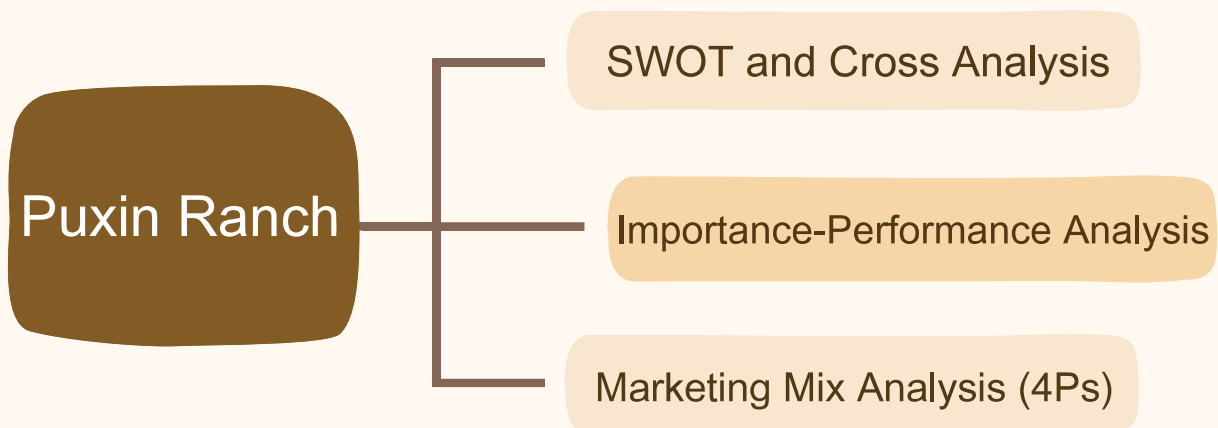


A Heartfelt Chapter Begins in Puxin

Marketing Strategies and IPA Analysis of a Recreational Ranch: A Case Study of Puxin Ranch in Taoyuan

As family structures change and more people look for fun ways to spend their free time, recreational farms have become a popular choice. Puxin Ranch in Taoyuan attracts many visitors with its fun animal interactions and hands-on activities. In recent years, the ranch has worked hard to improve by adding new facilities, which has helped increase its popularity and the number of visitors.

This study aims to look into how Puxin Ranch is currently run and what marketing strategies it uses. By using the Importance-Performance Analysis (IPA) method, the research will explore how visitors feel about different parts of the ranch—how important they think they are and how satisfied they are with them. Based on the results, this study will offer suggestions to help Puxin Ranch improve its services and make visitors even more satisfied.



This group proposes the following suggestions based on a review of relevant literature, on-site observations, and survey research.

- **Maintain Strengths**
Continue to optimize services with existing advantages to further enhance brand image and customer loyalty.
- **Improve Public Transportation Accessibility**
Ensure that the public is not hindered by transportation issues, thereby increasing customer flow.
- **Strengthen Online Marketing**
Make greater use of the widely developed online marketing channels to promote and advertise to the public through various methods.