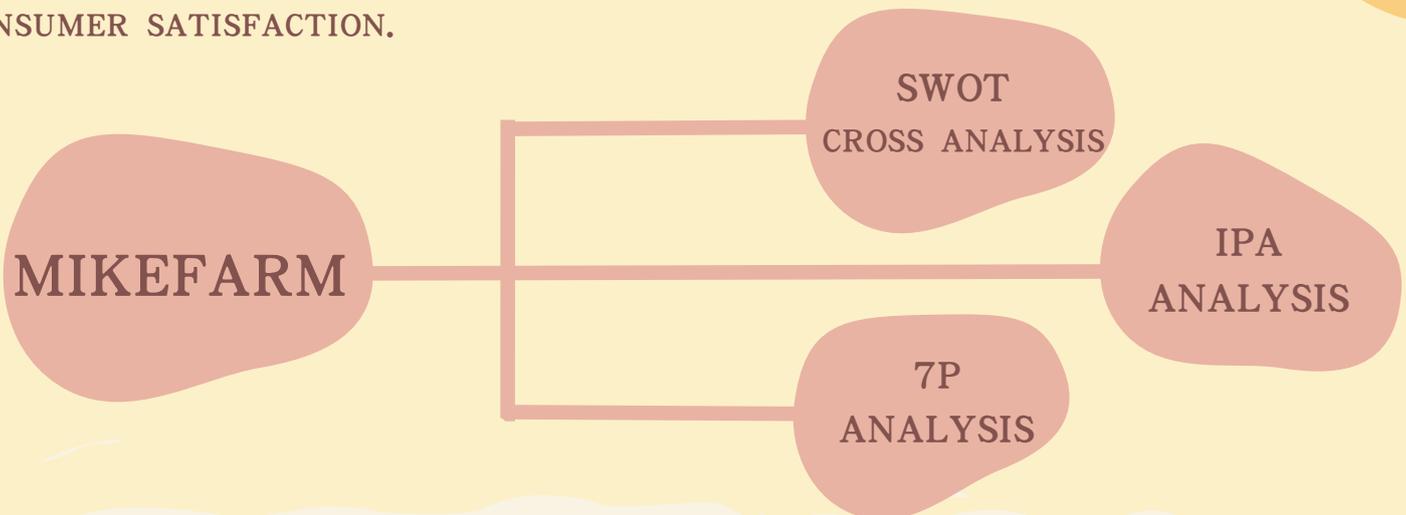


HAKKA SPIRIT BOUNCING BACK



—MIKEFARM'S MARKETING STRATEGY
&
RESEARCH ON IPA ANALYSIS

IN RECENT YEARS, THERE HAS BEEN A GROWING AWARENESS OF HAKKA CULTURE IN TAIWAN. WE HAVE ALSO NOTICED THE EMERGENCE OF MORE HAKKA-THEMED EXHIBITION HALLS, WHICH REMINDS US OF OUR CHILDHOOD MEMORIES OF FIELD TRIPS DURING ELEMENTARY SCHOOL. ONE SUCH MEMORABLE TRIP WAS TO "MIKEFARM" IN BEIPU TOWNSHIP, HSINCHU COUNTY. THE FRAGRANT AND AROMATIC "POUNDED TEA" AND THE SOFT, SWEET "RICE CAKES" SERVED THERE SERVED AS A MOTIVATION FOR US TO EXPLORE HAKKA CULTURE FURTHER. THROUGH AN ON-SITE VISIT TO "MIKEFARM," WE HAD THE OPPORTUNITY TO ONCE AGAIN EXPERIENCE HAKKA RICE CUISINE DIY, WHILE ALSO EXAMINING MARKETING STRATEGIES AND CONSUMER SATISFACTION.



BASED ON LITERATURE REVIEW, QUESTIONNAIRE SURVEY AND ACTION RESEARCH, THE GROUP PUTS FORWARD THE FOLLOWING FOUR SUGGESTIONS :

1. ENHANCING HAKKA CHARACTERISTICS: SINCE "HAKKA CULTURE" IS THE THEME, IT IS IMPORTANT TO INCORPORATE MORE HAKKA ELEMENTS OR CULTURAL CONTENT INTO THE MAKOTO FARM BY ADDING DECORATIONS OR SHOWCASING HAKKA CULTURAL ASPECTS.

2. CAPITALIZING ON MASCOT FOR BUSINESS OPPORTUNITIES: TO HIGHLIGHT THE MASCOT'S UNIQUENESS, IT CAN BE UTILIZED IN PROMOTIONAL EVENTS WHERE THE MASCOT INTERACTS WITH VISITORS. BOTH ADULTS AND CHILDREN ENJOY THE LIVELY ATMOSPHERE CREATED BY SUCH INTERACTIONS!

3. MERCHANDISE AND SOUVENIRS: SELLING MAKOTO FARM MERCHANDISE AND SOUVENIRS CAN HELP INCREASE REVENUE.

4. HOSTING VARIOUS EVENTS: IN ADDITION TO LEVERAGING THE MASCOT TO CREATE AN EXCITING ATMOSPHERE, HOSTING HAKKA CULTURAL EVENTS AND PROMOTIONAL ACTIVITIES CAN ATTRACT VISITORS. EFFECTIVE ONLINE PROMOTION SHOULD ALSO BE UTILIZED TO ATTRACT TOURISTS WHO HAVE HEARD ABOUT THE FARM.