

The Vanishing Warmth – Marketing Strategy and Customer Satisfaction Analysis of Fa-Guei Handmade Quilt Shop



In today's rapidly developing society, there are still people who stick to their beliefs. Even when facing the risk of being replaced by machines, they insist on making **handmade quilts**. Our team chose this topic because one of our family members works in this industry. We hope to preserve the culture of handmade quilts.

We visited “**Fa-Guei Quilt Shop**”, observed the handmade quilt-making process, learned the differences between handmade and machine-made quilts, and studied the store's philosophy, marketing strategies, and customer satisfaction.



Suggestions from Our Team Based on Field Research and Survey Analysis:

- Strengthen marketing to increase exposure
- Offer multiple payment options
- Make customized products to attract customers

