



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Chinese consumers dining habits

- Communal dishes
- Dishes



A favorable context  
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- China's opening
- Increase in per capita consumption
- Urbanization

Strengths  
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- Quality of employees and the service
- A controlled growth
- Quality of all the extra services



Their International Strategy: a sustainable plan?

Their first steps overseas



Their risky moves against the competition

What's next?

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Haidilao's beginning

- Opening in 1994
- The success of Haidilao Company
- Expansion



The concept

Haidilao's Competitors  
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- Direct competitor: The little sheep hot pot
- Indirect competitors: Fast foods chain, chain restaurants





Weaknesses

- Young employees, unskilled people
- A slower expansion
- Employees come from rural places



The Challenges they are up against

Their segmentation and their competitors



Cultural balance



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## Haidilao's beginning

- Opening in 1994
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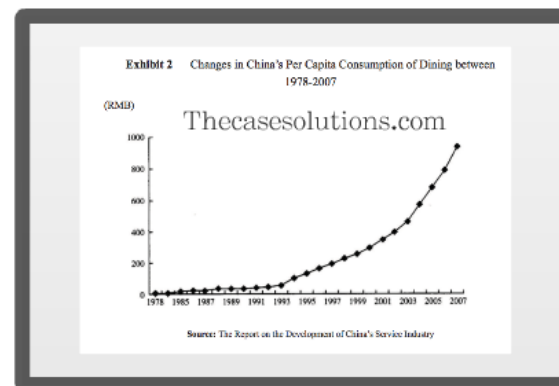
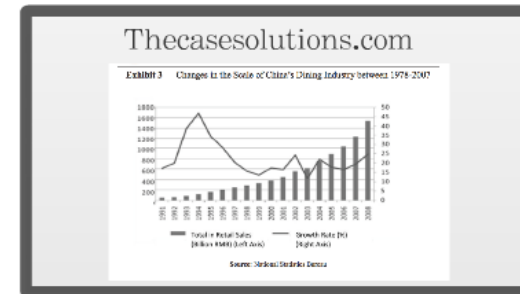


The concept

# A favorable context

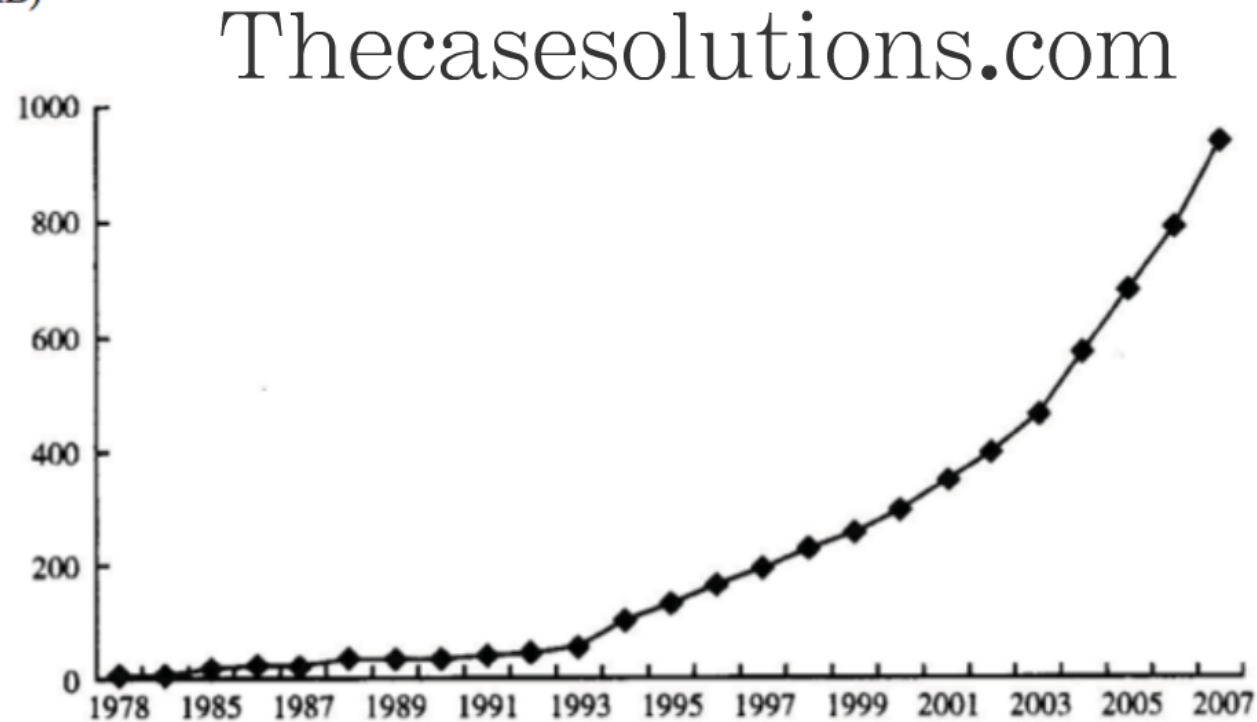
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**Exhibit 2** Changes in China's Per Capita Consumption of Dining between 1978-2007

(RMB)



Source: The Report on the Development of China's Service Industry

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**Exhibit 3** Changes in the Scale of China's Dining Industry between 1978-2007



Source: National Statistics Bureau

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# Strengths

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