

# 作品簡介

## The Secret Cafe by Lao-Jie River: Marketing Strategy and IPA Analysis

“Us. Them.” is a café with strong values. It started by caring about animal welfare in Taiwan, then wild animals, and now the environment.

People are learning that protecting nature also protects our own future.

The café lets customers enjoy afternoon tea while helping animals and the Earth.

Our group explored this riverside café to understand its marketing and how it attracts returning customers while staying eco-friendly.



**Based on interviews and surveys, our group suggests the following ideas:**

1. Hold fun events like: Book/plant exchange、 Used book market、 Green day
2. On rainy days: Offer seat booking or live coffee classes 、 Sell special drinks like “Warm Ginger Latte”
3. Let customers vote for new items, or offer small changes like custom toppings to keep things fresh.