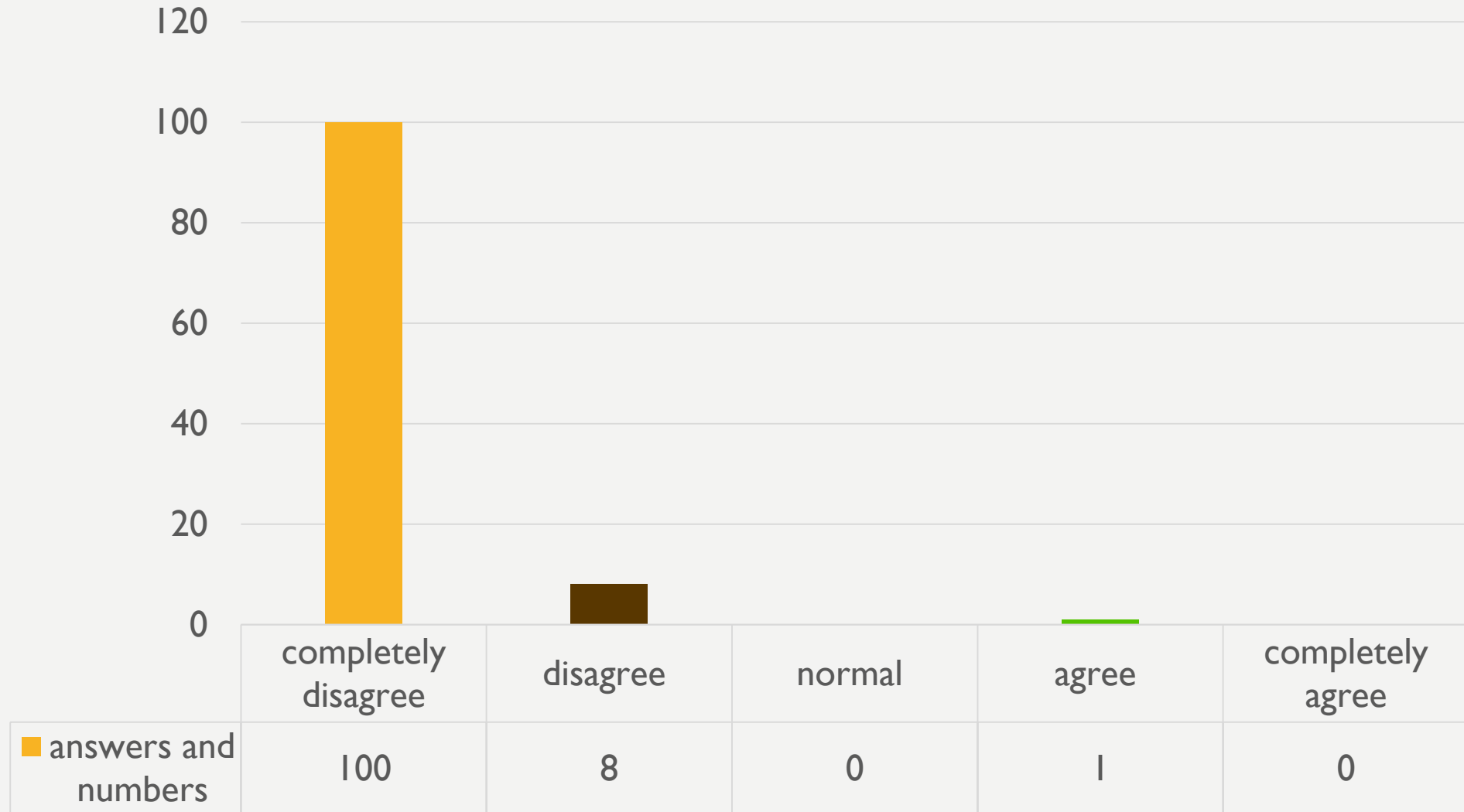
ANALYSIS

The attitude of servers was friendly



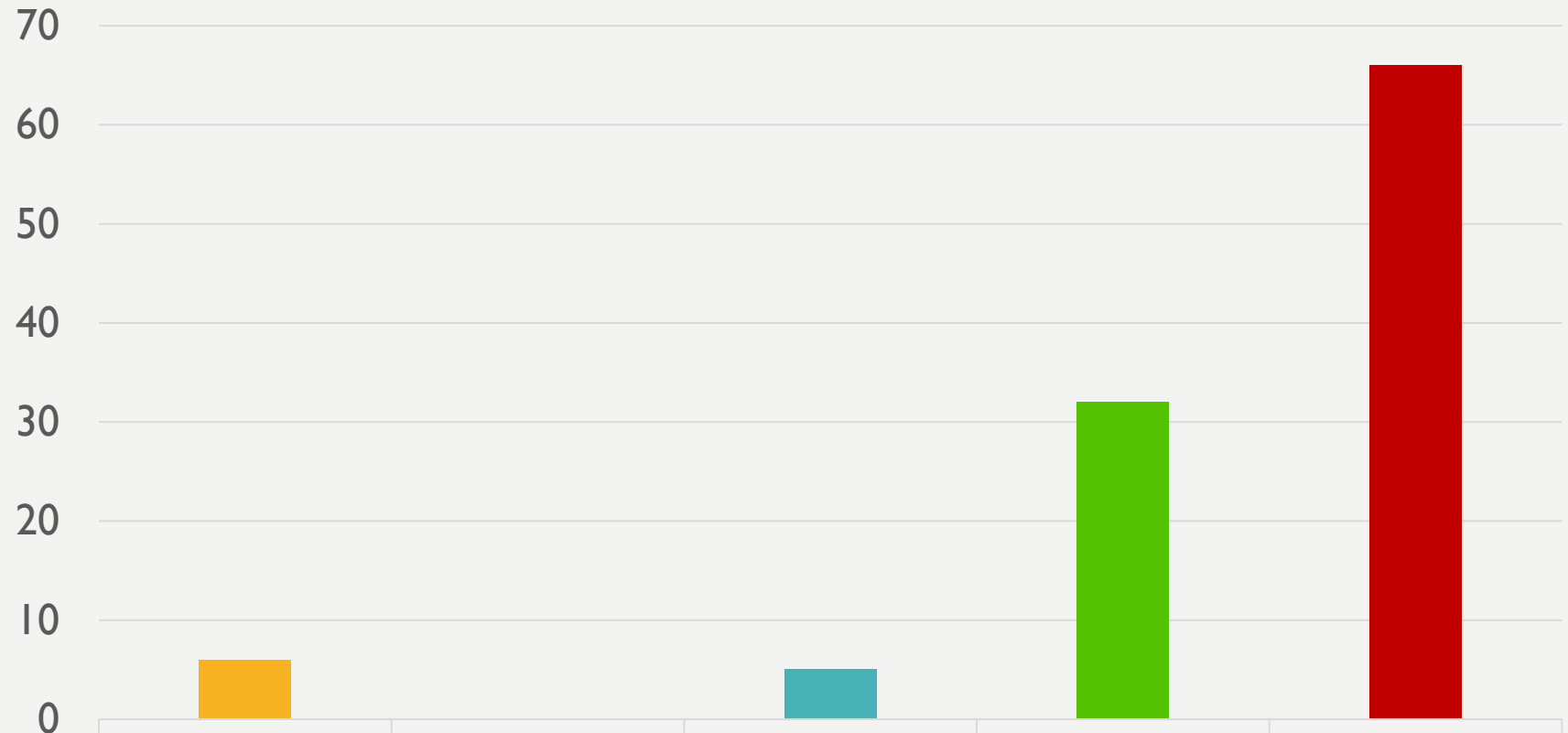
ANALYSIS

The servers wore long face



ANALYSIS

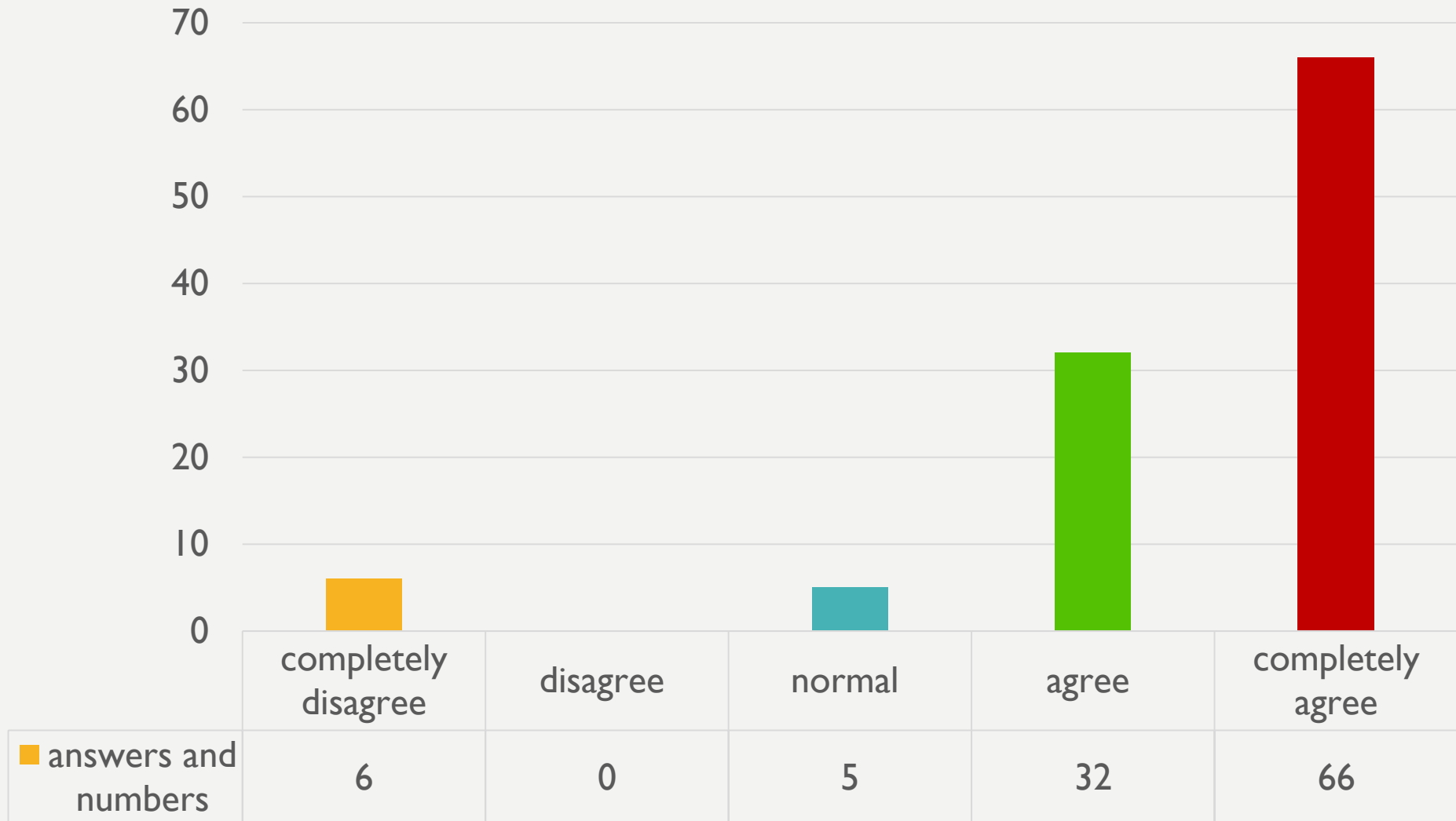
The servers completed my customized order



■ answers and numbers	6	0	5	32	66
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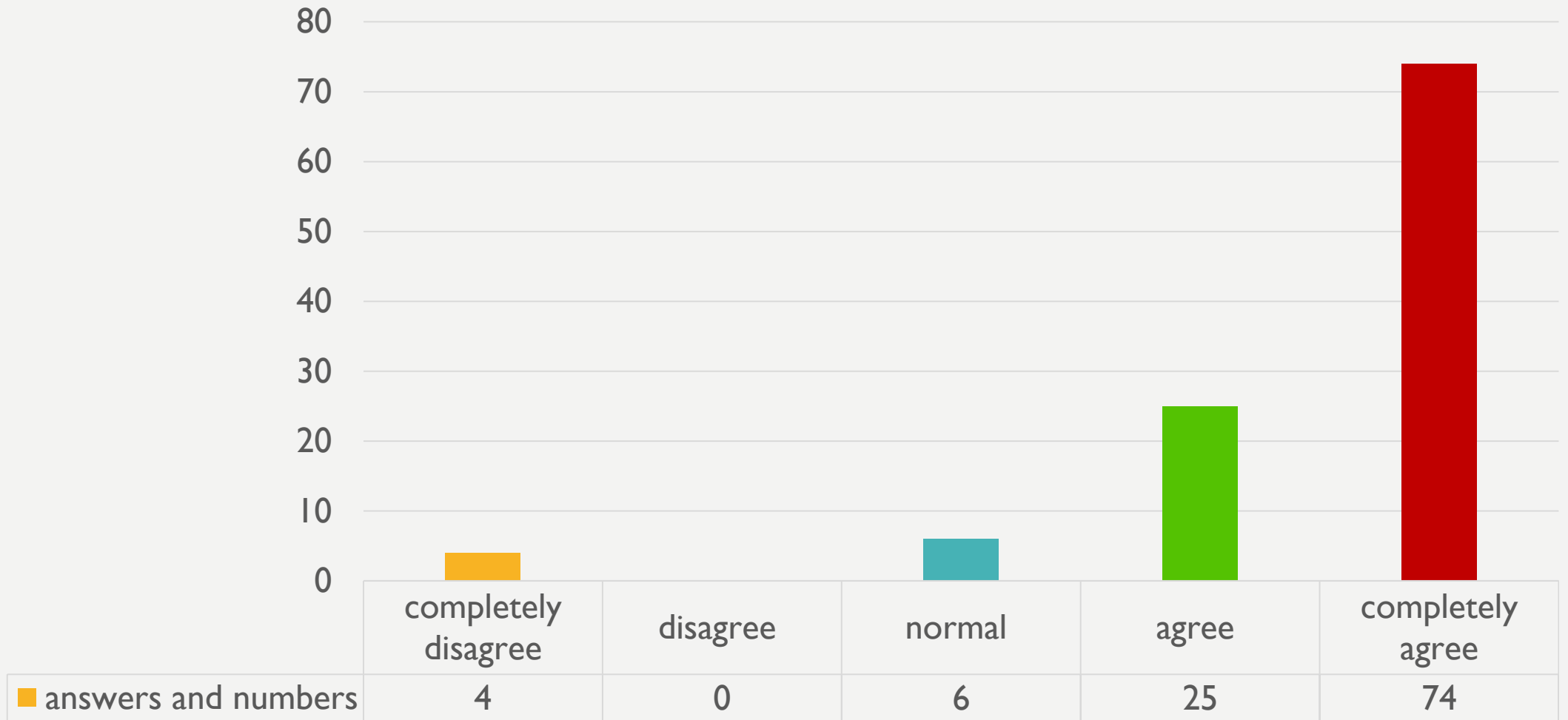
ANALYSIS

The servers completed my customized order



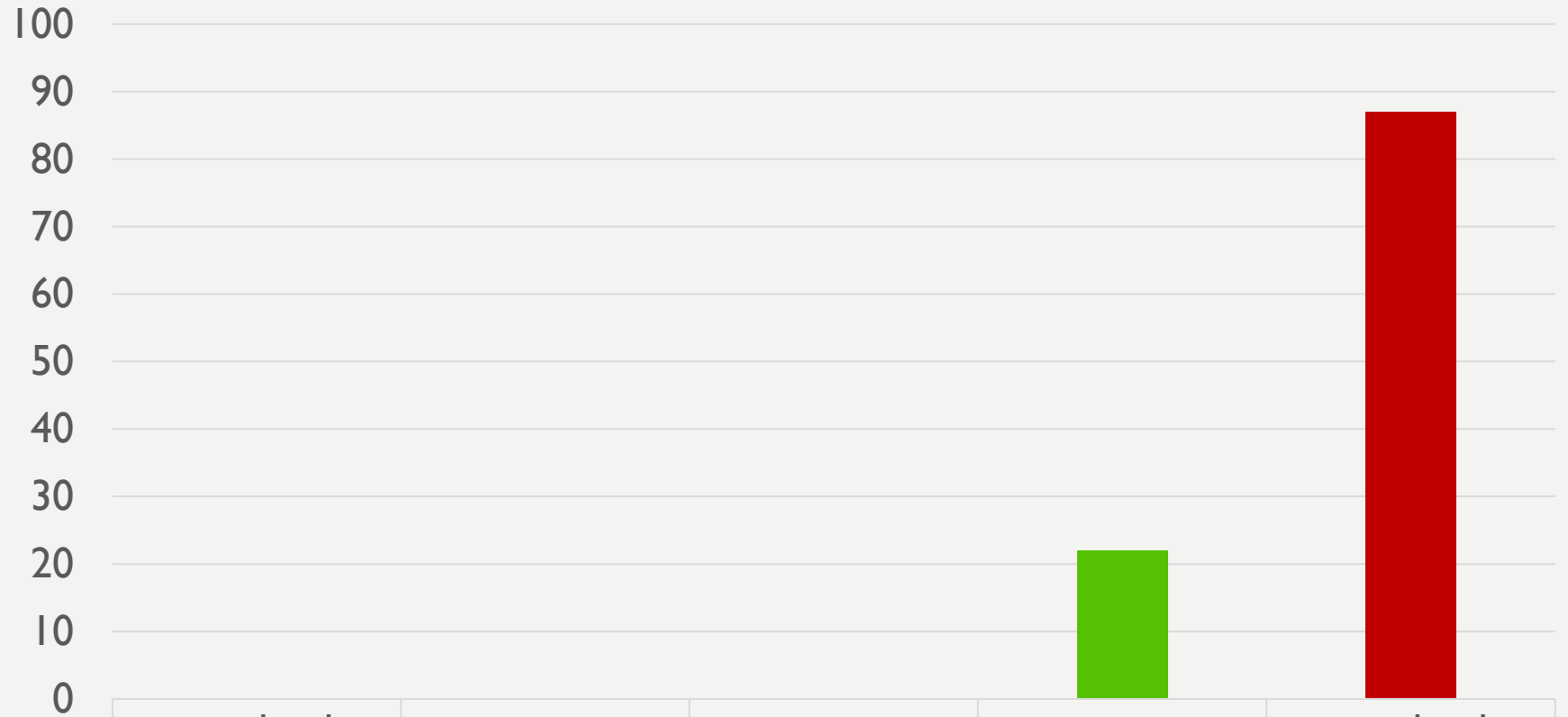
ANALYSIS

The servers recommended dishes I need



ANALYSIS

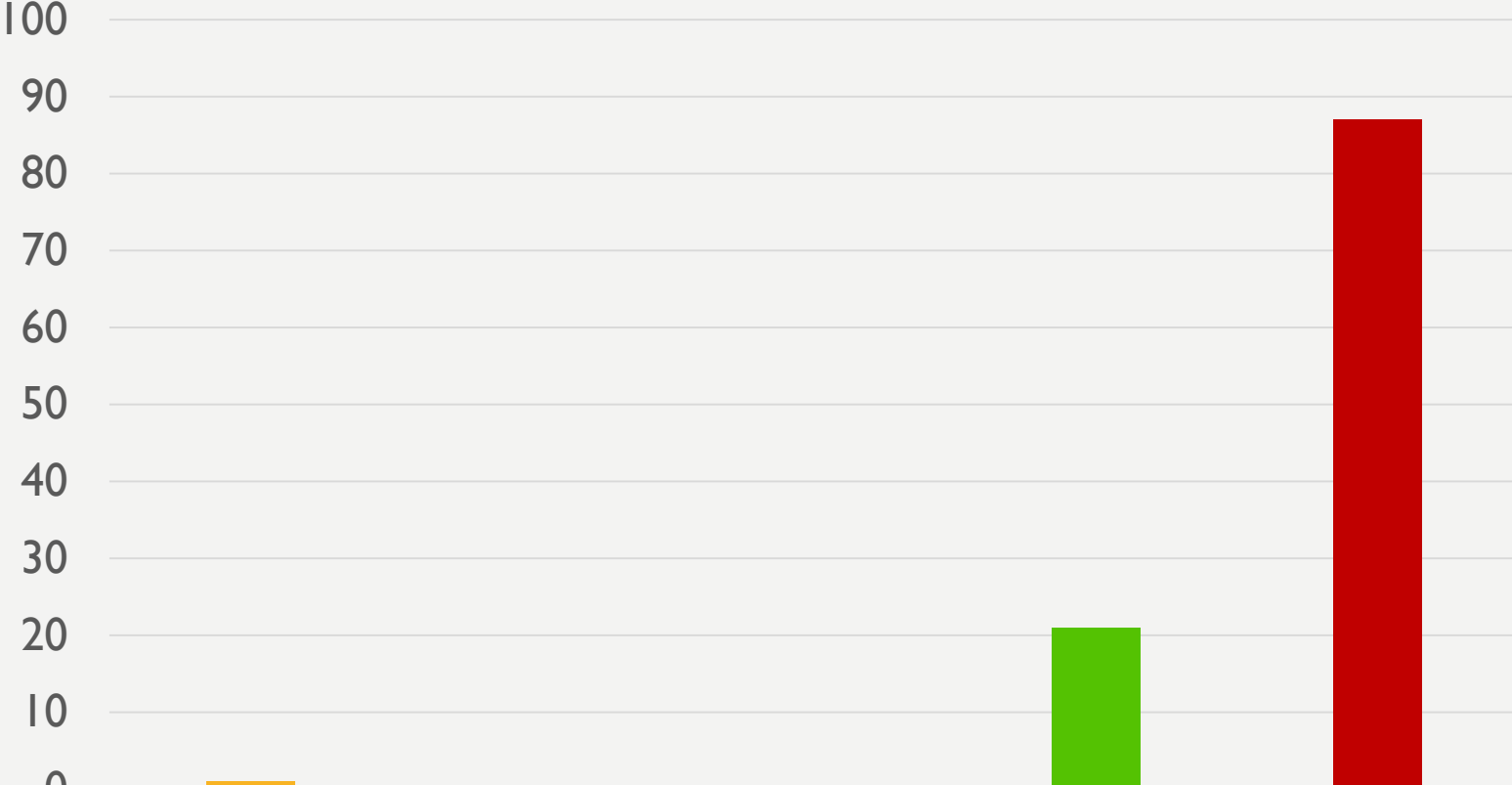
Foods were tasty



■ answers and numbers	completely disagree	disagree	normal	agree	completely agree
	0	0	0	22	87

ANALYSIS

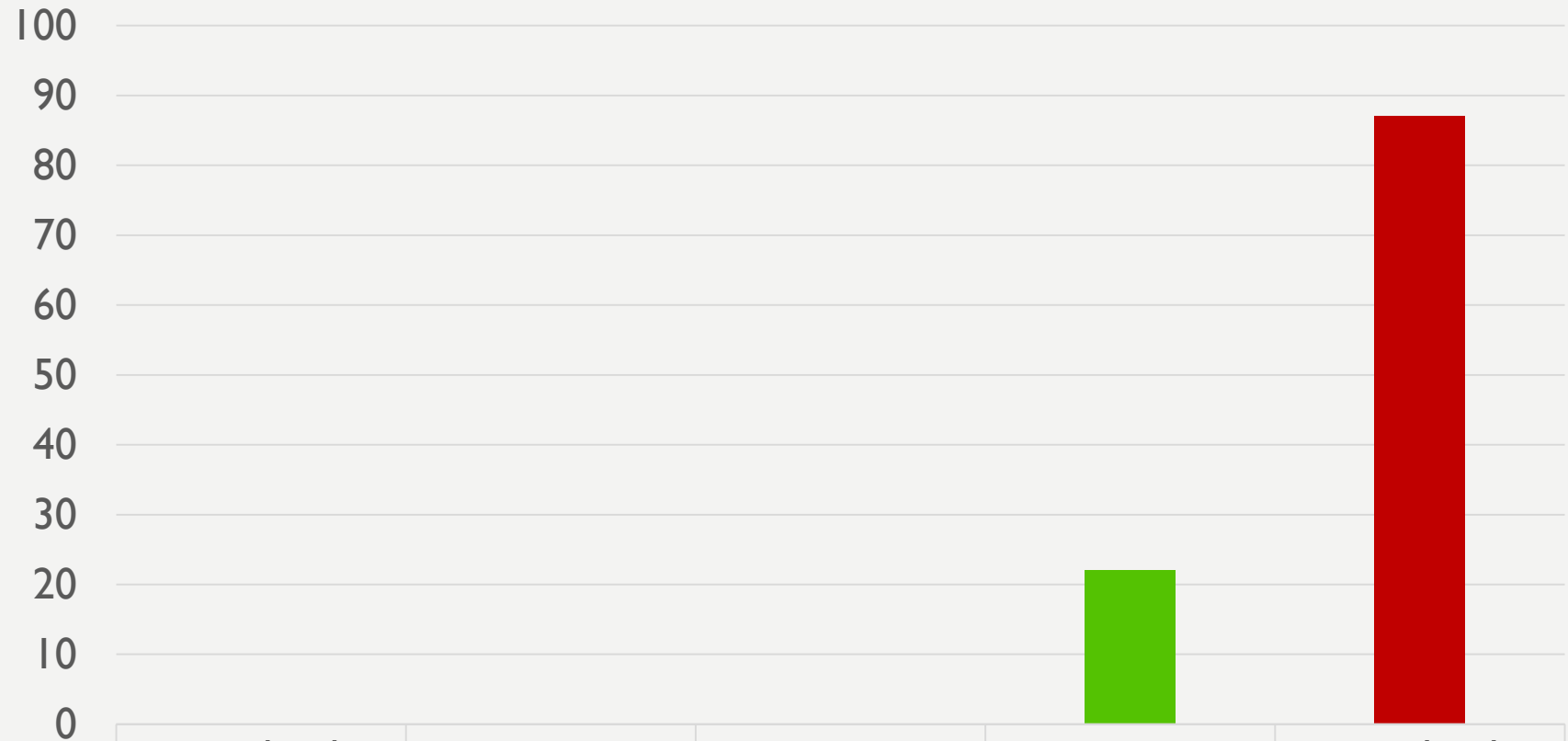
The portion was big



answers and numbers	1	0	0	21	87
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ANALYSIS

The foods were served fast



answers and numbers

completely disagree

0

disagree

0

normal

0

agree

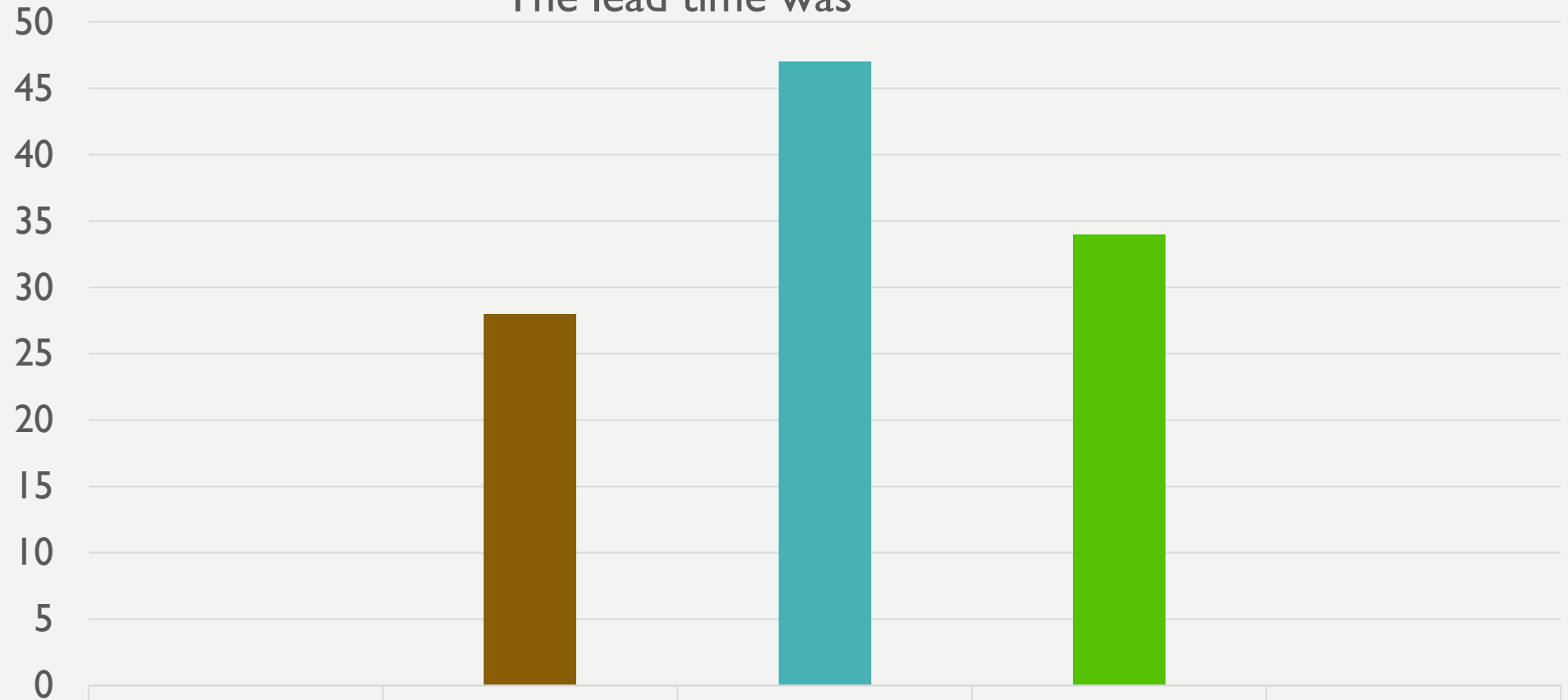
22

completely agree

87

ANALYSIS

The lead time was

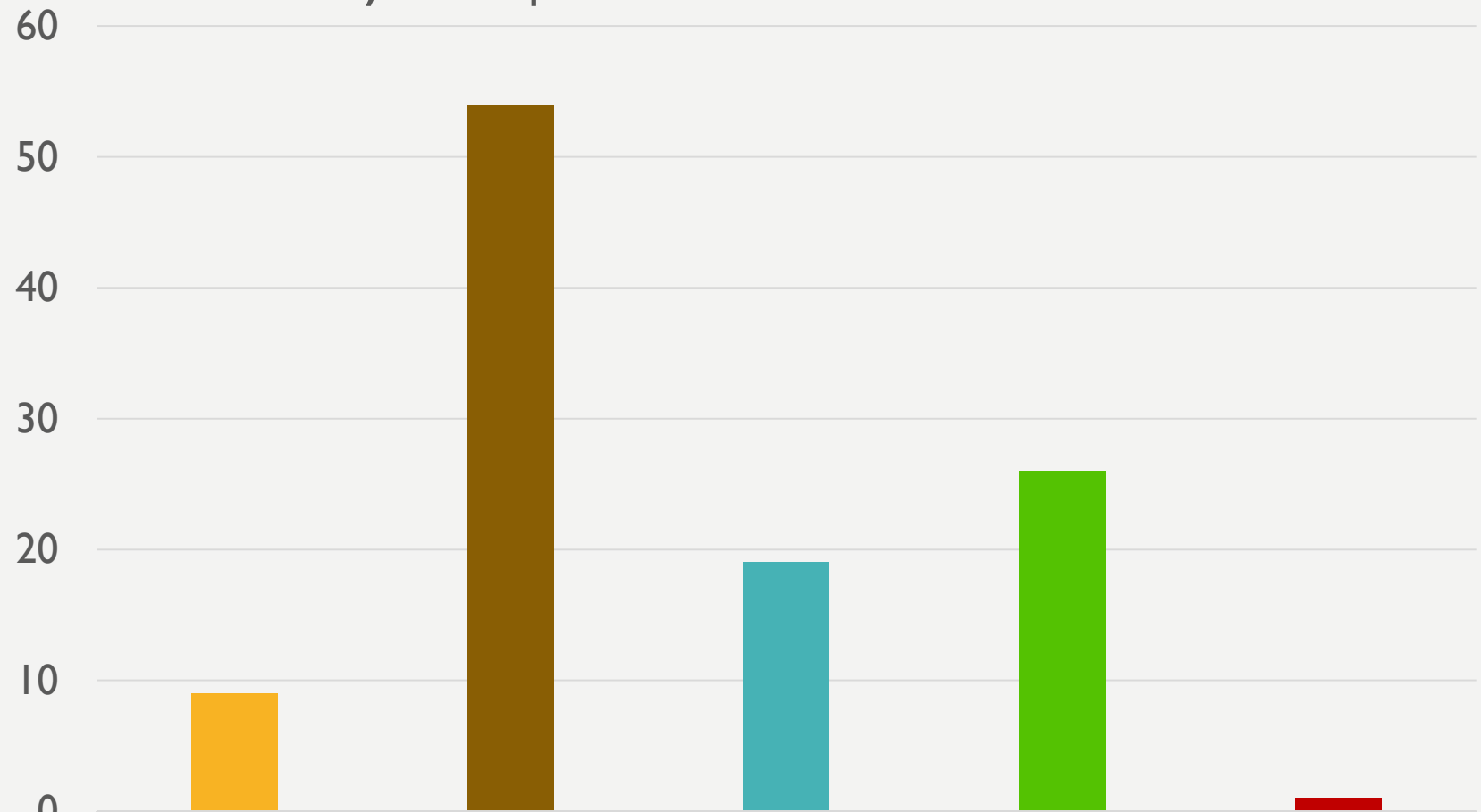


■ answers and numbers

1~2mins	3~4mins	5mins	6~7mins	more than 8mins
0	28	47	34	0

ANALYSIS

How many times per week I come here



■ answers and numbers

1 time	2~3 times	4 times	5~6 times	7 times
9	54	19	26	1

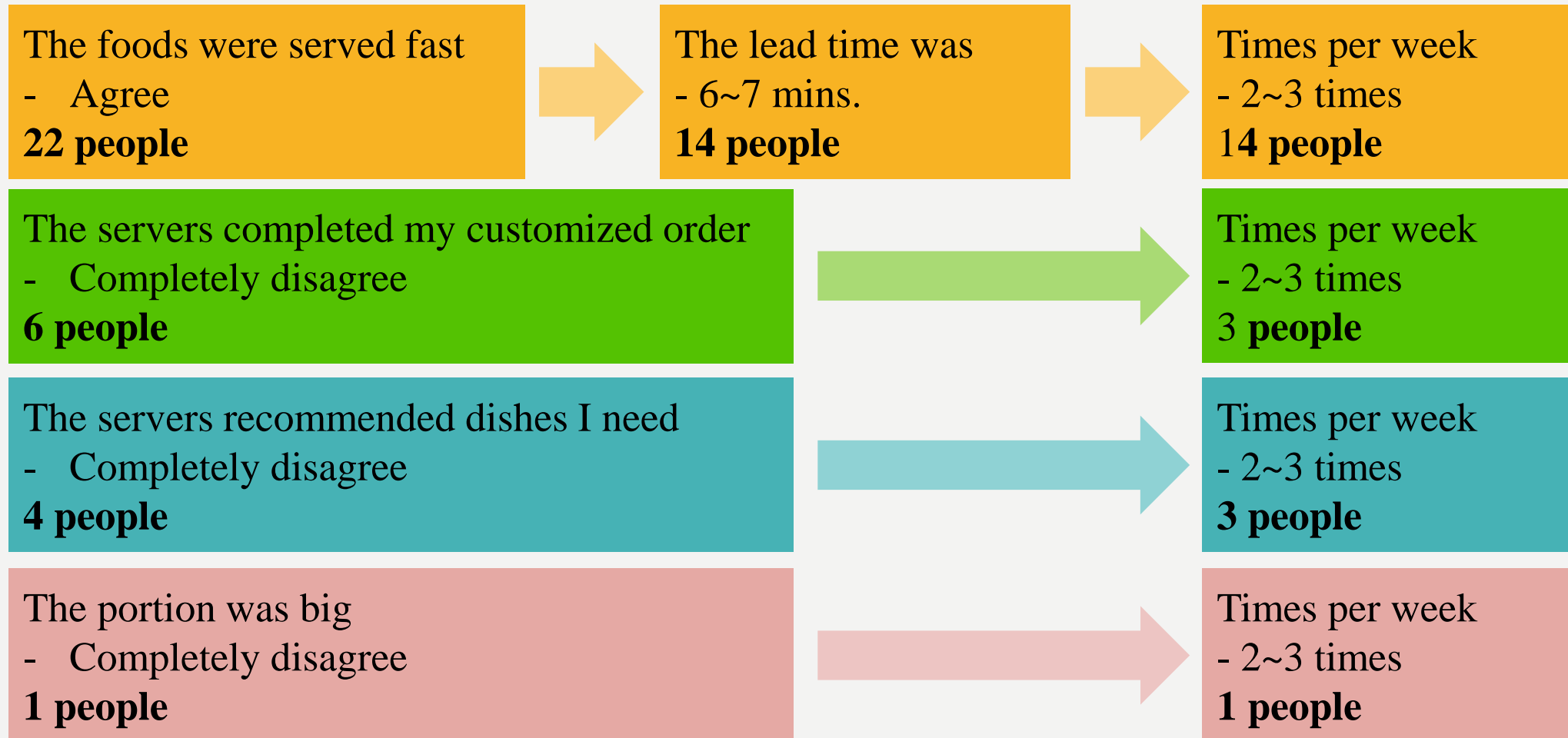
ANALYSIS

Advantage and disadvantage

1. Clerks are not only chinchieh and sincere, but also providing active service.
2. Food is tasty and big enough for breakfast.
3. Getting the meals are fast for customers who are on the way to school or office.
4. The store owner has a group of loyal customers.
5. Franchise brand is helpful to keep the food quality, speed and loyalty.
6. Part-time job students are less attitude about service and short-stay.

ANALYSIS

More specific



ANALYSIS

To make more people come for consumption at least 4 times per week.

1. Improve the lead time.
2. Provide more proactive service sincerely.
3. Employees' on job training is essential.

Customer oriented - Loyalty

REFERENCES

- Stanworth, J. O., Hsu, R. S., & Chang, H. T. (2015). Interpersonal service quality of the Chinese: Determinants and behavioral drivers. *Service Business*, 9(3), 515-540.
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