



Synopsis

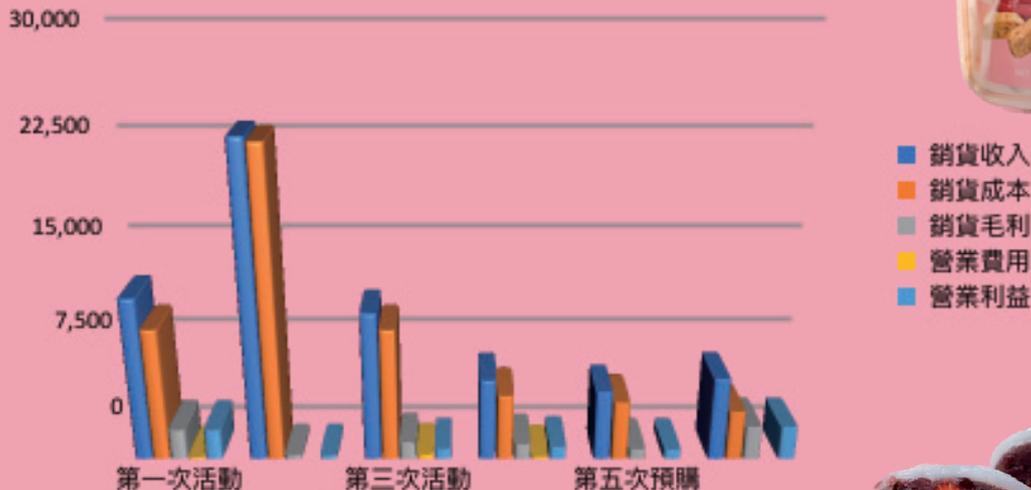
First Love Flavor, Strawberry All Gone

From December last year to March this year, we have been continuously selling our strawberry products: Strawberry Daifuku and Strawberry Mille Feuille. We have implemented a pre-order system and only sell a limited quantity of ready-made products. We also utilize differential pricing. Pre-order customers enjoy special discounts, and we also organize a loyalty card program: Customers receive one point for every purchase over 500 yuan, and after accumulating five points, they can redeem one package of Strawberry Mille Feuille.

In addition, we promote our products through influential figures on campus, increasing awareness. During break times, we also visit offices to promote to teachers, ensuring that strawberries are present everywhere on campus. In the end, we sold a total of 266 boxes of Daifuku and 150 packages of Mille Feuille.



The following is the sales analysis chart of our team :



The sales review after the completion of our team's activities

At the beginning of practical sales, there were some issues regarding delivery due to it being our first time implementing pre-orders. Since our team did not notify consumers in advance about the delivery schedule, it often resulted in consumers not being present on campus, causing the Daifuku to exceed their shelf life. To address this, our team implemented a solution by requesting consumers' friends to assist with the collection, minimizing the risk of Daifuku expiration.

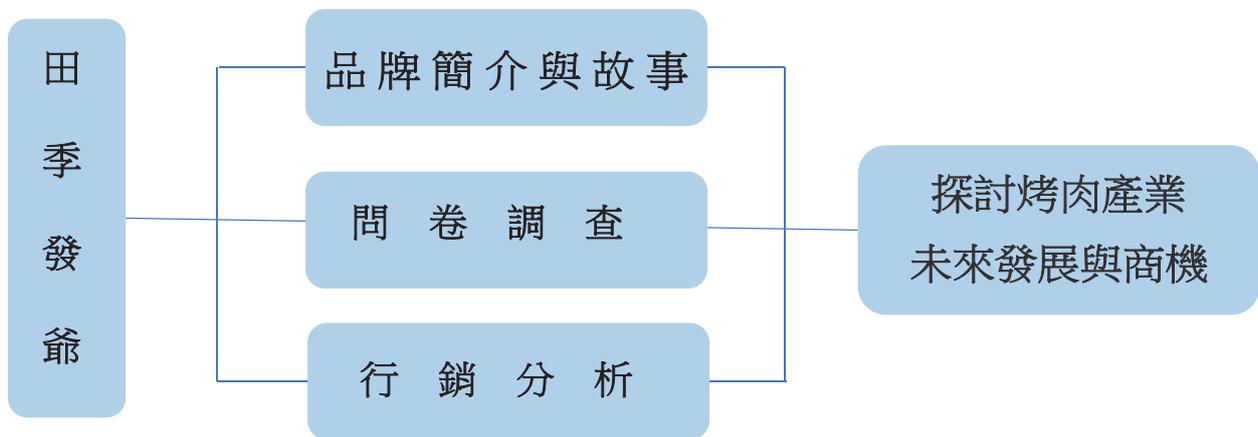


作品簡介

「烤」出新商機—以「田季發爺」為主探討燒肉產業的發展與商機

本研究為探討烤肉產業未來發展與商機，要如何為烤肉產業帶來更多的商機。

先了解其品牌簡介與故事，接著以網絡問卷調查消費者對田季發爺各方面的滿意度，並透過各分析圖、SWOT分析及4P分析提出具體建議供店家參考，以助店家獲得更好的發展與商機，使燒肉產業越來越壯大。



本組根據文獻探討、問卷調查與行銷分析提出以下四點建議：

- 一、根據主要消費客層適度調整價格，以穩定、增加客源。
- 二、增加優惠活動、折扣等活動來回饋顧客，以增加顧客回頭率。
- 三、在全台廣設分店，使各地民眾皆有機會光顧。
- 四、利用打卡送優惠等方式增加知名度，以吸引更多顧客。

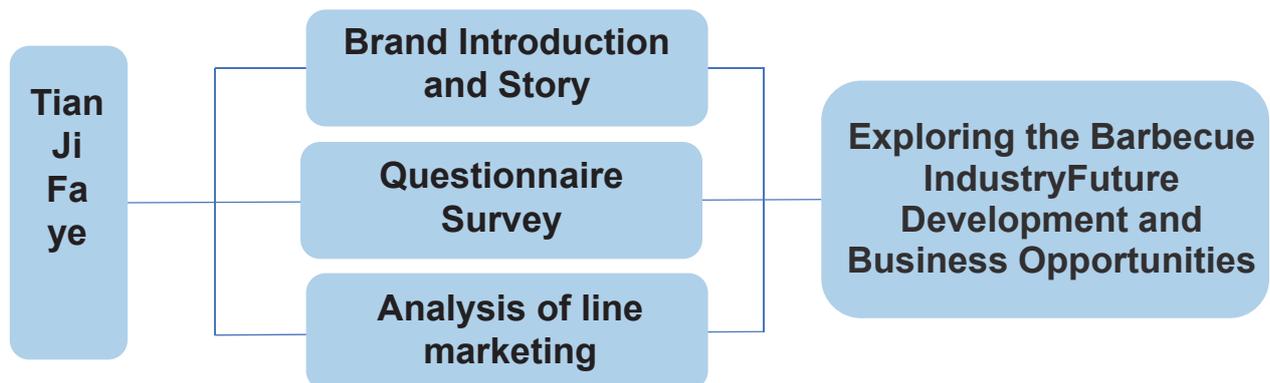
Work Introduction

“Bake” A New Business Opportunity with “Tian Ji Fa Ye”

Exploring the development and business opportunities of the roast meat industry

This study is Explore the future development and business opportunities of the barbecue industry and how to bring more business opportunities to the barbecue industry.

We will first understand its brand introduction and story, and then use the online questionnaire to survey consumers' satisfaction with various aspects of Tian Ji Fa Ye, and make specific suggestions through various analysis charts, SWOT analysis and 4P analysis for the stores' reference, in order to help them obtain better development and business opportunities, and make the roast meat industry grow stronger and stronger.



Based on the literature, questionnaire survey and marketing analysis, the group proposes the following four points:

1. Adjust the price according to the main consumer tier to stabilize and increase the customer source.
2. Increase promotional activities, discounts, and other activities to reward customers and increase their return rate.
3. Open more branches throughout Taiwan so that people from all over the world can have the opportunity to visit.
4. Increase the popularity of the restaurant by giving away discounts to attract more customers.

作品簡介

探討飲料店現有發展與商機 -以可不可熟成紅茶與50嵐為例

本研究旨在探討飲料店現有發展與商機，先以文獻探討飲料業發展史、品牌介紹、理論基礎並提出飲料店SWOT及4P分析，再以網路問卷調查消費動機、消費頻率、消費者產品偏好、活動吸引種類、得知管道、偏愛可不可熟成紅茶或是五十嵐與可不可和五十嵐滿意度調查，並對兩家飲料店提出具體建議。

本組根據市場分析與問卷調查對兩家飲料店提出下列四項建議：

一、季節限定

推出季節限定口味，如夏天推出冰沙系列，冬天推出溫暖飲品系列，吸引消費者體驗新口味。

二、合作

與網紅、偶像等合作，進行線上直播、合照等活動，增加品牌曝光率。

三、會員制

推出會員制度，讓忠實客戶可以累積點數、獲得優惠券等福利，增加客戶回購率。

四、市場區隔

針對不同年齡、性別、地區等消費者群體，推出不同口味、包裝的飲品，滿足不同消費需求。

Introduction to the work

Explore the existing development and business opportunities of beverage shops

-Take KEBUKE and 50 Lan as an example

This study aims to explore the existing development and business opportunities of beverage stores, first, discussing the development history, brand introduction, theoretical basis of beverage industry, and putting forward SWOT and 4P analysis of beverage stores, and then using online questionnaires to investigate consumption motivation, consumption frequency, consumer product preferences, activity attraction types, knowledge channels, preference for KEBUKE or 50 Lan satisfaction surveys, and put forward specific suggestions for the two beverage stores.

Based on market analysis and questionnaire surveys, the group made the following four recommendations for the two beverage stores:

一、Seasonal

Introduce seasonal flavours, such as a smoothie series in summer and a warm drink series in winter, to entice consumers to experience new flavors.

二、cooperate

Cooperate with Internet celebrities, idols, etc., conduct online live broadcasts, group photos and other activities to increase brand exposure.

三、Membership

Launched a membership system so that loyal customers can accumulate points, receive coupons and other benefits, and increase customer repurchase rate.

四、Market segments

For different ages, genders, regions and other consumer groups, we will launch drinks with different flavors and packages to meet different consumer needs.



作品簡介

吃飽到可以抵「兩餐」

— 探討「兩餐」行銷策略及顧客想法

本研究旨在探討消費者對兩餐的看法及兩餐的行銷策略，先以文獻探討韓式料理的特色、兩餐的歷史及經營理念，再透過STP、4P分析提出具體建議。接著透過問卷調查及分析來了解兩餐的主要顧客族群，並給予建議。



本小組根據行銷分析、問卷調查及行動研究提出以下建議：

- 一、推出各種類活動
- 二、新增線上平台，提供較多座位
- 三、各地區提供當地多樣化商品



WORK INTRODUCTION

Eating enough to cover "two meals"
-Exploring the marketing strategy of "two meals" and customers' ideas

The purpose of this study is to investigate consumers' perceptions of two restaurants and the marketing strategies of two restaurants by first exploring the characteristics of Korean cuisine, the history and business philosophy of two restaurants through literature, and then making specific recommendations through STP and 4P analysis. Then, through questionnaire survey and analysis, we will understand the main customer groups of two restaurants and give suggestions.



Based on the marketing analysis, questionnaire and action research, the team makes the following recommendations:

- 1. Launching various kinds of activities**
- 2. the new online platform, providing more seats**
- 3. Each region offers a wide variety of local products**

作品簡介



貳巷貓弄-探討貓咪咖啡廳

近年來，國人對寵物的喜愛不斷攀升，許多產業都開始出現了毛小孩的身影，卻造成了浪浪們的與日俱增，有些好心的店家收養牠們並藉由發展店面，去幫助他們尋找一個溫暖的歸屬，比如說近期開始蓬勃發展的產業-寵物咖啡廳，因此我們想要了解寵物咖啡廳的經營模式，我們以「貳巷貓弄」這間貓咪咖啡廳作為研究對象。



”

本組根據文獻探討，問卷調查以及實際訪談得出以下五點建議：

- 一、餐點價格偏高，可以增加餐點多樣性，讓顧客可以有更多的選擇。
- 二、利用周邊地理位置，可流量多，設置顯眼招牌吸引消費。
- 三、多舉辦促銷活動，與公眾人物合作增加曝光度。
- 四、建議新增店貓的周邊商品，鞏固固定客源，並提供貓食和小玩具增加消費者與貓咪們的互動，提高消費者回流意願。





INTRODUCTION



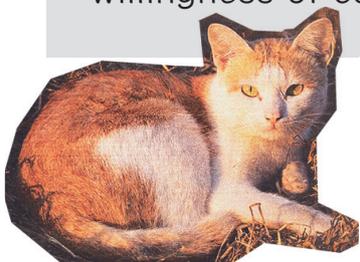
Catfeine -explore with cat cafe

In recent years, Chinese people's love for pets has been on the rise. Furry children have begun to appear in many industries, but this has caused an increase in strays. Some well-meaning stores adopt them and help them find a warm place by developing their stores. Belonging, for example, pet cafes, an industry that has been booming recently, **so we want to understand the business model of pet cafes. We take the cat cafe "Erxiang Mao Lane" as the research object.**

”

Based on literature review, questionnaire survey and actual interviews, the group came up with the following five suggestions:

1. The price of meals is high, which can increase the diversity of meals and allow customers to have more choices.
2. Using the surrounding geographical location, there can be a lot of traffic, and a conspicuous signboard can be set up to attract consumption.
3. Hold more promotional activities and cooperate with public figures to increase exposure.
4. It is recommended to add peripheral products for cats in the shop, consolidate the fixed customer source, and provide cat food and small toys to increase the interaction between consumers and cats, and increase the willingness of consumers to return.



探討前往「咖啡廳」的目的和原因



作品簡介

本研究在探討民眾偏好前往哪家咖啡廳，分別以路易莎、85°C和星巴克這三家咖啡廳作為研究主題，先用文獻分析，分析三家咖啡廳的個別簡介，再利用網路問卷調查民眾較喜愛去的咖啡廳、對該家咖啡廳的哪些活動感興趣、為何喜愛前往，以及對於該家咖啡廳的服務、價格、企業形象的滿意程度做研究，並從表單的回覆中提出結論與建議。

本小組根據文獻探討和問卷調查提出以下建議：

消費者最喜愛去的咖啡廳為「星巴克」

由問卷可以看出消費者喜愛去星巴克是因為產品的口感滿意度、服務滿意度以及企業形象滿意度，以本組蒐集的資料來看，在星巴克消費的多為軍公教人員，年齡以中年人為主，前去的目的通常為「閒聊」其次是「享受氣氛」。由此可知，去咖啡廳已逐漸變成人們的日常。

(一)路易莎建議

1. 座位占用問題猖狂，可加強門市人員宣導。
3. 有分店空間擁擠，可調整座位間距。

(二)星巴克建議

- 1.價格稍貴，若再便宜一點會吸引更多客戶前來消費。

(三)85°C建議

- 1.85°C的甜品可以更多樣化。
- 2.店家周邊環境需改善。

Discuss the purpose and reason of going to "cafe"



Introduction

This study is to explore which coffee shop the public prefers to go to. Taking Louisa, 85°C and Starbucks as the research subjects, the literature analysis is used to analyze the individual profiles of the three coffee shops, and then the Internet questionnaire is used to survey the public. The coffee shop you like to go to, what activities you are interested in in this coffee shop, why you like to go there, and do research on the satisfaction degree of the service, price, and corporate image of the coffee shop, and draw conclusions and suggestions from the responses in the form. suggestion.

Based on literature review and questionnaire survey, the group makes the following recommendations:

Consumers' favorite coffee shop is "Starbucks"

It can be seen from the questionnaire that consumers like to go to Starbucks because of the satisfaction with the taste, service and corporate image of the products. According to the data, most of the consumers in Starbucks are military, public and educational personnel. Most of them are middle-aged. The purpose of going there is usually "chatting" or "enjoying the atmosphere". It can be seen that going to coffee shops has gradually become a daily routine for people.

(1) Louisa's suggestion

1. The problem of seat occupancy is serious which can strengthen the promotion of salespersons.
3. There is space for receiving and dialing in branches, and the interval of the entire location can be adjusted.

(2) Starbucks suggestion

1. The product is too expensive. If it is cheaper, it will attract more customers to come to consume.

(3) 85°C suggestion

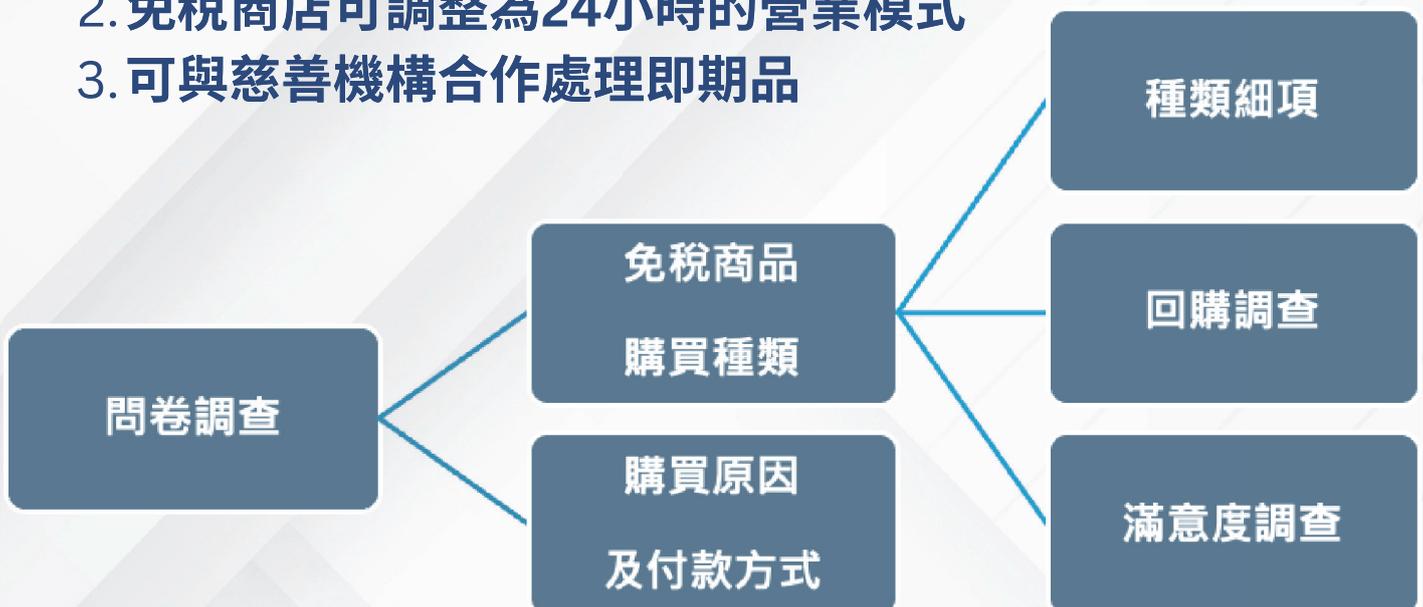
1. Desserts at 85°C can have more variety.
2. The surrounding environment of the store needs to be changed.

作品簡介

免稅商店，是許多人出國時的必訪行程，人們能在那裡找到比市價更為低廉的商品，再加上現場販售的產品種類多元，所以受到許多民眾喜愛。在長達三年的疫情下，免稅商店的收入大幅縮水。如今疫情趨緩，民眾開始計畫出國旅遊，免稅商店的生意也慢慢回流。

建議：

1. 增加免稅商品的多元性
2. 免稅商店可調整為24小時的營業模式
3. 可與慈善機構合作處理即期品



免稅商品及 免稅商店之研究

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Overview

Duty-free shops, favored by travelers, provide discounted products and a wide variety of choices. They suffered a significant revenue decline during the three-year COVID-19 pandemic but are now gradually bouncing back as travel resumes.

Suggest:

1. Increase the diversity of duty-free products.
2. Allow duty-free shops to operate 24 hours a day.
3. Collaborate with charitable organizations to handle perishable goods.



Research on Duty-Free Goods & Duty-Free Shops

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影音平台的行銷策略 以 NETFLIX 為例

本文以NETFLIX為研究對象，透過蒐集相關文獻、分析財務報表，以及使用者問卷調查，旨在探討NETFLIX在臺灣熱門的行銷策略，並提出改善建議，以提供顧客更良好的消費體驗。讓我們一同進入這個充滿聲光影視的虛幻世界，探索NETFLIX成功的秘訣與未來的發展方向。

寄生帳號問題氾濫

嚴加執行因應對策

平台月費過高

價格更優化

大數據分析喜好

提高顧客忠誠度

社群帳號互動

深入大眾生活

能了解顧客需求

持續開發新服務

MARKETING STRATEGIES OF STREAMING PLATFORMS

TAKING NETFLIX AS AN EXAMPLE

THIS ARTICLE EXAMINES NETFLIX AS A CASE STUDY AND INVESTIGATES ITS MARKETING STRATEGIES IN TAIWAN, BASED ON LITERATURE REVIEW, FINANCIAL ANALYSIS, AND USER SURVEYS. THE AIM IS TO SUGGEST IMPROVEMENTS THAT ENHANCE CUSTOMER EXPERIENCE. JOIN US AS WE EXPLORE THE SECRETS BEHIND NETFLIX'S SUCCESS AND ITS FUTURE DIRECTION IN THE EXCITING WORLD OF AUDIOVISUAL ENTERTAINMENT.

The issue of parasitic accounts

Implement countermeasures.

The monthly fee is too high

Price optimization.

Big data analysis of preferences.

Enhancing customer loyalty.

Social media engagement.

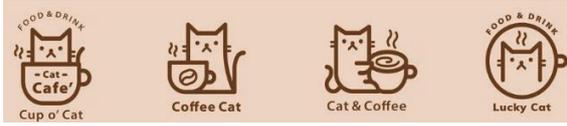
Being close to people's daily life.

Understanding customer needs.

Developing new services.

作品簡介

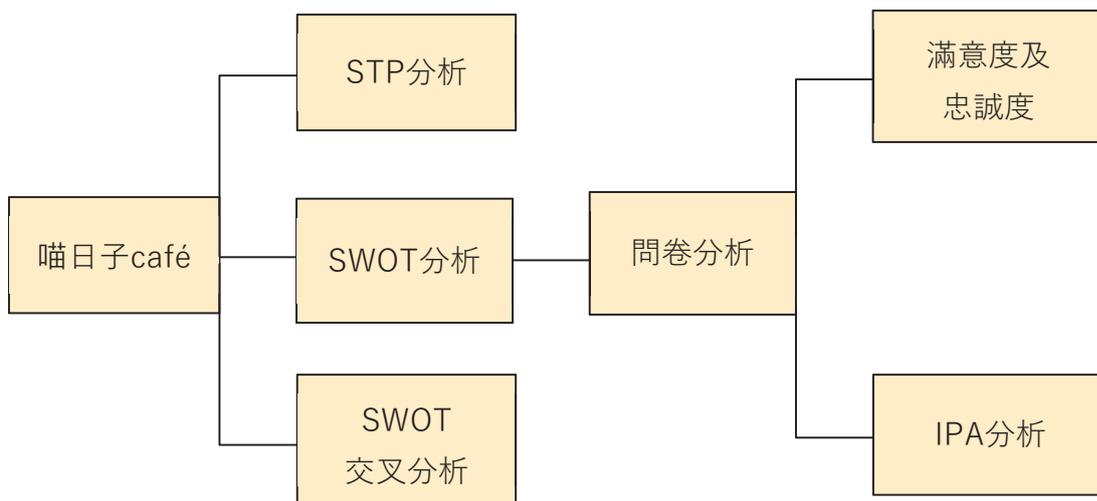
貓咪咖啡廳經營理念之研究－以喵日子café為例



本組透過線上採訪以及實地拍攝瞭解喵日子的經營理念及背景。先以文獻探討其經營理念、以喵日子café與路易莎對比出寵物咖啡廳與一般咖啡廳的不同之處、利用問卷分析了解消費者的忠誠度與滿意度、STP

分析將市場區隔為許多次級的市場，從中選定目標市場，找到自身最適合的市場定位、SWOT分析以及交叉分析列出四種能因應各種狀況的策略、利用問卷調查來了解消費者的滿意度與忠誠度，並透過IPA分析提供具體建議。

對象:全臺消費者

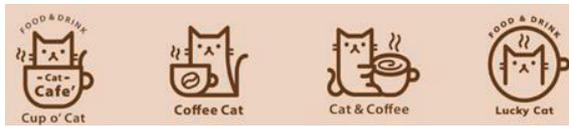


本小組根據文獻探討、問卷分析、IPA分析提出以下七點建議

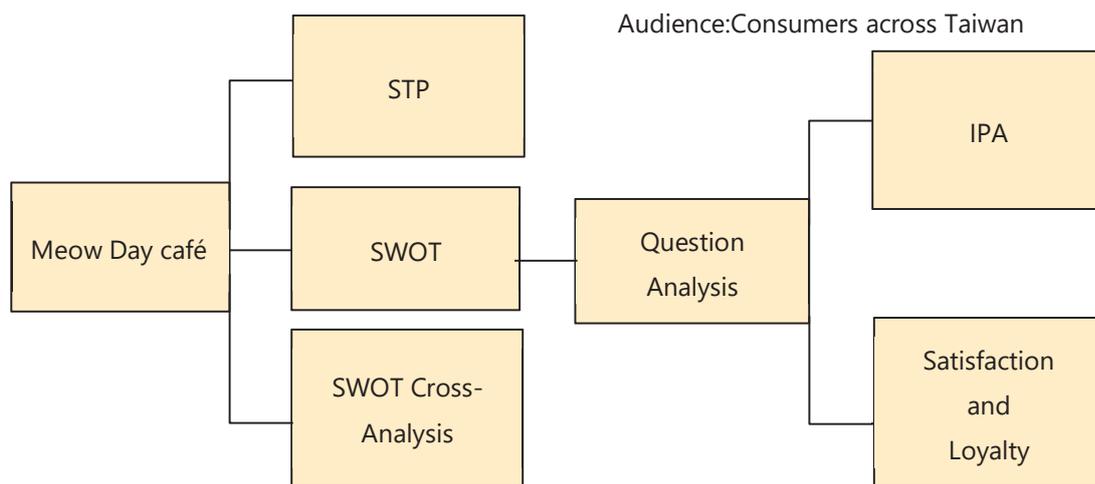
- 一、因店內內用無時間限制，無翻桌率，店家可限制顧客用餐時間。
- 二、店內可販賣寵物零食讓顧客可以購買，增進與貓咪間的互動。
- 三、利用官方網站增加社群軟體的宣傳提升知名度。如：IG、Twitter。
- 四、運用廣告營銷策略，讓貓咪成為網紅代言人，利用視覺方面吸引消費者的目光。
- 五、不限制年齡，在家長的監護下讓小朋友也可以藉由接觸貓咪從中學習如何跟貓咪互動愛護動物。
- 六、對於許多人來說，喵日子café地理位置遙遠，建議在全臺擴大分店創造更多商機。
- 七、調整價格，提供更多優惠，食物創新多樣化。

Synopsis

A Study on the Operational Philosophy of Cat Café - A Case Study of Meow Day Café



Our group conducted online interviews and on-site filming to understand the operational philosophy and background of Meow Day Café. Firstly, we conducted a literature review to explore its operational philosophy and compared Meow Day Café with regular cafés, highlighting the differences in pet cafés. We then used questionnaire analysis to understand consumer loyalty and satisfaction. Through STP analysis, we segmented the market into various sub-markets, identified the target market, and found the most suitable market positioning. SWOT analysis and cross-analysis were conducted to outline four strategies to respond to various situations. Additionally, we utilized questionnaire surveys to assess consumer satisfaction and loyalty, and provided concrete recommendations through IPA analysis.



Based on literature review, questionnaire analysis, and IPA analysis, our team proposes the following seven recommendations:

1. Implement time restrictions for customer dining, as there are no time limits or turnover rates.
2. Sell pet snacks within the café to enhance customer interaction with the cats.
3. Utilize the official website to promote and increase visibility through social media platforms like Instagram and Twitter.
4. Use advertising and marketing strategies to make the cats popular influencers, attracting customers' attention visually and attracting new consumers.
5. Allow customers of all ages, including children under parental supervision, to learn how to interact with and care for the cats.
6. Considering that Meow Day Café may be far for many people, it is recommended to expand to other locations and open new branches.
7. Adjust prices, offer more discounts, and diversify food innovation.

作品簡介

011405施惟翔 011413謝武庭
011434鄭微蓁 011437謝雨璇



精彩視界，從「晶碩」開始

晶碩光學董事長童子賢指出，「晶碩新品拿下歐盟CE認證，散光隱形眼鏡取得美國醫材FDA許可」

全世界超過上百家隱形眼鏡品牌，晶碩作為台灣本土的隱形眼鏡公司如何在國際市場上展露頭角？又是如何一步一步獲取消費者的喜愛，讓消費者買單？

本組透過以下四種方式來分析晶碩優劣勢和趨勢發展也藉有以下分析給晶碩提出具體需加強的建議

綜合損
益表

SWOT
分析

STP
分析

問卷
分析

本組根據文獻探討、問卷分析、研究方法提出以下五點建議

- 增加產品獨特性：與其他品牌產生差異性，吸引更多消費者
- 產品優良化：減少乾澀度，使消費者在配戴過程中保有舒適感
- 可增設學生制度優惠：學生只要出示學生證便可享有學生價優惠
- 異業結盟：增加晶碩曝光率，讓更多消費者看見晶碩
- 增設客製化產品：推出客製化產品來滿足消費者的獨特需求

Portfolio

011405施惟翔 011413謝武庭
011434鄭微蓁 011437謝雨璇

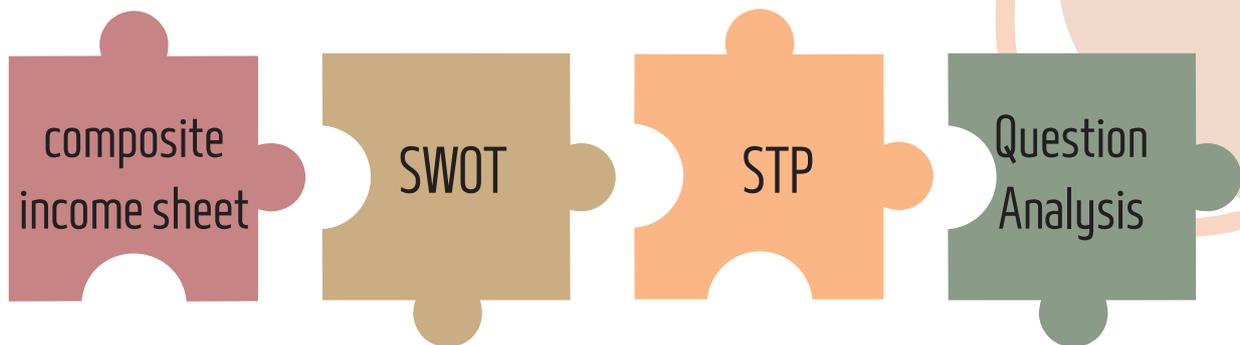


Brilliant Vision Begins with "Pegavision."

Mr. Tong Tzu-Hsien, Chairman of Pegavision Optical, stated, "Pegavision's new product has obtained the EU CE certification, and our astigmatism contact lenses have received approval from the US FDA."

With over a hundred contact lens brands worldwide, how has Pegavision, as a domestic Taiwanese contact lens company, gained recognition in the international market? How has it gradually won over consumers and made them choose Pegavision?

Our team has analyzed Pegavision's strengths, weaknesses, and trends of development through the following four methods. Based on our analysis, we have identified specific areas where Pegavision needs to strengthen and have the following recommendations



Our team proposes the following five recommendations based on literature review, questionnaire analysis, and research methodology

- Increasing Product Uniqueness: Differentiating from other brands to attract more consumers.
- Product Enhancement: Reducing dryness to ensure consumer comfort during usage.
- Special Student Discounts: Offering discounted prices for students upon presenting their student ID.
- Cross-industry Collaboration: Increasing brand exposure by forming alliances with other industries, allowing more consumers to discover Pegavision.
- Customization Options: Introducing customizable products to meet the unique needs of consumers.

作品簡介

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今天你「騎」了嗎？以gogoro為例

隨著時代的進步及環保意識的抬頭，電動機車的市占率越來越高

老舊汽油機車逐漸被淘汰，而地球上的石油資源越來越少

政府進而開始推動以電能作為燃料的電動機車，這也讓消費者在購買上有更多的選擇

Gogoro創辦人陸學森（2015）提到：

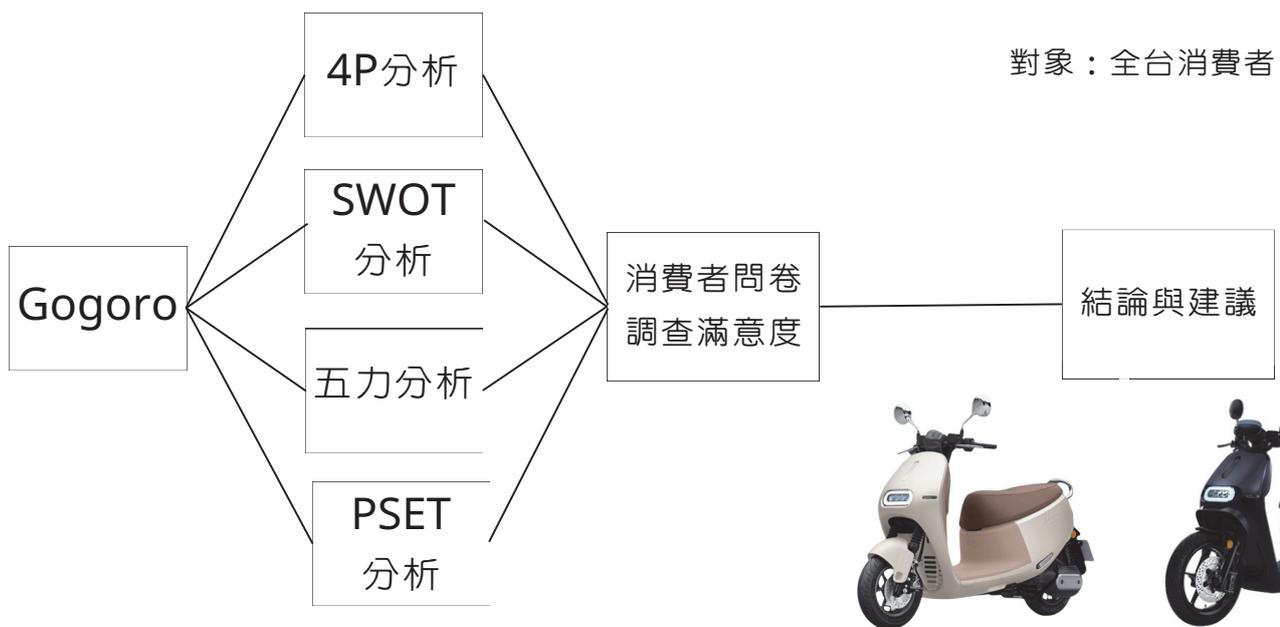
「別為了金錢創新，而是為了影響力！」

電動車的推動在價格上雖然偏高，但在使用上的環保及利益絕對是遠遠勝過一般汽油機車

而它的創新也在這個世代達到了一定的影響力，創造了新的局勢

因此我們決定以電動機車為主題，來探討電動機車各方面的優勢及劣勢

以及與其他機車的差別，並且研究相關的商業分析。



本小組根據文獻探討、問卷分析、行銷分析提出一下幾個論點

- 因價格昂貴造成流失許多客群，建議增加優惠及補助
- 充電站過少是缺失客群的一個重大部分，建議增設充電站及電池補助
- 因剛上市還未普及大眾的喜歡，可以從分析中選擇顧客重視程度最高進行優先改善
- 在整體滿意度中，沒有給顧客留下深刻的好印象，建議多加訓練員工的服務
- 對於大眾來說，傳統機車還是深受愛待，建議gogoro多增加推廣能力

The introduction of our work

DO YOU 「RIDE」 TODAY?

011408陳信僥、011423張純螢、011427楊子儀

TAKE GOGORO AS AN EXAMPLE

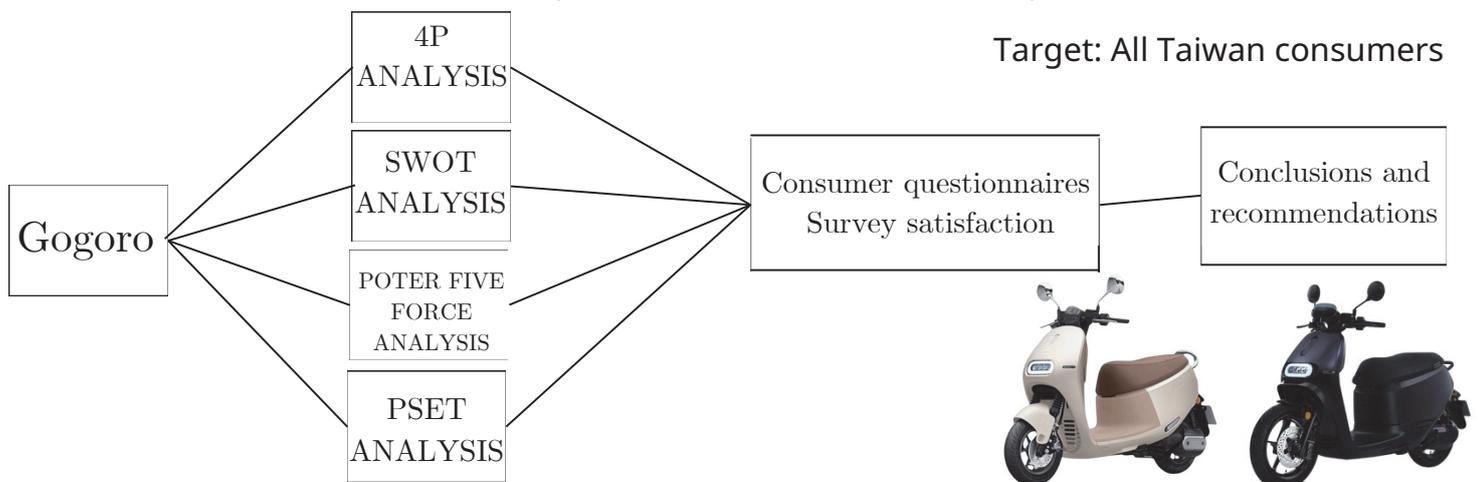
With the progress of the times and the rise of environmental awareness, the market share of electric motorcycles is increasing. Therefore, old gasoline motorcycles were gradually phased out. Besides, there are fewer and fewer oil resources on the planet.

So, the government then began to promote electric vehicles fueled by electricity, this also gives consumers more choices in their purchases.

Gogoro founder Horace Luke (2015) mentioned:

「Don't innovate for money, but for influence!」

Although, the push for electric motorcycles is on the high side in price, the environmental protection and benefits in use are definitely better than ordinary gasoline motorcycles. And its innovations have reached a certain influence in this generation as well as create new situations. Therefore, we decided to use the theme of electric motorcycles to explore the advantages and disadvantages of various aspects of electric motorcycles and the differences between them by other motorcycles, and to study the relevant business analysis.



This group puts forward the following five arguments based on literature discussion, questionnaire analysis, and marketing analysis

- The loss of many customers is high due to high prices, so we recommended to increase incentives and subsidies.
- Too few charging stations is a major part of the missing customer group, therefore, we recommended to add charging stations and battery subsidies
- Since it has not yet been popularized by the public, we can select the highest customer attention from the analysis to prioritize improvement
- In the overall satisfaction, there is no good impression on the customer. Thus, we recommended to train the staff more in service
- Traditional motorcycles are still deeply loved for the masses. Then, we recommended that Gogoro increase its promotion capabilities