



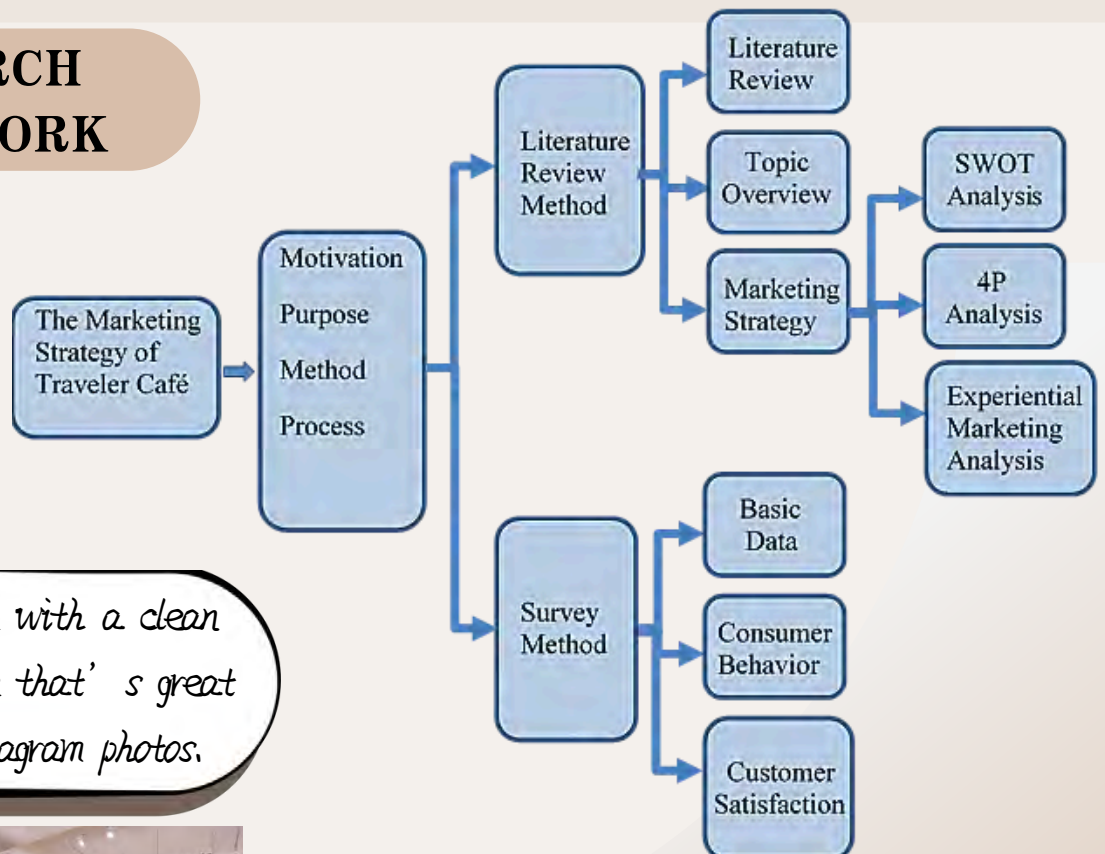
The Marketing Strategy of Traveler Café



RESEARCH MOTIVATION

- This project helps us understand how to make a shop that gives people a good experience.
- We explore how to meet customer needs and give them great memories.
- We try to learn how to use marketing and ways of running a business to do better than others in the food world.

RESEARCH FRAMEWORK



A traveler café with a clean and pretty space that's great for taking Instagram photos.



Tasty brunch and Italian meals with amazing bang for your buck.



211233 錢采昀、211228 黃婉慈、211210 曾子祐

Some images are from the official website of Traveler Café Zhongli Branch.