

Work Description

EXPLORING THE EMERGENCE AND SURVIVAL OF FOREIGN SNACK BARS IN TAIWAN -LITTLE SOUTHEAST ASIA IN FRONT OF ZHONGLI STATION

This research aims to explore the emergence and survival of Southeast Asian snack bars in Taiwan. On the way to school day after day, I always see exotic snack bars in front of Zhongli Station, which makes people feel like they are in a foreign country. Zhongli Station has a distinctive appearance, which makes us wonder how these foreign countries appeared? With the progress of the times, these shadows from different countries have gradually become a scene that can be seen everywhere in Taiwan, and we wonder how they made themselves The national cuisine thrives in Taiwan. This group focuses on the snack bar in front of Zhongli Station, which is known as a small Southeast Asia, and explores how exotic snack bars survive in Taiwan.

selected
topic

gather
information

reference

Questionnaire

Result
analysis

SUGGESTION:

1. Improving the store environment and food taste and establishing a Southeast Asian non-profit organization, so that Taiwanese people's impression of Southeast Asian immigrants will be improved.
2. Set up a social platform, issue leaflets, and cooperate with food delivery platforms to reduce the competition gap and increase exposure.
3. Set up a customized seasoning specially made for Taiwanese, and adjust the taste according to different preferences, which can be accepted by more people.
4. Add a variety of shopping methods to increase the source of customers and facilitate customers to purchase.

