

Introduction



蜂擁而至 聞蜜而來

To assist local farmers in marketing
and promoting their products.



Bees disappearing is bad for nature. Small farmers want to help but have trouble selling their products. So, we had a school event selling honey and snacks. We had different things for students and teachers, and tied it to holidays. Our goal was to promote natural honey, support small farmers, and solve their sales problem. We also wanted to make people care about the environment and encourage healthy eating.

Our team organized three events to promote honey for small farmers.

Activity	Products	Marketing methods
Christmas Activities	Honey pancakes honey milk tea	Promote with secret discounts. Special meal deals, love cards, delivery service.
New Year Activities	New Year gift box jar of honey	Different prices for different levels
Valentine Activities	honey squeeze bottle honey water honey lemon honey milk tea.	receipts scratch tickets



Based on real sales, we have suggestions for small farmers.

- 1 . Make the packaging look good and offer different sizes for customers.
- 2 . Tell people how the honey is made so they trust it.
- 3 . Creating a website or running a fan page to boost popularity.
- 4 . Let people visit the farm to learn more and maybe buy honey.