

# 餐飲業服務創新策略規劃之研究-Green Garden 個案

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## 摘要

This study through understanding Green Garden's development and operating conditions, SWOT analysis, and assess their competitive advantage, thereby developed services innovation mission and goals. To achieve the services innovation goals, this study suggests two types of value added services strategy: creative image strategy and innovation services strategy. Creative image strategy enforcement programs, including CIS image identification systems and e-marketing; innovation services programs, including food experience, customer relationship links, and promotional items development.

關鍵字：Catering industry, Services innovation, Strategic planning