

Portfolio

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

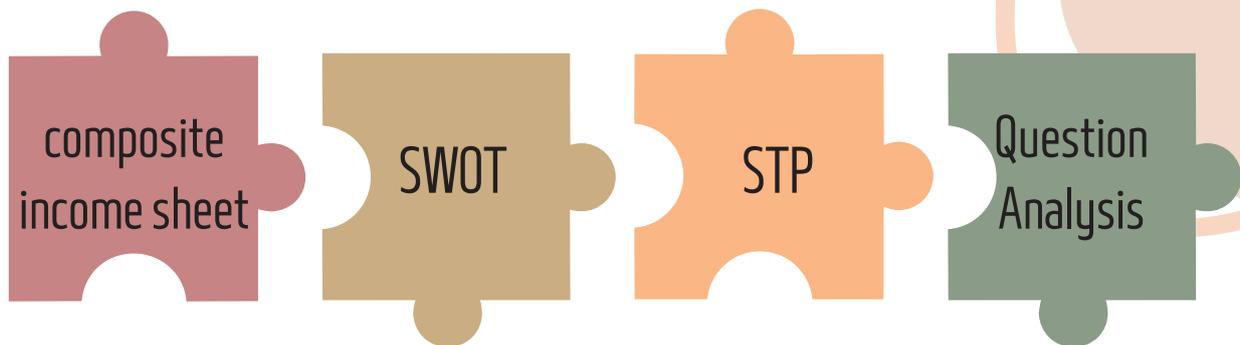


Brilliant Vision Begins with "Pegavision."

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.