
AS THE BREEZE OF 'CI' BRUSHES BY, 'TY' LIFTS A CUP OF CAFÉ

TAKE 7-ELEVEN CITY PRIMA AS AN EXAMPLE

Caffeine in coffee can stimulate the release of dopamine in the human body. This helps people stay focused and energized during work or study.

As a result, many people today drink coffee, and coffee shops can be seen everywhere. However, in recent years, consumers are no longer satisfied with cheap and convenient coffee. They now care more about the aroma of the beans, the taste, and the flavor.

Because the coffee market is very competitive, things like taste and price can affect what people choose to buy. This study focuses on City Prima, a coffee brand under 7-ELEVEN, to explore why consumers choose it, whether they are satisfied, and to give suggestions for improving City Prima's business.

RESEARCH CONTENT:

CITY PRIMA VS. OTHER CONVENIENCE STORE

COFFEE BRANDS

SWOT, SURVEY ANALYSIS, AND RECOMMENDATIONS
