

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
STATE EDUCATIONAL INSTITUTION
"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

Zhao Yao

**DEVELOPMENT OF IMPLEMENTATION FRAMEWORK
FOR ENTERPRISE RESOURCE PLANNING SYSTEM**

Master`s thesis

specialty 1-26 80 04 "Management"
(profile "Financial Management")

Supervisor:
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Admitted to Master`s thesis defense on
"___" _____ 2021
Head of Chair
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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis on the topic: BUSINESS MODEL DISCUSSION IN THE NEW RETAIL ERA-TAKING LUCKIN COFFEE AS AN EXAMPLE: 54pages, 11 figures, 2 tables.

Keywords: LUCKIN COFFEE, STARBUCKS, BUSINESS MODE, NEW RETAIL

The object of the research: Compare and analyze the advantages and disadvantages of Starbucks and Luckin coffee business models and propose optimization strategies

The subject of the research: Luckin coffee and Starbucks

The main goal of the research: Provide theoretical and practical reference for the transformation and upgrading of traditional retail enterprises