

速食餐飲業經營重要評估因素

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摘要

The fast food restaurant known as QSR, a quick service restaurant in its industry, is a particular type of restaurant by its fast food served quickly to customers in a packaged pattern for to go or tiny table service with limited meals, for example McDonald's, KFC, Burger King, and MOS Burger. Franchises using another firm's successful business model which are part of restaurant chains usually share a brand, center management and have standardized business methods and practices to each restaurant from central site. This study based on Michigan State University Professor, Edmund Jerome McCarthy, mix concepts to four elements such as product, price, place and promotion framework by the analytic hierarchy process, a structured technique for organizing and analyzing complex decisions, measures what priority factors in different level important to fast food restaurant.

關鍵字：QSR, McCarthy 4P, Analytic Hierarchy Process.