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Comparative analysis of quality assurance policies for the supply chain of Big 4 fast food restaurants in the world

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Abstract

Developing and developing countries in the world always have a hustle and bustle life, they don't have time to cook and so people tend to go to outside restaurants. When managers research the market, they discover that the food needs of workers, employees, etc. are really great, as an inevitability, a law of supply and demand, an urgency, the The fast food supply chain was born. All multinational companies in the world always have clear commercial business policies and clear cooperation partners. They provide a strategic vision for business to ensure benefits for both the company and customers. All stages in the supply chain take place smoothly, operate synchronously, partners must commit to working responsibly. They always look for potential markets, they must ensure commitment according to regulations of the host country, ensuring environmental hygiene. Usually, policies for employees have clear reward and punishment regimes, for partners, laws, and priority policies for customers.

Keywords: comparative analysis, quality assurance, supply chain, Big4, fast food, world

1. Introduction

Large companies always plan to build a complete, scientific supply chain to ensure profits for both parties. Strict policy, ensuring no breaks or interruptions at any stage in the supply chain. Preparation steps for fast food business. No matter what a business does, the ultimate goal is still to satisfy customers' needs in the best way. Bring them quality products on time as agreed in advance; Creating new experiences and many attractive programs will also help you score absolute points in the hearts of your customers. To do that, you must have good control over all processes from purchasing raw materials, evaluating and selecting suppliers to production planning, warehouse management, and quality management. Products and the delivery process to customers; In other words, this is supply chain management. Effective management contributes to simplifying the process of searching and purchasing raw materials. In addition, managers can easily screen and select reputable suppliers with good policies this not only ensures product quality but also has the advantage of setting more competitive prices compared to competitors in the same industry. In addition, managers of production, warehousing and transportation can proactively arrange their work appropriately; promptly coordinate departments flexibly in case unexpected problems arise.

2. Theoretical basis

2.1. What is fast food?

Fast food is a term used to refer to dishes that are both quickly prepared and eaten in a short time, or even eaten on the go. Fast food is made from ingredients that ensure the nutrition and energy needed for a working day. Any meal with a short preparation time can be considered fast food. However, typically the term refers to food sold at a restaurant with pre-heated or pre-cooked ingredients and served to customers in a take-away form. Fast food is also considered representative of Western lifestyle and style

Based on the theoretical basis of consumer habits and behavior, the research model on consumers' fast food usage habits includes the following aspects: Occasions: occasions or events that people Consumers often use fast food; Consumption level: frequency or frequency of consumption of fast food by consumers calculated in a certain period of time.

Time of consumption: time of day when consumers usually consume fast food; Co-user: is someone with whom the consumer usually consumes fast food; Form of use: form of store service through which consumers can access and use fast food; Product type: the type of fast food and drink/dessert that consumers usually choose to consume, Amount spent: the amount of money that consumers usually pay for one person's meal; Brand used: fast food brand that consumers often choose to use. In particular, consumers' fast food habits are influenced by awareness, including: consumers' understanding of fast food and the reasons they choose to use fast food.

With a population size ranking 14th in the world and mainly young, Vietnam is considered an attractive market with large consumption power for the fast food industry. In recent times, "Vietnam's fast food industry has had a fast and stable growth rate with an annual growth rate of 15% -17%. Contributing to that development is the presence of many world-famous fast food companies such as KFC, Lotteria, McDonald's, Jollibee, Pizza Hut... These companies have been expanding their consumption networks in Vietnam. Vietnam aims to increase market share. "Experts predict that the fast food market will compete more fiercely in the near future because more and more competitors of similar scale will appear. Fast food companies will continue to develop more branch systems nationwide."

2.2. What is the fast food service supply chain?

A supply chain is a network of production and distribution options that performs the functions of procuring raw materials, converting raw materials to selling products, finished products, and distributing them to customers" (An introduction to supply chain management – Ganesham, Ran and Terry P.Harrison)

There are many other businesses involved in most supply chains, and they play an important role in delivering the final product to the customer. They are service providers, such as air and trucking companies, information system providers, warehousing companies, freight brokers, and shipping agents managers and consultants. Businesses that provide this service are especially useful for businesses in most supply chains, as they can buy products where they are needed, allowing buyers and sellers to communicate effectively, allows businesses to serve distant markets, helps businesses save money on domestic and international transportation, and generally allows businesses to serve customers well at the lowest possible cost.

Ingredient:

Raw material suppliers are an indispensable and important component of the supply chain. They are responsible for providing and delivering the necessary raw materials and materials for businesses to conduct processing, production and processing to create final products and services. To ensure that the production process is carried out effectively and without problems with raw materials, businesses need to establish good relationships and close cooperation with raw material suppliers.

The manufacturer is the unit responsible for turning raw materials into finished products through the steps of processing, machining, assembly and quality control.... The manufacturer is a key factor in the production process production and processing processes, ensuring quality and performance to meet customer needs.

In the supply chain, distributors play an important role in helping to transport goods from the source of supply to the point of consumption, ensuring that products are delivered at the right time and place in the best condition. A distributor's work includes activities such as packing, loading and unloading, ring recording, logistics management, transportation planning and tracking. There are many basic modes of transportation in the supply chain: road, air, sea, rail, road (usually to transport liquids and liquefied gases such as gasoline, oil, gas, chemicals, etc. ..) and electronic format (shipping orders are stored electronically instead of being stored on paper). Each method has its own advantages and limitations, businesses will choose based on the nature of the goods to be transported

A retail agent is a unit that acts as an intermediary between the manufacturer and the final customer. This unit will purchase goods from manufacturers or distributors and sell them to consumers or other units. The work of a retail agent includes purchasing from sources, storing, displaying products, advertising, marketing and selling products to end customers. In addition, retailers can also provide customer support services such as warranty consultation, repair and product returns.

A customer is the person or organization that ultimately purchases a product or service. They are the source of revenue for businesses and influence the performance and success of the supply chain. Therefore, businesses need to understand and meet customer needs to build a supply chain. The main goal of the supply chain is to maximize the value brought to customers. More specifically, a supply chain is a network of global organizations that cooperate to improve the flow of materials, information and finance between suppliers and customers at the lowest cost and speed. Ultimately, the goal of the supply chain is customer satisfaction. Supply chain activities at the strategic level include 5 main activities including: (i) Purchasing activities, (ii) Production and manufacturing activities to create products and services. (iii) Transportation of finished products/products within and outside the supply chain; (iv) The activity of storing finished products and raw materials before they are shipped or processed, and (v) The activity of selling and consuming products. The nature of the supply chain is linked. and integrating 4 business houses suppliers, manufacturers, distributors and retailers to ensure the necessary business processes.

2.3. What is supply chain management?

- Supply chain management is a set of methods for effectively and integratedly using suppliers, manufacturers, warehouse systems and stores to distribute manufactured goods to the right locations, at the right time with the right quality requirements, with the aim of minimizing system-wide costs while still satisfying service level requirements.

2.4. Supply chain quality assurance policy.

2.4.1. McDonald's

2.4.1.1. Production

McDonald's production activities are very focused. Their secret is not the traditional thinking that something unique or unique is delicious, but the extremely meticulous selection of ingredients to make very ordinary dishes like French fries. McDonald's spent millions of dollars to import a machine that produces bagels for its hamburgers from the US to Vietnam.

From input raw materials. McDonald's plans and implements solutions to optimally establish production flow from receiving elements for production to releasing finished products.

=> The production process is carried out quite methodically, using high and modern technology to minimize production time and maximize machine productivity.

2.4.1.2. Transportation

After the products have gone through processing and are frozen and packaged according to production standards, these products will be transported via air to other countries. Raw materials or products, after being pre-processed, and arriving at the port or airport, will be carried out by logistics firms through customs procedures and transported to warehouses. Each product will be stored in an area with different temperatures and then delivered to McDonald's stores according to their requirements. Distributors must have a system of cold and dry storage equipment to ensure product storage at a temperature of 22°C. The truck system must be specially designed to ensure stable temperature throughout the transportation process from the warehouse to the McDonald's store.

=> The distribution system is extremely professional and strictly complies with standards to ensure product quality.

2.4.1.3. Sales

At each McDonald's store, when the food is served to customers, it is officially cooked and served to consumers within just 5-10 minutes. McDonald's also developed a home delivery system: customers just need to call the store and request their favorite food, about 15 - 30 minutes later, the food they requested will be delivered by the staff. Free home delivery.

2.5. Pizza Hut

2.5.1. Main activities

Suppliers provide ingredients to Pizza Hut's restaurants. Therefore, Pizza Hut performs few logistics activities. Pizza Hut's restaurant business carries no logistics distribution at all because customers come to its facilities to be served.

However, Pizza Hut is involved in operations (food preparation), marketing/sales (mainly advertising), and services (restaurant serving customers). The three activities are therefore not separate parts of their business system.

2.5.2. Pizza Hut's policies

Pizza Hut's quality assurance policies typically cover many aspects to ensure that their products and services meet high standards. Here are some key aspects of Pizza Hut's quality assurance policy:

High-Quality Ingredients: Pizza Hut selects high-quality ingredients, including dough, tomato sauce, cheese and other ingredients, to ensure that each pizza has good taste and quality.

Special Production Standards: Pizza Hut's pizza production process is specially designed to ensure uniformity and quality in each pizza.

Continuous Quality Control: Continuous quality control systems are implemented throughout the manufacturing process to ensure that every step complies with strict standards.

Training and Service Standards: Employees are trained on

service standards and procedures to ensure that each customer has a positive experience at Pizza Hut.

Food Safety and Legal Compliance: Pizza Hut complies with food safety regulations and relevant legal standards to ensure safety and compliance.

Customer Feedback: Pizza Hut regularly collects feedback from customers to improve their products and services, and adjust policies if necessary. These policies along with various measures help Pizza Hut maintain and improve the quality of its products and services.

2.6. KFC

2.6.1. Raw material supplier

KFC has achieved two goals at the same time: ensuring the supply of quality products to the market and reducing risks from suppliers. KFC cooperates with ingredient suppliers to ensure the quality and completeness of the necessary ingredients for their dishes. The main ingredients include: fried chicken, spices, vegetables...

2.6.2. Production process

KFC has food processing stations to produce its dishes.

KFC's production process includes specific steps from preparing ingredients to serving products to customers. Here is an overview of KFC's production process:

- **Prepare Ingredients:** Main ingredients including chicken, spices, and other ingredients are prepared for processing.
- **Chicken Processing:** Chicken is processed and marinated in KFC's signature spices, a well-kept secret recipe.
- **Coated with Flour and Fried:** After being marinated, the chicken is covered with a dough made from flour and spices. Then, they are fried in hot oil to create a crispy crust.
- **Cleaning and Storage:** After frying, the chicken is cleaned and stored at a safe temperature.
- **Moist Cooking:** When ordered, chicken is cooked moistly using steam to maintain crispness and flavor.
- **Final Seasoning:** Before serving, the chicken is seasoned one more time to ensure optimal flavor.
- **Serving and Storage:** Products are served at KFC restaurants and stored to maintain humidity and temperature until served to customers.

This process is designed to ensure that each KFC fried chicken has a unique flavor and consistent quality globally.

2.6.3. Distribution system

KFC uses a distribution system to transport products from processing stations to restaurants nationwide. With a strong team of delivery staff delivering home delivery in the fastest time, this system ensures that products are transported quickly and safely to the final destination.

2.6.4. KFC Restaurants has a network of restaurants worldwide. KFC restaurants are designed to meet the needs of customers providing unlimited dining and professional service.

2.6.5. Customers

With a large population and an increasingly rapid population growth rate, there has been a group of young people with quite high incomes and a large ability to pay, with the fact that customers are an important factor. most important in KFC's supply chain KFC is committed to providing

customers with the best culinary experiences and meeting their needs.

2.7 / Subway

2.7.1/ Supplier

Large companies in the fast food industry have a lot of bargaining power over prices in their relationships with suppliers. Stores of these companies often purchase large quantities of food inputs, so they have the ability to request good discounts. Discounts are within the supplier's ability. Furthermore, in the food industry there are many suppliers, so it will not be difficult for the company to change suppliers if absolutely necessary. This reduces the supplier's right to negotiate wages.

Evaluation: The supplier is not a threat to business companies because they can request to switch to another supplier if they do not meet the requirements.

2.7.2. Customers

For the fast food industry, its customers are the people who buy and use the products. The fast food industry in the US is a fragmented industry with many participating companies. Customers do not negotiate prices, but they can switch easily between companies and these switching costs are very low. Buyers can use many different products to meet their needs. This creates a fierce competition between companies.

Evaluation: The increase in the number of fast food restaurants in the US has made the bargaining power of buyers stronger.

3. Research and discussion methods

To have an in-depth understanding of the quality assurance policy for the supply chain of four fast food restaurants in the world: KFC, McDonald's, Subway, Pizza Hut. Our group conducted research on newspaper pages and observed videos to research this topic.

Methods applied to this problem

- Inductive research method: with this method we will rely on available knowledge related to issues of quality assurance policies of the supply chain of major fast food restaurants in the world.
- Data collection methods: searching, collecting data on newspaper pages, internet, etc. Synthesizing and using available information and data from different sources to build theories and prove the arguments in the research.
- Observation method: Observe and record events, behaviors, and naturally occurring phenomena.
- Investigation method: explore, research, collect data and evaluate aspects of the nature and rules of the research object in detail and depth.
- The broad objective of this study is to compare the product assurance policies of the supply chains of the four restaurants mentioned above. This study analyzed many aspects as well as gave us more data to evaluate the policies of fast food restaurants.

4.1 Research results and discussion

4.1.1 KFC

KFC always stands firm in ensuring uniformity of product quality worldwide. Since its establishment, one of KFC's top commitments has been to ensure the provision of delicious and safe food to customers. The brand has built a careful

production process and food supply chain to ensure every product delivers consistency in quality. Consistency in quality not only creates trust from customers but also creates brand recognition and affirmation in a competitive environment. Customers will always choose brands that can guarantee that they will receive a consistent and trustworthy experience every time they buy a product.

KFC understands that as a fast food brand, customer health is most important. Understanding the importance of maintaining a healthy lifestyle and balanced nutrition, KFC has introduced many measures to ensure that customers can enjoy delicious meals without compromising their health. By choosing quality ingredient suppliers, ensuring nutrition in the menu is committed to minimizing fat in dishes. The production process is hygienic, using modern equipment, especially KFC has a regulation that fried chicken must not be left for more than 1 hour to ensure product quality as well as customers' health. KFC also regularly inspects and evaluates supplier partners to ensure they comply with food safety regulations set by regulatory agencies and laws.

4.1.2 McDonald's

McDonald's commits to applying standards that are: Quality Quality, Service - Service, Cleanliness - Hygiene & Values - Value. McDonald's sustainable supply chain is the key to the success of this world's leading fast food corporation. Building a sustainable supply chain associated with corporate social responsibility is something McDonald's has focused on developing in recent years. Establishing a sustainable, certified supply source based on widely recognized standards is a strategy that has achieved many positive results; Bringing benefits not only to McDonald's but also to many businesses and organizations.

To achieve that, McDonald's has a strategy to create effective cooperative relationships with suppliers and organizations working in the fields of environment, agriculture and sustainable development. McDonald's develops a separate set of standards applicable to input materials that they require suppliers to meet, "The Supplier Code of Conduct". This is a prerequisite for anyone who wants to become a partner. McDonald's supply chain, including standards applicable to the working environment, impacts on the living environment, business ethics and most recently human rights. According to McDonald's, "The Supplier Code of Conduct" is one of the foundational factors to implement the company's commitments towards sustainability. Suppliers will be "visited" by McDonald's twice a year for inspection, not to mention many unexpected inspections. At McDonald's, raw materials are used in the order of import before export. Therefore, inventory is always fresh because products are sold in order of import. Minimizing product quality loss, spoilage and contamination, Maintain product temperature.

4.1.3 Subway

Subway's supply chain involves sourcing ingredients globally to meet the needs of their extensive menu. They work with many different suppliers for items such as bread, vegetables, meat and other products. The company has established standards and specifications for their suppliers to ensure quality and consistency of components. Most of the ingredients Subway Vietnam uses follow Subway standards in the US. Most of the ingredients at Subway Vietnam are imported. For example, out of 10 types of vegetables, three

or four types must be imported, sauce and bread are also imported. Only a few ingredients come from domestic sources but must also be approved by Subway in the US.

As a chain of bread shops, everything looks quite simple and quick, but behind it is meticulous preparation and extremely strict nutrition, food safety and hygiene standards. The meats in the pie filling are all precisely cut by machine, and the calorie content is carefully measured to both bring delicious flavors and ensure health, giving diners filling portions. enough energy. Subway has food safety standards and quality control procedures to ensure that the ingredients and foods used meet safety and quality requirements. They work closely with suppliers and partners to ensure that these standards are met from production to when the food reaches the customer.

4.1.4 Pizza Hut

Placing food safety as a top principle, Pizza Hut commits that all products are the result of a strict control process from input materials to final products served to customers. Raw materials are always strictly controlled: from the stage of selecting suppliers that meet strict requirements from the group, annually being inspected and evaluating quality to the stage of receiving, preserving, storing, processing, and products to serve customers. Pizza's restaurant system is always inspected and evaluated according to internal standards to ensure stability throughout the process. All restaurants are certified to meet food hygiene and safety conditions according to regulations of the Ministry of Health of Vietnam. To ensure strict international standards of product and service quality at all of its restaurants worldwide, Pizza Hut has a mystery shopper program in which an anonymous official visits Visit a restaurant and rate it based on certain parameters called CHAMPS which stands for:

C: Cleanliness

Q: Hospitality

A: Accuracy

M: Maintenance

P: Product quality

S: Speed

4.2 Discussion results

4.2.1 KFC

KFC defines its core values as passion and creativity for the dishes it makes. KFC always values creativity more than business. From the beginning, KFC has affirmed its creativity. Mr. Sander took the first steps with great creativity when creating a fried chicken dish with a blend of 11 spices and herbs, creating a unique dish that cannot be confused with other fried chicken dishes. Over time, that creativity is always maintained. KFC has always sought out different recipes to create the variety of dishes we have today.

By 1964 Kentucky had over 600 franchise stores in the United States and Canada and the first stores on other continents. By 1979, there were 6,000 KFC restaurants worldwide with sales of more than 2 billion USD, making KFC a leading position and creating a global influence.

4.2.2 McDonald's

For McDonald's founder Ray Kroc built a precedent of trust and loyalty with his business partners. Kroc's "system" philosophy is often described as a three-legged stool: One leg is McDonald's employees, the second leg is the owner and operator of the restaurants, and the third leg is the supplier

partner. of McDonald's. The stirrup is only as strong as the three legs. This means that franchisees, suppliers and corporate employees each weigh equally against McDonald's. What's fascinating is that McDonald's has achieved success from a 100% outsourced supply chain. To achieve that all three "legs of the chair," McDonald's owner operators, suppliers and employees, must view the question "what's best for the system?" as a primary concern. The spirit of cooperation and commitment to a common goal is more important than the lowest price.

It's long-term thinking that really drives suppliers to innovate. And the last innovation also made McDonald's franchise structure significantly better than its competitors.

At the same time, McDonald's commits to packaging associated with environmental protection. Use less cardboard: McDonald's has reduced the amount of paper tray liners, saving 127 tons of paper/year. 72% of cardboard used is made from recycled paper. Reduce plastics: Plastic salad boxes have been replaced with paper boxes. 2012, 89% of McDonald's UK bags were made from renewable resources. Results: Thanks to packaging changes, McDonald's saved \$6 million per year, eliminated more than 300 million pounds of packaging material, recycled 1 million tons of cardboard boxes, and reduced restaurant waste. 30%.

4.2.3 Subway

The uniqueness and strength of the brand comes not only from the excellent quality of the ingredients but also from the store's service method. Accordingly, all types of bread that Subway provides are produced directly by the store on the day, and the sausages, cold meats, and vegetables served with it are all famous and quite expensive foods. Franchisees receive the Subway brand and have complete autonomy in their business activities. Subway only charges a one-time fee along with a certain percentage of sales revenue. This correct decision has brought absolute success to the group. Subway is simply a fast-food sandwich brand, however, the ability to adapt quickly has made the brand not only stand firmly but also compete strongly with "big guys" in the same industry. Subway's products have always been low in fat, but as consumer tastes changed, Subway quickly transformed into a healthy food brand.

Big brands like McDonald's and Burger King also want to sell such "healthy" products but cannot convince customers because their brands are now associated with French fries and greasy buns membrane. With its position as a supplier of healthy food, Subway is able to penetrate market segments that other giants in the fast-food industry can only stand by helplessly.

4.2.4 Pizza Hut

Born in the context of extremely fierce competition in the fast food business, with a series of big names such as McDonald's, KFC, Lotteria... In particular, the main product is the same as the brand name associated with the word Pizza - A traditional Italian cake. Pizza Hut has transformed into a local company like Birizza in Sri Lanka to limit competition. Pizza Hut has not spared the huge initial budget spent to hire culinary experts and famous chefs. from Italy to directly process and instruct human resources here. Pizza Hut shows that the company is focused on ensuring a balance between financial and non-financial goals, and focuses on increasing customer satisfaction, improving production processes and training.

create employees. Improvements in these indicators will help Pizza Hut increase competition and create trust for customers, thereby bringing about better business performance. Pizza Hut's quality is considered to be nothing to criticize, in addition to the right communication strategies that have helped the company become the second largest Pizza fast food brand in the US, and a formidable name with competitors in the same field.

5. Conclusion and recommendations

Through research, we can see that the quality assurance policies of KFC's supply chain as well as the facilities, equipment and capabilities of employees have shown us the remaining advantages and disadvantages. At KFC. If we look objectively, we can see that customers are quite satisfied with the quality products of KFC's supply chain, evidence shows that KFC has opened thousands of branches everywhere in the world.

Besides, we can also see that Mc Donald's also has a quality assurance policy for its supply chain. Mc Donald's has recognized that product quality assurance of supply chains as well as production management is an important factor for success. Their supply chain is very large and diverse, but Mc Donald's operates very efficiently through an effective supply and demand strategy, which is also the reason Mc Donald's has brought diverse products but not poor quality. to consumers at an affordable price. Their manufacturing processes have contributed greatly to the safety, quality and availability of the final products. They have proposed a quality assurance policy for their supply chain and operating that policy effectively has contributed to expanding Mc Donald's territory worldwide.

While some franchise brands such as: Burger King, Domino's Pizza, Take out,... have started their journey and are implementing good policies, Pizza Hut has set a policy to provide a service restaurant experience. fastest in the world and Pizza Hut has become the best at providing outstanding quality, service, cleanliness and value so they can make customers smile when using their products. Pizza Hut's supply chain has achieved the best balance between responsiveness and efficiency when meeting customer needs. -Subway is a fast food restaurant chain with main products: sandwiches, bread, etc. This is a restaurant chain with the fastest growth rate in the fast food market. Subway is known for its excellent product quality and outstanding customer satisfaction. The core element of Subway's strategy, both in terms of scale and capacity, especially competitive advantage, has helped us understand why Subway can ensure the product quality of its supply chain. I reach the customer.

Recommendation

For restaurants

Today, customer expectations are more demanding than ever. As described here, customers have responded with global networks, product innovation, and market expansion. This means restaurants are now relying on supply chain managers to optimize their value chain to stay competitive. So innovation is important because it allows restaurants to stay competitive in the market, but it is also a challenge. To enhance products, businesses must redesign their supply networks and respond to market demand in a way that is transparent to customers.

For KFC, to avoid failure in 2018, KFC should introduce

policies to ensure the supply chain to ensure it can meet all customers' needs. KFC should monitor the performance of supply chain partners to ensure adequate ingredients to prepare according to the menu and deliver quality products to customers. Continuously improve food quality, ensure food safety and hygiene, create new menus to suit the tastes of each region.

Mc Donald's should continuously improve dishes, ensure food safety and hygiene as well as improve the quality of staff and facilities, ensure machines are maintained and tools are maintained. Food processing is always in good condition. And it is important to strengthen supply chain management to ensure product safety as well as the ability to meet customer needs.

For Pizza Hut, it is recommended to invest in equipment, resources or components in key activities that create high values for the restaurant. Improving supply chain operations can help businesses increase economic scale benefits and be more profitable in relationships with suppliers.

For subways, Subway needs to offer an average price for diners like in Vietnam. Subway has had difficulty expanding when it comes to Vietnam because of the price and lack of newness in the dishes. The difference from taste, habits, and consumer behavior to the level of payment for a dish has caused Subway's marketing strategy to fail in the Vietnamese market. In particular, Subway has not changed or found its own mark in the market. So, in a market like Vietnam, beyond novelty. Brands also need to have an understanding of customers' needs and habits. Besides, the brand must also create its own mark in the hearts of customers to be able to develop in the long term.

*For the state

There should be measures such as periodically checking food quality and safety in the supply chains of fast food restaurants.

-Administrative handling when discovering product quality in restaurants' supply chains is not as reported

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