

“The industrialization of service” for Food Service industry and Home Meal Replacement

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The market of food service industry has expanded until 1990s. However, the market has been reduced after it took a maximum scale of 29000 billion Japanese yen in 1997. On the other hand, the market scale of home meal replacement has gradually increases year by year, although the sum market scale of food service and HMR industry, which is about 30000 billion Japanese yen, seems to be saturated.

Thus far, studies on food service and home meal replacement industry have mainly focused on clarification of mechanism in a chain of restaurants, analysis of industrialization process of food service based on changes in social background and consumer demand, and discussion about some problems included in food service industry which was very rapidly developed. Nonetheless, there are few studies about food service industry and HMR from a point of view of “industrialization of service” suggested by Levitt, which has exerted great influence on the industrialization in many fields. Furthermore, the business in the present food service and HMR industry seems to be only constructed in terms of “standardization for cooking and serving customers as well as mechanization of cooking”.

To facilitate further development of food service and home meal replacement industry, additional discussion about the industry is needed based on not only the “industrialization of service” suggested by Levitt but the theory of Drucker which is a fundamental of the concept of Levitt.

The purpose of the present study is to discuss the significance of the theory of “industrialization of service” through five case studies, i.e., those of a family restaurant, a Japanese bar (izakaya), contract food services,, a household dish shop on the basement of a department store, and a convenience store, and to propose a new concept for the further development of food service and HMR industry.