

新冠肺炎疫情對台灣餐飲業之影響與廠商 應對方式

THE IMPACT OF THE COVID-19 EPIDEMIC ON TAIWAN'S CATERING INDUSTRY AND HOW MANUFACTURERS RESPOND

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摘要

本研究先針對餐飲業做產業分析、五力分析，製作生命循環圖。接著，觀察十大知名餐飲廠商的月營收是否受到新冠肺炎的影響，同時探討他們對新冠疫情的應對與解決方法，我們也分析了各大餐飲廠商的優惠方案，最後得到最有效應對疫情，令餐飲業者能有效防止營收降低的方法。根據研究結果來看，普遍使用的方法皆為外帶、外送與電子支付，也會推出防疫活動，合作個大外送平台，還有配合政府推出的振興券優惠方案來吸引顧客。

關鍵字：新冠肺炎疫情、餐飲業、應對與解決、營收

ABSTRACT

To begin with, the industry analysis, five forces analysis, and a life cycle diagram are made for the catering industry in this study. Next, we observed whether the monthly revenue of the top ten well-known catering manufacturers was affected by the COVID-19 epidemic, and at the same time discussed their responses and solutions to the COVID-19 epidemic. We also analyzed the preferential plans of major catering manufacturers, and finally got the most effective response to the epidemic, a way for restaurant operators to effectively prevent revenue declines. According to the research results, the commonly used methods are take-out, delivery and electronic payment. Moreover, epidemic prevention activities, cooperation with a large delivery platform, and the promotion scheme of the government's revitalization coupon were also launched to attract customers.

Keywords : Covid-19 Epidemic, Catering Industry, Responses and Solutions, Revenue