

CHINA SUBWAY VS. AMERICAN SUBWAY



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The Venue

- Built into a building
- Doors are open and has beads hanging from doorframe
- Looks like a normal Subway in America
- Played American country music



Uniform and Service

- ① Same Uniform as in America
- ① Less workers than normally working in America
- ① Spoke English
- ① They clean up after you

Food Selection - China

- ⦿ Didn't have Ranch Dressing
- ⦿ Had Italian sausage as a selection
- ⦿ Not as many selections for breakfast or subs in general



Food Selection - Continued

- ⦿ Not as many types of bread
- ⦿ Served brownies along with cookies
- ⦿ No yogurt, apples, or milk
- ⦿ Had a menu



Food Selection – Continued

- Only had 1 type of cheese (American)



- Served ice cream

- Had different flavored chips

- Cucumber, Texas BBQ, Italian Red Meat, shrimp, and Blueberry

Adaption's made to fit the market

- Venue built into buildings
- Venues are small stalls inside malls
- Different flavored chips to adapt to taste differences
- Served ice cream

Difference from other Chinese Restaurants

- Have much more Americanized foods
- No chopsticks
- Pay before you eat, instead of after
- Has discount days, which Chinese restaurants don't have

What would work in America?

- ⦿ Serving Ice cream and brownies as desserts
- ⦿ Everything else America has, just more of it and a larger selection

