



??? 28561??

??? 37129??

??? 48267?? ??65 %??? ?35%???

??? 81571?? ??65% ??? ?35%???

???106042?? ??65%????35%???

????137854?? ??100%??

????????????????????????????????????????????????????????100%????????????????65%????????????????????????35%??????

????????????????????????????????????????????????????????

????????????????????????????????????????????????????????????15???????

??????30%????13% ?????14% ?? 3%??????????????

1.????13%????????13%????????????????????

2.??????14%????????????????????????????????????????????????????????

?.???? 5%

?.??? 4%

?.???? 2%

?.???? 3%

????????????????

????????????????O2O????????????????????????????????????????KFC???????

