

A brief analysis of the incentive and supervision mechanism of Wenzhou Chuangrong Store in Mixue Bingcheng

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Abstract

With the rapid economic development and the continuous expansion of consumer markets, China's tea beverage market is thriving. As a player in this market, Mixue Bingcheng has secured its place through its affordable prices, high-quality service, and precise market positioning, standing out in fierce competition. However, how to sustain the company's competitive edge has made incentive and supervision mechanisms crucial. The purpose of this study is to delve into the incentive and supervision mechanisms at Mixue Bingcheng's Wenzhou Chuangrong store, aiming to provide theoretical support and practical guidance for the company's sustained development.

Keywords

Mixue Bingcheng; Supervision Mechanism; Incentive Mechanism; Countermeasures and Suggestions

1. Introduction

In today's fiercely competitive market environment, the success of a company not only depends on the quality of its products and services but also on the effectiveness of internal management. This is especially true for chain catering businesses, where how to ensure efficient operation and continuous high-quality service at each branch through reasonable supervision and reward mechanisms has become a topic worthy of in-depth discussion. As a well-known tea beverage chain brand in China, Mixue Bingcheng owes its success to a scientific and comprehensive supervision and reward mechanism. I noticed Mixue Bingcheng Wenzhou Chuangrong Store near my university campus. As one of many branches of Mixue Bingcheng, it faces the tea beverage needs of multiple universities in our university town during daily operations. It also requires such a mechanism to ensure service quality and operational efficiency, ensuring stable revenue. An effective supervision mechanism can ensure that branches comply with headquarters' regulations and standards in daily operations, thus maintaining consistency in products and services and ensuring food

safety. The recent exposure of two major milk tea companies, Gu Ming and Cha Bai Dao, at CCTV's 315 Gala further convinces me that an effective supervision system can better protect the legitimate rights and interests of consumers like us. At the same time, a reasonable reward mechanism can boost employee enthusiasm and creativity, enhancing work motivation and leading to higher efficiency. Employees receive better wages, which benefits the company and enhances overall competitiveness, increasing market share. Customers will also feel more confident about food safety due to the reward and review mechanisms. Therefore, for the Wenzhou Chuangrong Store of Mixue Bingcheng, establishing a supervision and reward mechanism that aligns with both corporate culture and market demands is of great practical significance and long-term value. This article will focus on the supervision and reward mechanisms at the Wenzhou Chuangrong Store of Mixue Bingcheng, aiming to analyze existing issues under the current system and propose targeted improvement suggestions.

2. Overview of incentive and supervision mechanism of Mixue Bingcheng stores

2.1 company background

Mixue Bingcheng is a nationwide chain brand of ice cream and tea drinks, under the Mixue Bingcheng Co., Ltd. The brand was founded in 1997, known for its high cost-performance ratio, with stores spread across the entire Chinese mainland, especially densely located in third-and fourth-tier cities. By the third quarter of 2023, Mixue Bingcheng had over 36,000 domestic stores, covering 31 provinces (municipalities, autonomous regions), and is actively expanding into overseas markets. On November 18, 2023, Mixue Bingcheng was listed in the "Top 500 Chinese Brands 2023" ranking, placing at 487

2.2 Analysis of incentive mechanism in Mixue Bingcheng stores

Mixue Bingcheng, as a well-known chain tea brand, places great importance on incentive and supervision mechanisms for store management. The incentive mechanism of Mixue Bingcheng stores mainly includes salary incentives, promotion systems, and employee benefits. Salary incentives are one of the core components of the store's incentive system. Mixue Bingcheng stores will formulate corresponding salary policies based on employees' work performance and contributions, to motivate them to improve their work enthusiasm and efficiency. The promotion system is also an important means of motivating employees. Stores will establish clear promotion channels and standards, allowing employees to have the opportunity for advancement through enhancing their capabilities and performance. This not only recognizes their work performance but also serves as an incentive. The incentive mechanism of Mixue Bingcheng stores is multi-level and multifaceted, effectively stimulating employees' passion and creativity, and improving the

overall operational efficiency and service quality of the store. In terms of supervision mechanisms, stores will establish strict evaluation systems and oversight mechanisms, regularly assessing and evaluating employee performance to promptly identify issues and make improvements. Additionally, management will periodically inspect and evaluate store operations to ensure that all tasks meet standards and requirements. Through a robust supervision mechanism, Mixue Bingcheng stores can timely identify problems, correct deviations, ensure continuous and stable operations, and continuously enhance management levels.

2.3 Analysis of supervision mechanism of Mixue Bingcheng stores

Mixue Bingcheng, as a well-known chain tea brand, the incentive and supervision mechanisms of its stores are crucial for improving employee performance and store operations. When analyzing the supervision mechanism of Mixue Bingcheng stores, multiple aspects can be considered. First, Mixue Bingcheng stores establish a comprehensive evaluation system to monitor employees' work performance. This evaluation system typically includes indicators such as sales performance, service quality, and employee competence. Through regular assessments and evaluations, it motivates employees to improve their work performance. Second, in terms of supervision mechanisms, Mixue Bingcheng stores also adopt methods like regular store inspections and random checks to monitor the operating conditions of the stores. These supervisory measures help identify issues and correct them promptly, ensuring smooth store operations. Additionally, Mixue Bingcheng stores focus on training and guiding employees to enhance their job skills and professional levels, thereby improving overall service quality and competitiveness. In terms of incentive mechanisms, Mixue Bingcheng stores usually set up sales commissions and employee performance rewards to encourage active work and service level improvements. In summary, the incentive and supervision mechanisms of Mixue Bingcheng stores are interrelated and complementary. Through scientifically sound design and implementation, they contribute to the continuous development and improvement of store management levels.

3. The current supervision mechanism of Mixue Bingcheng Chuangrong Store

3.1 The role and importance of the supervision mechanism in Mixue Bingcheng Chuangrong Store

The importance of the supervision mechanism in Mixue Bingcheng stores lies in ensuring the standardization and efficiency of store operations, motivating employees' enthusiasm and sense of responsibility, as well as promptly identifying and addressing issues, thereby enhancing overall management levels and business performance. Therefore, establishing a sound supervision mechanism is of great significance for the steady development of Mixue Bingcheng stores.

3.2 Supervision and incentive mechanism of Mixue Bingcheng Chuangrong store

In the establishment and operation of the supervision mechanism at Mixue Bingcheng Chuangrong Store, the following specific contents mainly include: The store management should set clear supervision goals and standards, clearly define the importance and priority of various tasks to ensure the effectiveness of the supervision mechanism. The store supervision mechanism needs to establish specific evaluation indicators and assessment systems to regularly evaluate and assess employee performance, promptly identify issues, and make corrections to ensure the quality and efficiency of employees' work. The store supervision mechanism also requires the establishment of a sound feedback system, allowing employees to timely understand their performance and receive timely guidance and support from management, promoting continuous improvement and growth of employees. Emphasize teamwork and communication collaboration, build a positive work atmosphere and corporate culture, stimulate employees' passion and creativity in their work, and jointly drive the sustained growth and development of the store's performance.

3.3 Analysis of the influence of supervision mechanism and incentive mechanism on store performance

In the management and operation of Mixue Bingcheng Chuangrong Store, supervision mechanisms and incentive mechanisms serve as crucial management tools that have a profound impact on store performance. They help store management better understand employee work conditions, promptly identify issues, and intervene effectively. By monitoring employees' work performance, it encourages them to maintain high efficiency and good working conditions, thereby enhancing overall performance levels.

Secondly, it can also help the store management team promptly identify and address potential operational risks, ensuring the stability and sustainability of store operations. By monitoring and analyzing various operational data and metrics, issues in operations can be identified in a timely manner, allowing for appropriate measures to be taken to resolve them. This approach minimizes the adverse impact of potential operational risks on store performance.

In addition, it can motivate employees to improve their performance levels. By setting clear performance evaluation standards and supervision mechanisms, employees can be encouraged to work hard and enhance their own performance, thereby improving the overall performance of the store. The existence of a supervision mechanism helps establish a healthy competitive atmosphere, stimulating employees' work enthusiasm and creativity, thus bringing sustained competitive advantages to the store.

4. Problems existing in incentive and supervision mechanism of Mixue Bingcheng stores

4.1 Insufficient investment in staff training and career development

Miyu Ice City has insufficient investment in employee training and career development. Although the company emphasizes skill training for its employees, it lacks a systematic career development plan and promotion channels, leaving employees feeling lost and powerless in their professional growth. This lack of long-term career planning and incentive mechanisms may lead to an increase in employee turnover, thereby affecting the stable operation of the company. Issues with Miyu Ice City's supervision mechanisms.

4.2 Food safety control is not in place

Although Mixue Bingcheng has established a stringent food safety expiration control system that exceeds national standards, this system seems not to be fully implemented in practice. For example, the "comprehensive" surprise inspections by the Zhengzhou Market Supervision Administration uncovered issues such as tampering with the opening date labels of ingredients, improper use of leftover ice cream milk and tea broth, and other food safety problems at some stores. The existence of these issues not only directly threatens consumer health but also exposes loopholes in Mixue Bingcheng's food safety supervision.

Miyu Ice City's inspection standards and systems, though stringent, present significant challenges in implementation. On one hand, the vast number of stores makes supervision extremely difficult, making it hard to ensure that every store strictly adheres to food safety regulations. On the other hand, the training, evaluation, supervision, and disciplinary mechanisms for franchisees often overlook food safety issues, and Miyu Ice City's oversight and penalties seem insufficient.

4.3 The compensation system is unreasonable

Muyue Ice City provides competitive salary and welfare, but the salary difference between different positions and different regions may lead to a sense of unfairness among employees. In addition, the compensation system lacks an adjustment mechanism in sync with market changes, which may lead to a decline in employee satisfaction with compensation.

4.4 Other reasons

The management lacks an effective assessment mechanism, resulting in a lack of motivation and responsibility among employees and low work efficiency.

The management does not pay enough attention to the training and development of employees, resulting in low skills and ability levels of employees, unable to perform difficult tasks. The management's incentive mechanism for employees is not perfect, resulting in a lack of positive and proactive work attitude of employees, affecting the quality of customer service.

5. Suggestions on the incentive and supervision mechanism of Mixue Bingcheng stores

5.1 Key strategies to enhance incentive mechanisms

As a well-known chain tea brand, the optimization of incentive and supervision mechanism is of great significance to improve the operation efficiency of stores and employee performance. In order to further improve the incentive and supervision mechanism of Mixue Bingcheng stores, a series of strategies can be adopted.

- 1) Strengthen the personalized customization of incentive mechanism. Develop differentiated incentive plans according to the needs and performance of different employees. For example, outstanding sales performance can be given additional rewards, and excellent service attitude can be provided for commendation and rewards, so as to stimulate the enthusiasm and creativity of employees.
- 2) It is suggested to set clear incentive goals and evaluation standards. By setting specific and quantifiable goals and standards, employees can clearly understand their work tasks and performance requirements, improve their work motivation and execution ability, so as to realize the organic combination of personal goals and enterprise goals.
- 3) It is suggested to establish a healthy competition mechanism. Competition elements should be introduced into the incentive mechanism, and competition awareness and team cohesion among employees should be stimulated through the establishment of competition rewards and ranking rewards, so as to promote mutual learning and improvement among employees.
- 4) It is suggested to strengthen the fine management of the supervision mechanism. By establishing an effective assessment system, problems and deficiencies in employees' work can be found and solved in time, so as to help employees continuously improve and enhance their work performance and ensure the efficient and stable operation of stores.
- 5) It is recommended to focus on employee training and development. Regularly conduct professional skills training and job capability enhancement programs to help employees continuously improve their qualities and abilities, enhancing their career development motivation and sense of belonging, thus laying a solid talent foundation for the long-term development of the store. Pay attention to corporate image design and cultural promotion.

5.2 Suggestions for improving the supervision mechanism

As a well-known chain enterprise, the incentive and supervision mechanism is very important for the operation of its stores. When optimizing the incentive and supervision mechanism of stores, it is particularly critical to strengthen the improvement of the supervision mechanism.

First of all, it is suggested that store managers strengthen the real-time supervision of employees' daily work. They can timely understand the working status and

performance of employees through regular store tours and attendance system, and correct problems in time if any.

Secondly, a sound performance evaluation system can be established to clarify various work indicators and assessment criteria, motivating employees to work hard while also providing objective grounds for supervising them. Additionally, it is recommended to introduce third-party evaluation agencies to conduct regular assessments of store operations, leveraging external forces to offer a more objective perspective on supervision, identify issues, and propose improvement suggestions.

In addition, employee training can be strengthened to enhance their professional skills and awareness, fundamentally improving their self-supervision capabilities and reducing supervision costs. Finally, it is recommended to establish and improve incentive and punishment mechanisms, promptly rewarding outstanding employees and strictly handling violations, forming a mechanism that combines incentives with supervision to promote the continuous development of store operations. Through these series of improvement suggestions, the supervisory mechanisms of Mixue Bingcheng stores can be effectively strengthened, enhancing the efficiency and quality of store management, achieving sustainable development.

5.3 Integration of incentive and supervision mechanisms

As a well-known chain brand, the effective integration of incentive and supervision mechanism is particularly important in the development process of Mixue Bingcheng. In order to optimize the incentive and supervision mechanism of Mixue Bingcheng stores, relevant strategies need to be put forward according to the actual situation.

First of all, in terms of employee motivation, diversified incentive measures can be adopted, such as setting up a bonus system, encouraging employees to put forward innovative suggestions and rewarding them, providing career promotion opportunities, etc. In addition, establish an employee training plan, strengthen the cultivation of employees' skills and service awareness, and improve their performance.

Secondly, in terms of supervision mechanism, a sound performance evaluation system can be established to supervise employees' work performance by setting clear performance goals and assessment standards. At the same time, a regular feedback mechanism should be established to identify problems in time and make corrections, ensuring that employees' work meets the company's requirements.

In addition, the effective integration of incentive and supervision mechanisms is crucial. A performance-oriented incentive system can be established to link employees' work performance with their compensation, thereby stimulating their enthusiasm for work. At the same time, the supervision mechanism should also complement the incentive mechanism, overseeing the employees' work processes and promptly adjusting incentives to make them more reasonable and effective.

During the implementation process, it requires the attention and support of the leadership to establish a harmonious corporate culture and create a positive work atmosphere. Only on the basis of effectively integrating incentive and supervision mechanisms can Mixue Bingcheng stores better stimulate employees' work enthusiasm, improve service quality, and maintain a competitive edge.

6. Conclusion

In the research, it was found that there is a close relationship between the incentive and supervision mechanisms in Mixue Bingcheng stores. A good incentive mechanism can help employees better fulfill their duties and increase store revenue. An effective supervision mechanism ensures that employees do not deviate from the prescribed work path. Therefore, store managers should strengthen supervision of employees while formulating incentive measures to achieve scientific and standardized management. Additionally, Mixue Bingcheng stores have some shortcomings in their incentive and supervision mechanisms, such as lack of flexibility in incentive measures and inadequate implementation of supervision mechanisms. These shortcomings may affect employee enthusiasm and service quality. Therefore, store managers need to further improve and refine the incentive and supervision mechanisms to adapt to market competition and enhance the overall competitiveness of the store.

By conducting an in-depth analysis of the incentive and supervision mechanisms at Mixue Bingcheng stores, it can provide store managers with suggestions for improving management strategies and enhancing employee performance, further boosting the store's operational efficiency and market competitiveness. Future research directions could focus on optimizing incentive and supervision mechanisms in store management, exploring more scientific and effective management models to adapt to the ever-changing market environment and consumer demands. Therefore, no company should overlook personnel recruitment; they should actively overcome their own limitations and swiftly and positively improve the effectiveness of recruitment from all aspects.

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