



# Quick Service Restaurants, Franchising, and Multi-Unit Chain Management

*Francis A Kwansa, H.G. Parsa*

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Learn about new strategies to improve service, quality, and profitability for quick service restaurants! Quick Service Restaurants, Franchising, and Multi-Unit Chain Management examines a variety of issues pertaining to quick service restaurants. Quick-service restaurants (QSR) are the dominant sector of the foodservice industry and a one-hundred-billion-dollar industry. Since their inception in the 1920s, quick-service restaurants have become one of the cultural icons of America. This informative book contains vital information on:

- growth, change and strategy in the international foodservice industry
- food safety as an international problem and the formation of outreach committees to combat the challenges faced globally
- food consumption patterns and the driving forces that influence consumer food preferences
- the differences between mature and younger customers' expectations and experiences in QSRs, casual, and fine dining restaurants
- consumer attitudes toward airline food
- adding quick-service meals to airplane menus
- factors influencing parental patronage of QSRs
- a case study on how Billy Ingram, founder of White Castle restaurants, made the hamburger a staple on American menus

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