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

- Same Uniform as in America
- Less workers than normally working in America
- Spoke English
- 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