



张亮麻辣烫®  
ZHANGLIANG  
我们不一样!

# 2024 · 品牌手册

BRAND MANUAL

“

16

年  
years

2008-2024

专注一碗麻辣烫  
Focused spent  
making MaLaTang

让世界爱上中国味道

Made the world fall in love with this Chinese flavor. ”





“ **梦在前方召唤  
路在脚下延伸** ”

The dream beckon ahead  
The road extends under your feet

年轻的你们，年轻的我们，承载着同样的梦想和期待。我们“以心唤心”，怀着共同的使命。  
把每一步传奇定格在企业历史的长卷，以奋斗为底色，绽放精彩。

Young you, young us Carrying the same dreams and expectations  
We "call you by your heart" With a common mission  
Freeze every step of the legend in the long volume of corporate history  
To struggle as the background color, brilliant bloom







# “ 诚于心 · 信于行 ”

## Sincerity in heart faith in action

创立至今,我们一直恪守  
正直、简单、自律、担当、包容、尊重、真诚、信任  
的企业核心价值观  
让世界品尝到不一样的中国味道  
传播中华饮食文化  
打造享誉全球的中式快餐品牌

Since its establishment, we have always adhered to integrity, simplicity, self-discipline, responsibility, tolerance, respect, sincerity and trust as the core values of the enterprise.

Let the world taste a unique Chinese flavor

Spread Chinese-food culture

build a world-renowned Chinese fast food brand.

张亮麻辣烫创立于 2008 年，隶属于张亮企业管理(集团)有限公司。经过十六年的戮力耕耘，张亮麻辣烫迅速发展为集直营管理、加盟服务、产品研发、供应链管理于一体的全球餐饮连锁品牌，下辖 28 家分公司，拥有直营店 100 余家，连锁店面数量近 6000 家，在业内树立了广泛知名度及高品质口碑。

2019 年开始，张亮麻辣烫正式启动全球化店面连锁的战略布局，先后在日本、美国、澳大利亚、加拿大、新加坡、新西兰、英国、韩国、西班牙、马来西亚、印度尼西亚、德国、泰国等 15 个国家的 45 个城市建立近 80 家品牌门店，并不断进行品牌升级，为辐射全球餐饮市场打下坚实的基础。

在餐饮市场变革的趋势下，公司引进专业人才，提升服务管理视野及高度，建立自主研发团队，以选料、存贮、配送、制作等多维度的标准化管理体系，确保每一碗麻辣烫的健康安全、口味统一。

Founded in 2008 and under the Zhangliang Group, Zhangliang Malatang has rapidly developed into a global restaurant chain brand integrating direct sales, franchise, product R&D, and supply chain management after 16 years of assiduous efforts. We proudly own 28 branches, with more than 100 direct-sale stores and nearly 6,000 chain stores, establishing wide popularity and high reputation in the industry.

Since 2019, Zhang Liang MaLaTang has officially launched the strategic plan of globalization, successively established 80 brand stores in 45 cities in 15 countries, including Japan, the United States, Australia, Canada, Singapore, New Zealand, the United Kingdom, South Korea, Spain, Malaysia, Indonesia, Germany and Thailand, and continuously upgraded the brand, laying a solid foundation for entering the catering market worldwide.

Under the trend of reform in the catering market, the company introduces professionals, improves the vision and standards of service and management, and establishes an independent R&D team to ensure the health, safety and uniform taste of each bowl of MaLaTang with a multi-dimensional standardized management system covering material selection, storage, distribution and production.



在餐饮市场和消费形态变革的趋势下,公司不断升级,优化店面空间体验,秉承着“少即是多”的简约设计哲学,为全球近 6000 家加盟店面精心打造符合当代审美的时尚用餐环境,并且以自由独立的选餐模式,为顾客提供个性化用餐体验。

一路的砥砺前行、拼搏探索,公司始终恪守“正直、简单、自律、担当、包容、尊重、真诚、信任”的企业核心价值观,先后荣获“全国餐饮连锁加盟十佳品牌”“中国快餐百强企业”“中国快餐卓越品牌”“金牌连锁餐饮机构”“海外拓展成就品牌”“中国 3.15 诚信企业”等多项荣誉。

未来,张亮麻辣烫将继续深植于中国餐饮的土壤,挖掘中式快餐的魅力,传播中华饮食文化,打造享誉全球的中餐品牌。

Under the trend of the reforming catering market and consumption patterns, the company continues to upgrade and optimize the efficiency of using the store space. Adhering to the minimalistic design philosophy, "less is more", the company carefully creates a fashionable dining environment in line with contemporary aesthetics for nearly 6,000 franchised stores around the world and provides customers with personalized dining experience through the independent order-making mode.

Through hard work and exploration, the company always abides by the core values of integrity, simplicity, self-discipline, responsibility, tolerance, respect, sincerity and trust. It has won many honors, such as "top 10 brands of national catering chain", "top 100 Chinese fast food enterprises", "excellent Chinese fast food brands", "gold medal chain catering enterprises", "oversea expansion achievement brands", "China's 3.15 integrity enterprises" etc.

In the future, Zhang Liang MaLaTang will continue to stay deeply rooted in the soil of Chinese catering, maximize the charm of Chinese fast food, spread Chinese food culture and build a world-renowned Chinese food brand.

# 张亮麻辣烫大事记

## BIG EVENT TIMELINE

ZHANGLIANG MALATANG

- In 2008** 第一家张亮麻辣烫店开业  
The first Zhangliang Malatang store opened for business
- In 2009** 张亮麻辣烫门店数量近40家  
Nearly 40 franchise stores were opened
- In 2010** 第一代标准化门店正式推出  
建立门店标准化经营模型,带动麻辣烫品类向标准化连锁经营发展  
The first-generation standardized store was established  
Standardized in-store operation model promoted the malatang operation into a standardized chain
- In 2011** 率先运用门店DIY模式,引领麻辣烫品类创新发展  
启动标准化仓储体系建设  
Originated DIY menu, setting the trend for malatang market  
Initiated standardized storage system building
- In 2012** 哈尔滨总部成立  
加盟商培训体系建立  
吉林、辽宁分公司成立  
门店数量突破300家  
Zhangliang Malatang headquartered in Harbin  
Established franchisee training system  
Established Jilin and Liaoning branches  
Over 300 franchise stores were opened for business
- In 2013** 品牌形象全面升级,推出第二代门店设计-装修一体化服务  
开设北京分公司、内蒙古分公司  
门店数量超过600家  
Released new brand image, and rolled out the second-generation store design-decoration integrated service  
Established Beijing and Inner Mongolia branches  
Over 600 franchise stores were opened for business
- In 2014** 河北、天津、山东分公司成立  
门店数量突破1000家  
荣获“黑龙江省著名商标”称号  
Established Hebei, Tianjin, and Shandong branches  
Over 1,000 franchise stores were opened for business  
Awarded “Famous Trademark in Heilongjiang Province”
- In 2015** 改变麻辣烫出品模式(单锅单煮),助力麻辣烫品类向“健康餐饮”方向迈出重要一步  
江苏、安徽、河南、山西分公司成立  
Took a crucial move towards making malatang “healthy cuisine” with disruptive malatang servings (individual pot boiling)  
Established Jiangsu, Anhui, Henan, and Shanxi branches



· In 2016	海外首店在东京落成 推出第三代标准化门店 浙江、湖北、江西、福建、广州分公司成立	First overseas franchise store was opened for business in Tokyo Launched the third-generation standardized store was Established Zhejiang, Hubei, Jiangxi, Fujian, and Guangzhou branches
· In 2017	建立外卖运营体系，拓宽店面营收渠道 斩获“中国快餐五强”企业称号 上海分公司成立 门店数量逾3000家	Established the takeaway operation system for broadening sources of revenue Won the title of “Top Five Fast Food Enterprise in China” Established Shanghai branch Over 3,000 franchise stores were opened for business
· In 2018	数字化信息中心成立 海南、湖南、深圳分公司成立 荣登“中国餐饮品牌力百强”榜 荣膺2018年度最具影响力餐饮品牌	Digital Information Center was founded Established Hainan, Hunan, and Shenzhen branches Listed as one of the “Top 100 Brands of Chinese Catering Brand Force” Won the title of “the Most Influential Catering Brand in 2018”
· In 2019	完善研发体系，丰富矩阵化产品结构 实现仓储体系对门店的全覆盖 广西、陕西分公司成立 正式开放海外加盟合作 全球连锁门店数量超过4500家	Improved R&D system and enriched product matrix Enabled the storage system to cover all franchise stores Established Guangxi, and Shaanxi branches Officially ventured to cooperate with overseas franchisees Over 4,500 franchise stores worldwide were opened for business
· In 2020	推出第四代标准化门店 全球培训中心落成 哈尔滨总部大楼启用 重庆、云南分公司成立	The fourth-generation standardized store was launched Established Global Training Center Harbin Headquarters Building was put into use Established Chongqing, and Yunnan branches
· In 2021	上海总部成立，启动双总部战略 全球最大张亮麻辣烫旗舰店正式开业 甘肃、四川分公司成立	Established another headquarters in Shanghai, and launched dual-headquarters strategy World’s biggest Zhangliang Malatang store was opened for business Established Gansu, and Sichuan branches
· In 2022	贵州分公司成立 海外连锁门店达49家，覆盖12个国家 29个城市 全球连锁门店数量突破5800家	Established Guizhou branch 49 overseas franchise stores across 29 cities in 12 countries were opened for business Over 5,800 franchise stores worldwide were opened for business
· In 2023	全面建设冷链供应链系统，打造食品安全护城河 海外拓展持续发力，泰国、马来西亚、德国、荷兰、西班牙相继落店，首家海外直营店于新加坡开业 品牌形象整体升级启动，引领品牌年轻化发展战略 打造张亮学堂在线平台，以“数字化+教学”模式助力全球加盟商快速开店	By establishing a comprehensive cold chain supply system, the brand fortifies a stronghold for food safety. Continuing its overseas expansion efforts, Zhangliang Malatang's first overseas direct-sale store in Singapore has opened, following the debut in countries such as Thailand, Malaysia, and Germany, Netherlands and Spain. A complete overhaul of the brand image is underway, steering the brand towards a rejuvenated development strategy. Leveraging the "digital + teaching" model, Zhang Liang Academy online platform serves as a pivotal tool for global franchisees to quickly initiate store operations.

# 加盟版图

## TIMELINE OF FRANCHISING

2019年1月1日  
公司正式启动全球化店面连锁的战略布局  
January 1, 2019

The enterprise officially launched the strategy of globalizing store chain

(2016年在日本率先开店试水)  
(in 2016, it took the lead to open stores in Japan to test)



先后在日本、美国、澳大利亚、加拿大、新加坡、新西兰、英国、韩国等15个国家45个城市建立近80家品牌门店，不断进行品牌升级，为辐射全球餐饮市场打下坚实的基础。张亮麻辣烫秉持包容、突破的态度，致力于传播中华饮食文化，为每一位外国友人和华人创造富有中国特色的用餐体验。

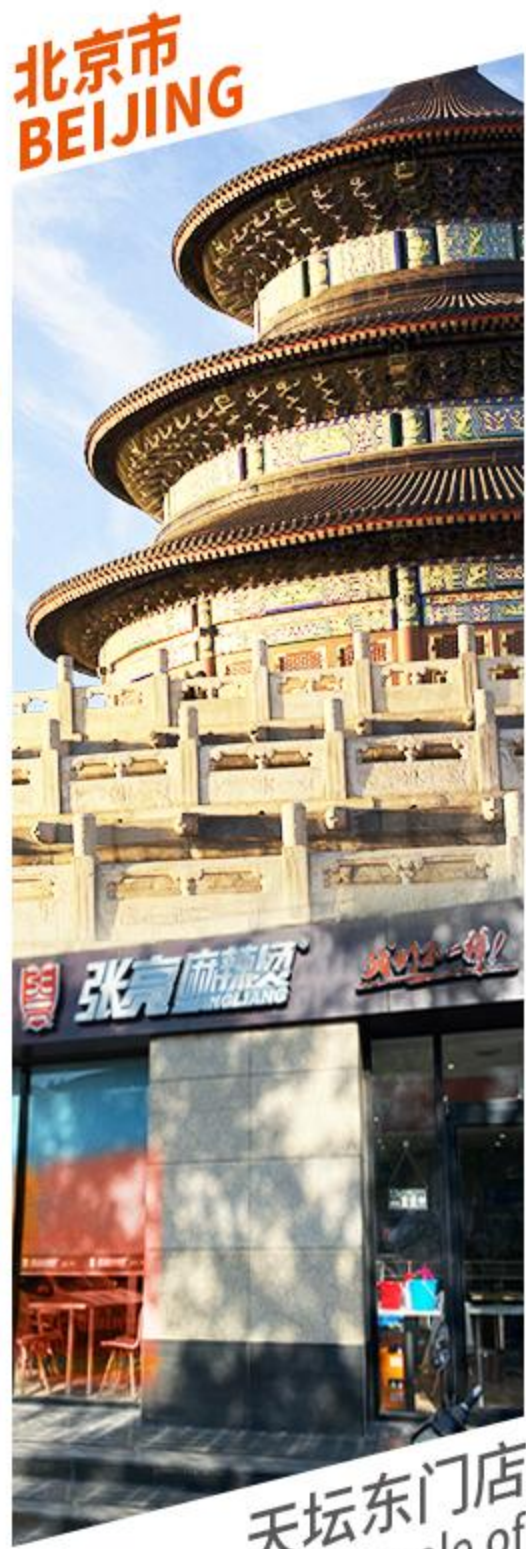
Nearly 80 brand stores were successively established in 45 cities in 15 countries, Japan, the United States, Australia, Canada, Singapore, New Zealand, the United Kingdom and South Korea. The brand was continuously upgraded, laying a solid foundation to cover the global catering market. Zhang Liang MaLaTangis committed to spreading Chinese food culture with the attitude of tolerance and innovations. Create a Chinese-style dining experience for every Chinese and foreign friend.



# 店面展示 STORE DISPLAY



凌空SOHO店  
Lingkong SOHO store



天坛东门店  
Temple of Heaven East Gate store



哈西店  
Harbin West Railway Station



宝龙城市广场店  
Baolong City Plaza store



绿地广场店  
Greenland Plaza store



# 海外店面 INTERNATIONAL STOREFRONT

Nearly **6000** franchisees

**1000+** new stores steadily increasing every year

Distributed in **600+** cities

Include Sydney, Canberra, Brisbane, Perth, Melbourne, Auckland, New York, Houston, L.A. Tokyo, Osaka, Vancouver, Toronto, Singapore, London, Seoul

澳大利亚  
AUSTRALIA



悉尼店  
Sydney

日本  
JAPAN



东京店  
Tokyo

美国  
AMERICA



纽约店  
New York

新加坡  
SINGAPORE



China Square店  
China Square

加拿大  
CANADA



多伦多店  
Toronto

韩国  
SOUTH KOREA



水原店  
Suwon

新西兰  
NEW ZEALAND



奥克兰店  
Auckland

马来西亚  
MALAYSIA



吉隆坡店  
Kuala Lumpur

英国  
BRITAIN



伦敦店  
London

西班牙  
SPAIN



巴塞罗那店  
Barcelona





# “我们在新加坡<sup>6</sup>”

## WE ARE IN SINGAPORE

### 已开业6家门店!

6 STORES OPENING



### 牛车水店 China town

Address: 3 Pickering Street, 01-36/37,  
China Square Central, S048660

### 武吉士店 Bugis

Address: 200 Victoria Street, 01-90/91,  
Bugis Junction, S188021

### 淡滨尼店 Tampines

Address: 10 Tampines Central 1,  
Tampines 1, 01-58 S529536

### 巴耶利峇店 Paya Lebar

Address: 10 Paya Lebar Rd, B2-29,  
S409057

### 多美歌店 Dhoby Ghaut

Address: 9 BRAS BASAH ROAD, 01-02,  
RENDEZVOUS HOTEL, S189559

### 远东广场店 Far East Plaza

Address: Far East Plaza 14 Scotts Rd 01-07A,  
S228213



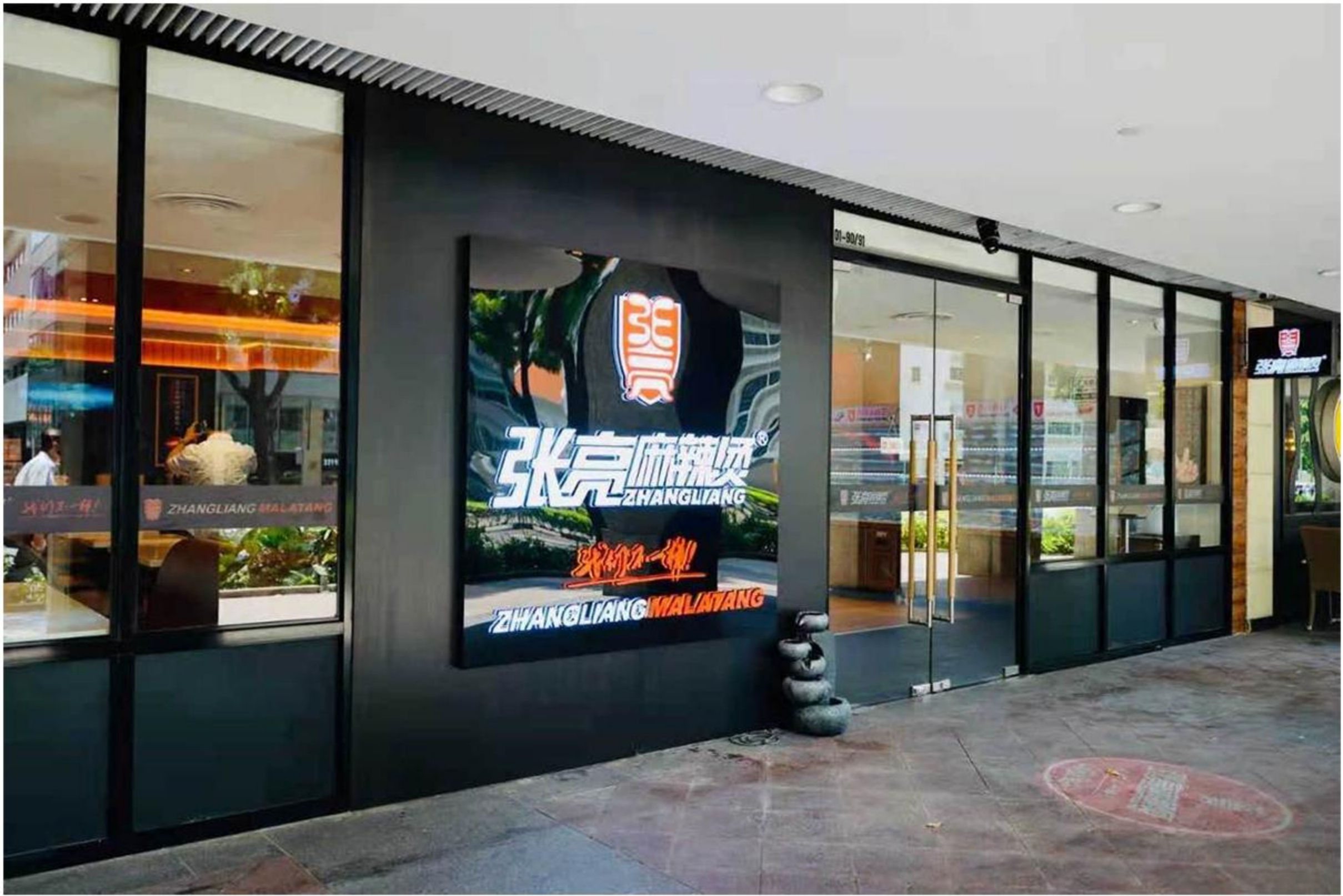
2024年新加坡预计新开店面5-8家

Singapore is expected to open 5-8 new stores in 2024





# WE ARE IN SINGAPORE











“ **我们在泰国<sup>4</sup>**  
**WE ARE IN THAILAND**  
**即将开业4家门店!**  
**4 STORES ARE COMMING SOON!** ”



**新的装修风格 NEW DECORATION STYLE**

### **拉玛九店 Central Rama 9**

**Address: 10320/Unit No.732 Floor 7,  
9/9 Rama IX Rd, Huai Khwang, Bangkok 10320**

### **暹罗中心店 Siam Center**

**Address: No.228 52Unit No. 228 Floor 2,  
979 Rama I Rd, Pathum Wan, Bangkok 10330**

### **萨拉雅店 Salaya**

**Address: 731741/4 Salaya One Serviced  
Apartment Soi Tangsin Salaya, Phutth**

### **The Mall Bangkae店**

**Address: 256 2 floor,518 Phet Kasem Rd,  
Bang Khae Nuea, Bang Khae, Bangkok 10160**

**2024年泰国预计新开店面8-10家**

**Thailand is expected to open 8-10 new stores in 2024**





# WE ARE IN THAILAND





# 全球连锁加盟店面近

Global franchise stores nearly

# 60000

透过“数字”看张亮麻辣烫的深层投资价值

The potentials of investing in ZhangLiang MaLaTang can be reflected by numbers





“

# 6大优势

## MAJOR ADVANTAGES

得天时、占地利、聚人和

TIMING, LOCATION, AND TALENTS

”

1

### 市场定位

创造优质用餐体验  
坚持做年轻人喜爱的麻辣烫品牌

### MARKET POSITIONING

Create a high-quality dining experience  
Adhere to making a MaLaTang brand that everyone loves

2

### 品牌价值

街知巷闻的国民快餐  
全球近6000店面的连锁麻辣烫品牌

### BRAND VALUE

Well-acknowledged Chinese fast food  
A MaLaTangchain brand with nearly 6000 stores worldwide

3

### 产品研发

自主研发团队，不断升级产品  
坚持创造更打动人心的味道

### PRODUCT RESEARCH & DEVELOPMENT

Our independent R&D team constantly upgrades products,  
Insist on creating a more touching taste

4

### DIY选餐

自由、有趣、轻松的DIY选餐模式  
提升用餐体验，你的美味，你做主

### DIY ORDER MAKING

Free, fun and relaxing self-help order-making mode  
Improve the dining experience. Your flavor, you decide

5

### 单锅单烫

独立分隔，一人一锅  
锁住营养，还原食材本味

### ONE-PERSON HOT POT

One separate pot for one person,  
Keep the nutrition and restore the original flavor of food

6

### 食品安全

选择全球专业合作伙伴  
从源头解决食安问题

### FOOD SAFETY

Select global professional partners,  
Guarantee our food safety from the source



# 消费者人群画像·特色卖点

## TARGET CONSUMERS SELLING POINTS

“ **时尚年轻消费人群的选择**  
**A choice for the fashionable young consumers** ”

### 品牌定位 Brand Positioning

均衡健康，自由之选 Balanced, Healthy, Free Choice

### 根据人群画像对应的产品优势

Product advantages based on the target consumers

自由选择、健康均衡、时尚多元、口味丰富

Free choice, healthy and balanced, fashionable and diverse, rich in flavors

### 根据人群画像对应的产品结构

Product structure based on the target consumers

单锅单烫麻辣烫+麻辣拌/麻辣香锅等伴生产品

One-person MaLaTang & spicy mix or stir-fried spicy pot and other associated products

“ **多样化的消费场景覆盖**  
**Covering diverse consumption scenarios** ”

### 主流消费人数 Mainstream consumers

一人食、双人情侣餐、亲子家庭餐、亲友聚会餐皆可

Meal for one person, meal for couples, meal for families and friends

### 主打消费场景 Main consumption scenarios

白领午餐、白领/学生晚餐、家庭晚餐、白领夜宵、周末亲友聚餐

Lunch for white-collars, dinner for white-collars/students  
family dinner, night snack for white-collars,  
weekend gathering for families and friends





# NEWLY UPGRADED TO THE 5TH-GENERATION STORE STYLE

## 全新升级第5代店面风格

### NEWLY UPGRADED TO THE 5TH-GENERATION STORE STYLE

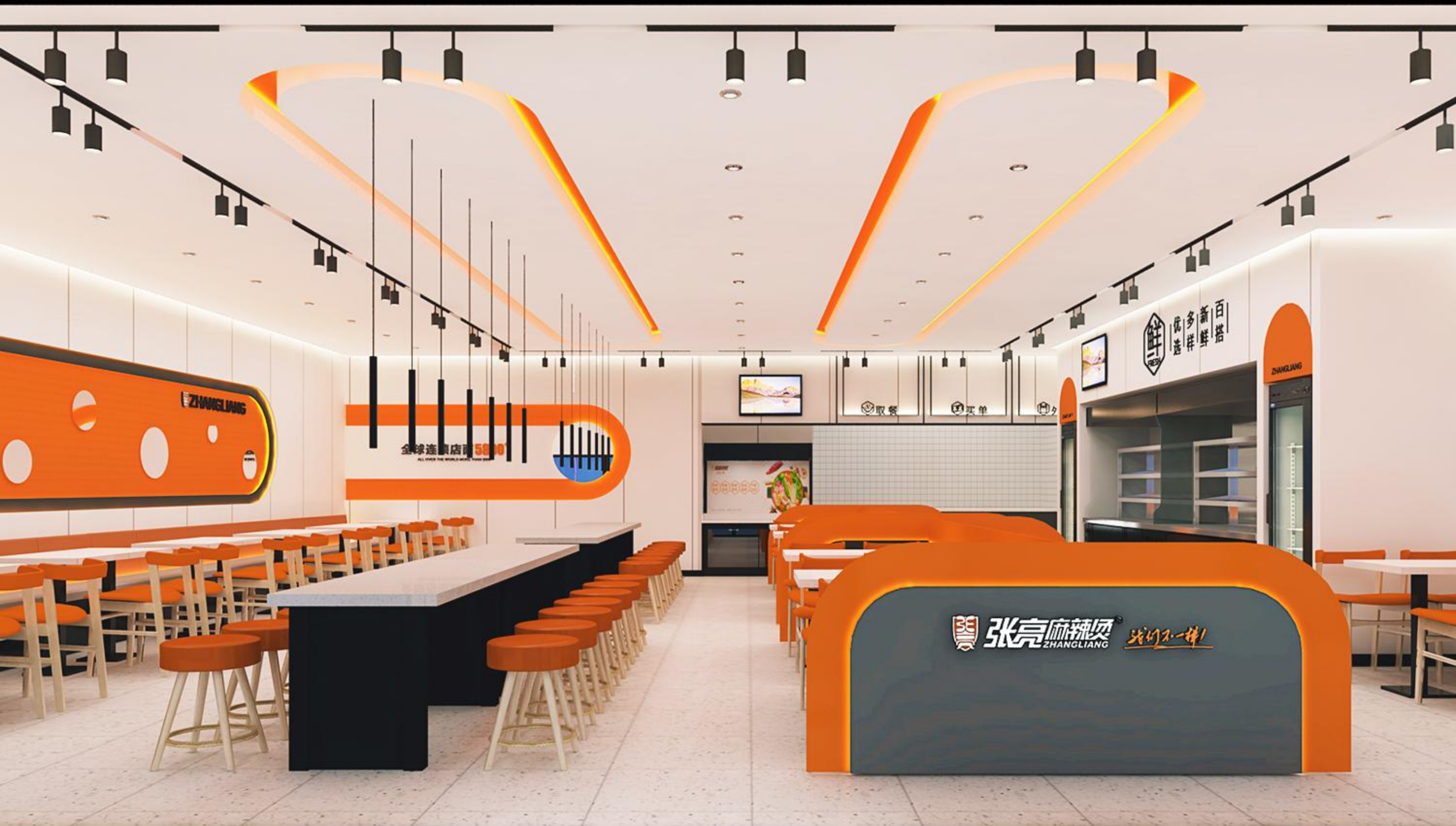
“ 延承“少即是多”的设计哲学，以活力橙与优雅白为基调，融合高级灰 ”  
将简洁化为不凡，更具亲和力和高级感，用简约时尚风格，打造动静皆宜的空间感

Inherit the design philosophy of "less is more", Based on vibrant orange and elegant white, integrating tasty gray, Turn simplicity into extraordinary, bring more sense of affinity and quality, Use simple and fashionable style to create a space suitable for both activities and rests



细节展示 DETAILS SHOW









“

## 专业的形象 A professional image

着装是企业对外最好的名片,提升员工归属感和自豪感  
 橙色——活力、青春、热情、朝气,这便是品牌的性格

The dressing style is the best business card of the enterprises  
 Enhance employees' sense of belonging and pride  
 Orange - vitality, youth, enthusiasm and energy  
 This is the character of the brand.

”



“

## ZHANGLIANG MALATANG

每一个细节尽显品牌风范  
 做一碗有温度的麻辣烫

Every detail shows the brand style  
 Make a bowl of MaLaTang with temperature

”



# 3大单品，美味齐聚 3 items, 4 base soup

口味矩阵不断创新，满足不同人群偏好  
The taste collection is constantly innovating to meet the preferences of different groups of people

## 麻辣烫 Malatang

经典骨汤 Classical bone soup  
明星汤底 Signature soup base

为了创造一碗令人入口难忘的汤底，张亮麻辣烫精心挑选多类辅料寻找味道间的绝妙配比，集合香、辣、鲜于一身，汤底浓醇，回味悠长。

To find the essence of a bowl of good soup, Zhang Liang MaLaTang carefully selected high-quality beef bones and after several hours of slow cooking, the base soup is rich and spicy, with an attractive fragrance.



番茄浓汤  
Tomato soup

醇香四溢  
Full of richness

番茄酸甜多滋 汤底风味浓郁 层次感鲜明

The tomato is sweet and sour, the base soup is rich in flavor, with distinct layers.



菌菇鲜汤  
Fresh mushroom soup

清香鲜美  
Fragrant and delicious

多种菌菇 汤底鲜香厚重 口味浓郁

The compound mushrooms have a strong flavor, with a slight aroma of animal fat, making the base soup fragrant, thick, layered.



冬阴功汤  
Tom Yum Soup

浓郁鲜香  
A tip of the tongue journey

酸辣分明 香茅味浓郁 口感醇厚  
Distinct hot and sour, rich lemongrass flavor, mellow taste.





## 麻辣香锅 Stir-Fried Spicy Pot

麻、辣、鲜、香、咸五味汇为一体  
香辣椒与花椒巧妙搭配口味大爆发  
色泽红润，风味浓郁  
鲜香味美而不腥，热辣舒爽而不燥

Five flavors of pungent, spicy, fresh, fragrant and oily are integrated. The tastes of fine chili and top Sichuan pepper ingeniously match. The ruddy color, the rich flavor, it is fresh, delicious but not fishy, hot, refreshing but not dry.

## 麻辣拌 malaban

只因“酱”心独具，掀起干拌“旋风”  
带来爆香嗅觉加持和浓郁味蕾体验

A balanced mix of flavors to satisfy your tastebuds  
Our secret sauces, mixed with fresh, boiled ingredients, increase the depth of flavor and bring appetizing aromas.

### 经典酱 Classic sauce

椒香浓郁的辣椒精心制酱，浓厚酱汁牢牢包裹每一口食材  
麻辣甜鲜香一碗齐聚

Made with aromatic chili pepper, the sauce guarantees a kick of spicy, sweet, and savory taste in each bite.

### 藤椒酱 Rattan pepper sauce

果实饱满的藤椒制酱，入口先香后麻，回味持久  
瞬间激活味蕾，打开你的食欲  
体验清新麻香，这碗不容错过

The sauce is made with plump rattan pepper. After having a bite, the first taste is fresh and pleasant, followed by the tingling and lingering numbness on the tongue, immediately enlivening your tastebuds and appetite.  
A bowl of malaban with a tangy flavor and numbing taste is something you wouldn't want to miss.





**丰富食材齐备，百种美味可烫！**  
**With rich ingredients present**  
**hundreds of delicious dishes can be cooked!**



丸类 Meatballs



肉类 Meat



菌菇类 Mushrooms



叶蔬类 Leafy vegetables



素菜类 Vegetarian



豆制品类 Soy products



粉面类 Noodles



海鲜类 Noodles

“锅”然有味

**美味定制 单锅单烫**

**Custom delicious single pot single hot**

独立分隔，一人一锅，锁住营养，还原食材本味

One separate pot for one person

Keep the nutrition and restore the original flavor of food





# 总部扶持 SUPPORT FROM THE HEADQUARTERS

## 1 品牌支持 Brand support

16年品牌运营经验，助力加盟商成功开店  
With 16 years of experience in brand marketing, we are committed to supporting franchisees through their store opening journey.

## 2 品牌宣传 Marketing

全年广告投放，通过自媒体与主流媒体推广增加品牌知名度，使所有门店实现流量共享  
Year-round advertising on We-Media and mainstream media platforms to increase brand awareness and drive consumers to all franchises

## 3 选址扶持 Site selection

专业选址评估团队，协助加盟商进行店面选址  
Professional site selection and evaluation services for franchisees

## 4 门店保护 Territory protection for franchisees

规范开店行为  
Clear guidelines that avoid direct competition among franchisees

## 5 培训支持 Training

“双节点、双渠道”门店经营培训  
“全维度”模块化系列培训  
“1专1帮”伙伴式培训服务  
Online & in-person training for new and seasoned franchisees  
Comprehensive module-based training  
Targeted training & support

## 6 后期服务 Continuous support

为加盟商在日常经营过程中提供各项服务支持  
共同维护好市场品牌口碑的建设  
We provide various services to support the day-to-day operations of franchisees and simultaneously enhance our brand perception.

# 张亮麻辣烫培训中心 ZHANGLIANG MALATANG TRAINING CENTER

## “双节点、双渠道”全经营周期培训赋能模式 Online and in-person training for new and seasoned franchisees

为加盟商伙伴提供自合作初期至稳健经营为轴线的“全经营周期培训赋能”服务，形成双节点、双渠道的培训模式。  
覆盖新加盟商学习期 + 续签加盟商巩固期两大重要培训节点，分别针对加盟初期标准化运营流程学习及达成顺利开业目的，提供总部培训 + 标杆直营店学习模式；针对日常经营过程中，出现不断变化的餐饮行业趋势及消费需求升级，在加盟续签节点，提供“盈利能力提升”为核心的加强式培训。

通过总部 1500 平培训实操基地以及张亮学堂 app/pc 线上学习平台，为加盟商提供“线下 + 线上”双渠道高效学习路径。

We provide franchisees with systematic online and in-person training after they sign a franchise agreement and renew their agreement with us.

For new franchisees, we offer hands-on training at our headquarters and on-site training at our corporate-owned stores. This will equip franchisees with knowledge about the standard operating procedures and how to set up and smoothly run their stores. For those who renew their franchise agreements, we provide training to help them improve their profitability and adapt to the ever-changing trends of the food industry and consumption upgrade.

The hands-on training is carried out at the 1,500-m2 training facility at our headquarters, whereas online training is provided through our mobile app/platform for PC (“Zhangliang School”).



## “全维度” 模块化培训课程 Comprehensive module-based training

不同于市场常规培训内容，张亮麻辣烫培训中心深入了解加盟商经营的核心痛点及需求点，汲取数千家门店多年来的经营智慧，为加盟商提供包括“标准运营、盈利增长、食品安全”在内的3大模块10门系列课程，同时提供8本《门店管理系列手册》管理工具覆盖门店经营管理、食品安全、外卖提升、促销服务等全维度系列内容。

Our training center identifies franchisees' pain points/needs, and incorporates the solutions & best practices of thousands of stores into our franchisee training program. The program consists of 10 courses in three modules: Standard Operations, Profitable Growth, and Food Safety. In addition, we provide franchisees with eight store management manuals covering various guidelines on store management, food safety, food delivery improvement, and promotional services.

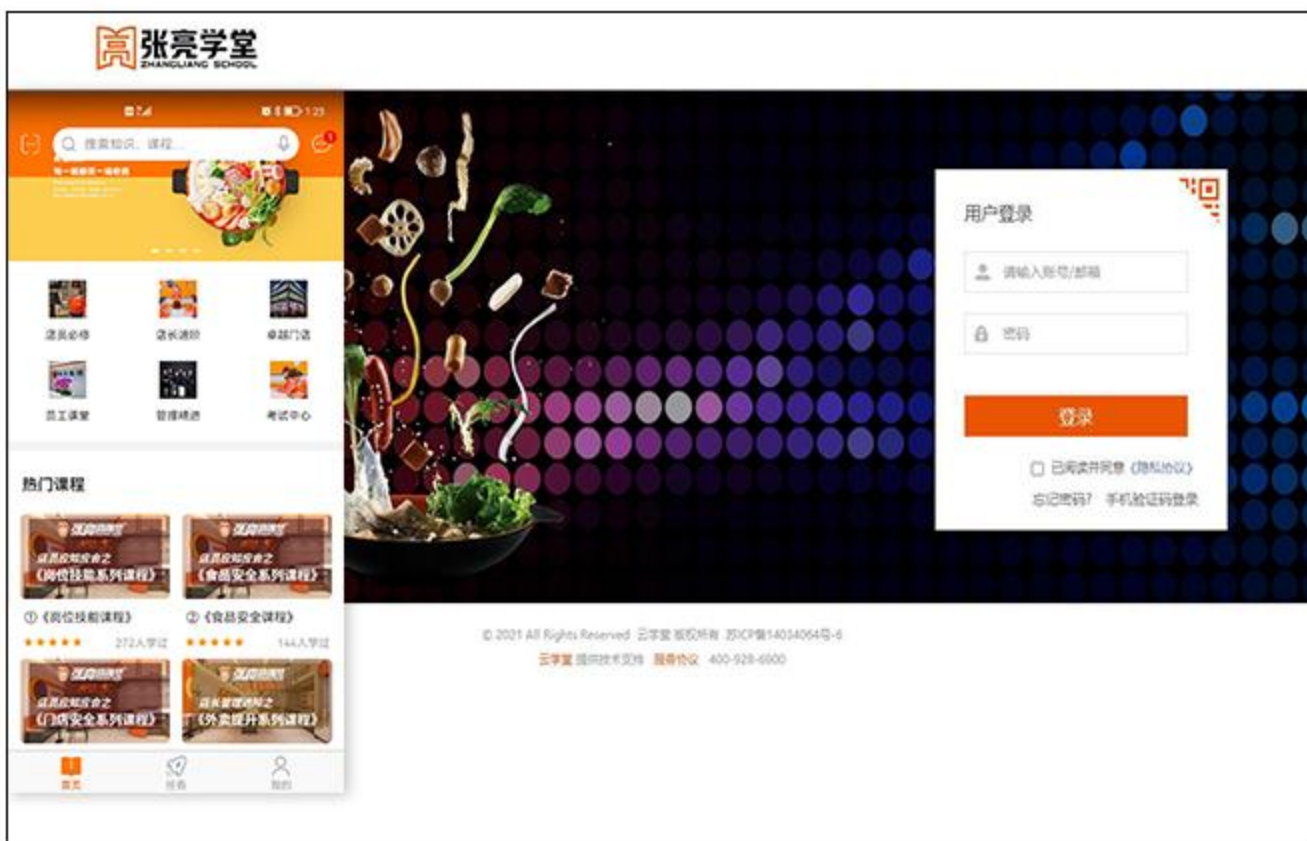
## 长期“1专1帮” 伙伴式培训服务 Targeted training and continuous support

根据门店经营阶段分解，提供针对性的线下培训会，结合市场需求，让总部培训“听见你需求，来到你身边”，现场呈现高度适配专项需求，定制化盈利能力提升课程。

通过“小亮技术支持”在线服务平台，为日常经营的疑难问题，提供快速响应的解决方案，对门店运营提供长期跟进帮扶指导，为加盟商伙伴创业梦想保驾护航。

We provide in-person training for different stages of franchise operations. Our hands-on training takes into account the needs of franchisees at home and abroad, involves various key aspects of franchise operation, and includes customized courses on increasing profitability.

Through the Xiaoliang Technical Support service platform, we offer quick solutions to help franchisees tackle challenges in day-to-day operations. We also provide long-term support to help franchisees successfully navigate their entrepreneurial journey.





# 张亮麻辣烫与巨人共舞 ZHANGLIANG MALATANG WINS WITH PARTNERS

帮助加盟商成功的同时 也成就了自己的成功  
While helping franchisees succeed, it also achieved its own success



我们不一样!

JOIN US  
TO CREATE BRILLIANCE

加入我们 共创辉煌



全球加盟服务热线:400-0033-999

Overseas consultation mailbox  
zlmkt\_int@zlgr.com.cn

-总部地址-

黑龙江省哈尔滨市南岗区哈尔滨大街277号  
No.277, Harbin Street, Nangang District, Harbin, China  
上海市闵行区号文路229号MT1栋10楼  
Room 1001, Block MT1, No.229, Haowen Road, Minhang District, Shanghai, China

www.zlmkt.com