

Bring new tech closer — noodle with the robot chef

The strategy of self-service ramen shops

INTRODUCTION

Self-service ramen shops combine traditional food culture with technology. It provides hot water, various toppings, and drinks by a self-service system. Above all, it opens 24 hours a day, all year round. It also brings together instant noodles from around the world to create a unique cross-cultural flavor.

ANALYSIS

Advantages

- Low labor costs
- Open 24 hours a day
- Automated machines offer customized choices
- Combines social media with a feeling of freshness

Disadvantages

- Risk of sudden machine problems
- High cost of equipments at the beginning
- Lack of human touch at service
- Many self-service restaurants become competitors



QUESTIONNAIR

Most consumers showed high overall satisfaction with self-service ramen services, especially appreciating the ordering process and self-service system. However, ingredient customization and pricing fairness still need improvements, indicating continued demand for personalization and reasonable pricing which are the key areas for future efforts.

CONCLUSION

Self-service ramen shops mix traditional food culture with new technology. They are fast, low-cost, and easy to run. With self-ordering, fun designs, and smart tools, they give customers a new and easy way to eat. In the future, they may grow in fast food and modern dining market.

Technology V.S.Tradition

RAMEN

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