

BADOUYAO-SOYBEAN TOWN CUSTOMER SATISFACTION AND DEVELOPMENT



Research motivation

Tofu pudding (douhua) is an important element of Chinese culinary culture. Commonly seen during festivals and folk events, it not only reflects the spirit of hospitality but also embodies people's respect and passion for natural ingredients. Traditional handmade douhua is made from soybeans through multiple steps, resulting in a smooth texture and natural aroma that is widely loved by the public. However, with the rise of modernization and industrialized food production, mechanized manufacturing has gradually replaced handmade processes. Small-scale traditional shops struggle to compete in terms of cost and efficiency, and declining interest among younger generations poses a serious challenge to cultural inheritance. Our team has selected "Soybean Town" as the subject of our study, aiming to analyze its current development and marketing strategies. We hope to help enhance its brand recognition and customer loyalty, thereby contributing to the sustainable development of the traditional douhua industry and offering insights for similar businesses.

Research analysis

- SWOT analyze
- 4P analyze
- Five Forces Analysis
- Questionnaire analysis



Conclusion and suggestions

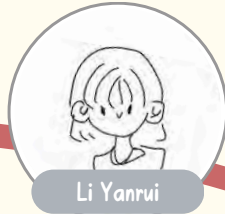
- 1.Enable Delivery and Mobile Payment
- 2.Establish Membership to Boost Loyalty
- 3.Grow Customer Base via Social Media
- 4.Optimize Workflow to Reduce Wait Time
- 5.Design Promotions to Increase Retention



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