

Chien-yen – Catering brand to develop authorized-agent business model

Client : Chien-yen

Project : DoIT,MOEA – Commerce Service Industry Internationalization

Operation Model Innovation Research and Application Project

Business Model Innovation
Research Division

Problem

Taiwanese catering companies are facing difficulties partners in oversea markets without local partners. The defective negotiation technique and process is also a barrier.



Solution

1. Provide business model planning service, selection of partners, survey on consumer preference, authorization cost assessment.
2. Provide a more appropriate international authorizing pricing method, reduce the risk of entering the market, ensure a sustainable competitive advantage after entering, and design a direct + joining model in Malaysia

Result

1. In January 2017, one store was opened, five more are expected to be in operation in 2018.
2. In 2017, the authorizing income was 450,000 USD and the annual turnover was about 60 million USD.
3. The Association of Southeast Asian Nations conducts one or two visits each year to continue assisting the internationalization of authorized alliance members and establish the standard process for oversea expansion.