附件：

2021年度中国火锅百强企业

及细分领域代表品牌经营情况调研表

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| **基 本 情 况** | | | | | | | | | | | | | | | |
| **企业名称** | |  | | | | | | | | **成立时间** | | | | |  |
| **企业性质** | | □国有□民营 □外商（含港澳台）独资 □中外合资 □其他 | | | | | | | | | | | | | |
| **注册资本** | |  | | | | **是否上市** | | □否; □是，股票代码 | | | | | | | |
| **联系地址** | |  | | | | | | | | | | | | | |
| **法定代表人** | |  | | **董事长/总裁** | | |  | | | **联系方式** | | | |  | |
| **联系人** | |  | | **联系方式** | | |  | | | **E-mail** | | | |  | |
| **经营模式** | | □单店经营 □在某一城市多门店连锁经营  □省内跨区域多门店连锁经营 □跨省多门店连锁经营  □多业态、跨区域的集团经营 | | | | | | | | | | | | | |
| **经营火锅品类** | | □麻辣火锅 □羊肉火锅□牛肉火锅 □鱼火锅□ 串串香 □麻辣烫  □冒菜□麻辣香锅 □打边炉火锅 □鸡火锅 □海鲜火锅 □其他特色火锅 | | | | | | | | | | | | | |
| **产品盈利结构需求** | | □产品盈利结构设计 □产品盈利结构提升  □产品盈利结构梳理 | | | | | | | | | | | | | |
| **节能减排举措** | | □餐厨垃圾处理器 □油烟排放处理 □回收□其他 | | | | | | | | | | | | | |
| **经营品牌**  （可列举多个  火锅品牌） | | **品牌名称** | | | | | 门店数量（家） | | | | | | | | |
| 直营 | | | | 加盟 | | | | |
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| **员工总数（人）** | |  | | | | | **接待人次** | |  | | | | | | |
| **总餐位数** | |  | | | | | **营业面积（m²）** | |  | | | | | | |
| 店人均消费额 |  | | 翻台率 | |  | | 春节期间营业额同比增长率（%） | | | | | |  | | |
| **项 目（万元）** | | | | | | | **2021年** | | | | | **2020年** | | | |
| **品牌企业营业收入** | | 营业收入（总收入） | | | | |  | | | | |  | | | |
| （其中）直营店收入 | | | | |  | | | | |  | | | |
| 加盟店收入 | | | | |  | | | | |  | | | |
| 线上销售收入（外卖+其他） | | | | |  | | | | |  | | | |
| **经营成本（总成本）万元** | | | | | | |  | | | | |  | | | |
| **（其中）主要原料食材成本** | | | | | | | | | | | | | | | |
| **底料成本** | | | | | | |  | | | | |  | | | |
| **蘸料成本** | | | | | | |  | | | | |  | | | |
| **羊肉食材成本** | | | | | | |  | | | | |  | | | |
| **牛肉食材成本** | | | | | | |  | | | | |  | | | |
| **毛肚食材成本** | | | | | | |  | | | | |  | | | |
| **丸滑食材成本** | | | | | | |  | | | | |  | | | |
| **（其中）人工费用** | | | | | | |  | | | | |  | | | |
| **（其中）房租费用** | | | | | | |  | | | | |  | | | |
| **（其中）社会保险（五险一金）** | | | | | | |  | | | | |  | | | |
| **（其中）研发投入费用** | | | | | | |  | | | | |  | | | |
| **原材料采购方式** | | | | | | | □总部统采 □单店采购 □总部+单店采购 | | | | | | | | |
| **税金及附加** | | | | | | |  | | | | |  | | | |
| **利润总额** | | | | | | |  | | | | |  | | | |
| **同意申报 并承诺相关数据真实有效。**  **填报单位（盖章）**  **年 月 日** | | | | | | | | | | | | | | | |

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| **品 牌 竞 争 能 力** | | | | | | | | | | | | | |
| **品牌美誉度** | □餐饮百强企业 | | | □否 □是，年份： | | | | | | | | | |
| □火锅百强企业 | | | □否 □是，年份： | | | | | | | | | |
| □十大品牌 | | | □否 □是，年份： | | | | | | | | | |
| **行业排名** | 年份 | 省 | | 全国 | 数据来源 | 年份 | | | 省 | | 全国 | | 数据来源 |
| 2020年 |  | |  |  | 2021年 | | |  | |  | |  |
| **品牌孵化**  **（比如小吃、饮品、新零售品牌等等）** | 品牌企业 | |  | | 门店数量 | |  | | | 是否与其他企业合作 | | | □是 □否 |
| 品牌企业 | |  | | 门店数量 | |  | | | 是否与其他企业合作 | | | □是 □否 |
| 品牌企业 | |  | | 门店数量 | |  | | | 是否与其他企业合作 | | | □是 □否 |
| 其他 | |  | | 门店数量 | |  | | | 是否与其他企业合作 | | | □是 □否 |
| **是否成立了数字化运营部门**  **或有专人负责数字化工作** | | | | | □是□否 | | | **质量管理专员** | | | | □有 个 □无 | |
| **人才需求** | | | | | □高端人才 □中层干部 □服务员 | | | | | | | | |
| **项目加盟管理师** | | | | | □有 个  □无 | | | **食安管理师** | | | | □有 个 □无 | |
| **火锅调味师** | | | | | □有 个  □无 | | | **火锅出品师** | | | | □有 个 □无 | |
| **星级火锅店** | | | | | **五星级火锅店** | | | | | | | □有 个 □无 | |
| **四星级火锅店** | | | | | | | □有 个 □无 | |
| **三星级火锅店** | | | | | | | □有 个 □无 | |
| **全国火锅示范企业** | | | | | □是 □否 | | | | | | | | |
| **创新服务手段** | | | 举例说明，附图 | | | | | | | | | | |

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| **社 会 责 任** | | | | |
| **抗击疫情** | **捐款金额** |  | **捐赠物资价值** |  |
| **就业贡献** | **签订劳动合同数** |  | **月平均工资** |  |
| **临时用工数** |  |
| **疫情期间为“稳就业”所做努力** |  | | |
| **管理创新、模式创新、产品创新等具体做法（限3000字以内并配图，请另附）** | | | | |