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Guangnan Wholesale

Research Motivation:

When students need stationery or daily supplies, Guangnan Wholesale is usually their first choice. It's more than a store—it's part of student life. This paper aims to explore Guangnan's success and marketing among students.



- Diverse products (stationery, daily goods, electronics)
- 29 stores nationwide
- Well-known brand
- Low wholesale prices

- Few promotional events
- Weaker than Eslite and MOMO online platforms; mainly offline-based
- Narrow aisle space

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- Run promotions
- Use social media to reach young customers (e.g., Instagram)
- Improve online shopping and delivery

- Rise of online shopping
- Increasing store expenses
- Fierce competition from big brands



Conclusion:

Guangnan is popular among students and office workers for its wide range of affordable products. Its marketing relies mainly on physical stores and traditional ads, facing challenges from growing online platforms.

Despite this, Guangnan holds strong brand recognition, especially in price and variety. Many respondents are willing to recommend it, showing trust in the brand.

Improvements in store layout, shopping environment, and staff service could boost customer satisfaction and strengthen competitiveness.