

火眼「晶晶」, 閃「碩」雙眸

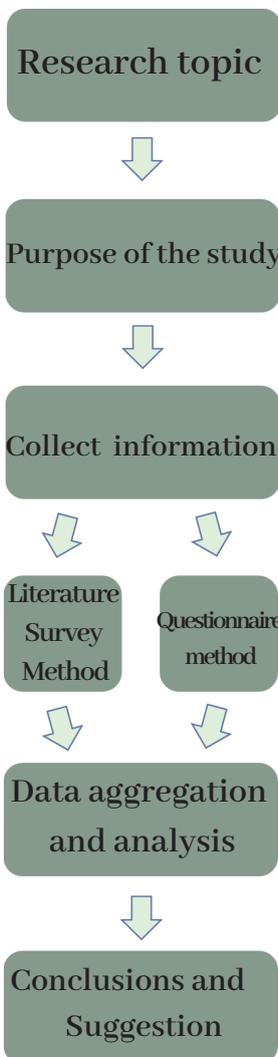
pegavision



We analyze Jingshuo Optical and other major companies, focusing on marketing strategies and customer satisfaction. With advanced technology and a professional team, our goal is to be a leading manufacturer of

high-quality soft contact lenses, emphasizing sustainability and customer satisfaction.

Research process:



Suggestion:

- Set up an official Instagram account to promote products and increase visibility among teenagers.
- Launch a dedicated online ordering website for Jingshuo Optical to ensure quality and enhance brand loyalty.
- Organize seasonal promotions and sales events to boost sales during festivals and back-to-school seasons.
- Increase product advertising by collaborating with influencers, celebrities, and bloggers for greater exposure.
- Implement a customer loyalty program to offer exclusive benefits and rewards to existing customers, increasing their loyalty to the brand.

121 Huang,Rong-Yu
Hsu,Tzu-Yu
Lu,Heng-Ying

