

Sample case study on complete name of the student

[Countries](#), [United States](#)



Complete Name of the Professor

Traditional Chinese Food

The history of Chinese food is marked by both variety and change. The so-called “ traditional Chinese food” emerge as a term or a phrase when different types of Chinese cuisine have evolve including those outside China such as Singaporean Chinese cuisine, Malaysian Chinese cuisine, Indonesian Chinese cuisine, American Chinese cuisine and the list goes on and on.

Although these cuisine have been termed as Chinese cuisine, these foods almost look nothing like the traditional Chinese food. The taste and flavor of traditional authentic Chinese food has been Americanized.

The increasing number of restaurant businesses who entered the market coupled with stiff market competition, pushed entrepreneurs to expand its market target. This is the very reason why Chinese food has been Americanized in order to target both the Asian and western costumers. Now that we have established a basic premise, it is important to know in depth as to how these traditional authentic Chinese food has been Americanized.

Before going any further study, it is essential to identify the information needed. This research aims to identify and gather the following information:

(1) the main differences of the traditional Chinese food and the American Chinese cuisine; (2) identify customer’s behavior, attitude and practices when it comes to production, distribution or consumption of food and how these practices have evolved throughout the years; and (3) the factors or aspects that affect consumer behavior. Primarily, information shall be gathered by identifying to a field site. Potential field sites could be a public market where there is a combined population of Chinese and Americans or it

could be a restaurant where its main dishes offer traditional Chinese food as well as American Chinese cuisine. The target population should cover both Chinese and American customers coming from diverse sectors and fields of life. Data collection shall involve interviews, case studies as well as surveys. All these three methods of data collection should cover the information required in this research and identify a target Americans and Chinese consumers.