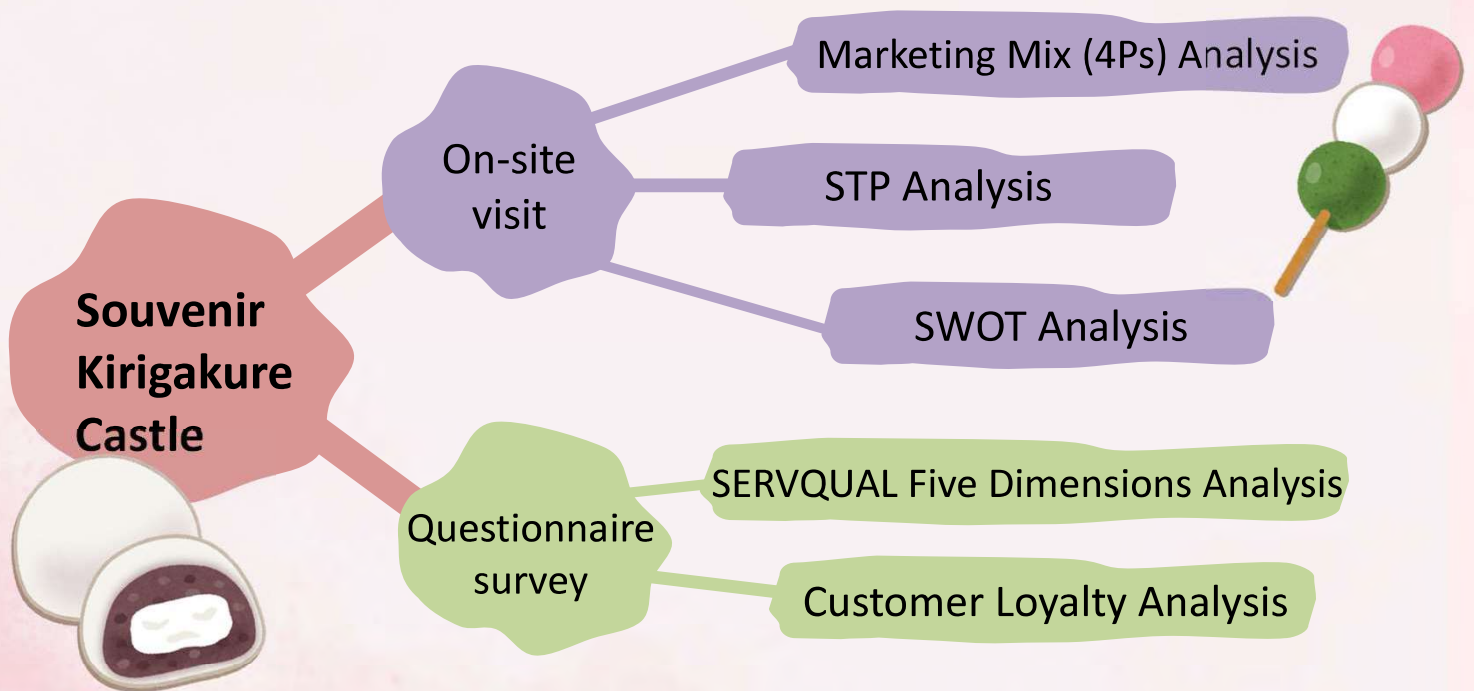


# Souvenir Kirigakure — Where Japanese Sweets Meet the Spirit of Ninjas

— Marketing Strategy and Service Quality Satisfaction Analysis

In recent years, the Taiwanese people's fondness for Japanese culture has been steadily growing, and the "Japan craze" has become a part of everyday life. We have observed that an increasing number of exquisitely packaged Japanese-style desserts are gaining widespread popularity, prompting curiosity about the strengths that enable these sweets to stand out in the market. This study focuses on *Souvenir Kirigakure Castle*, a Japanese-style tourism factory, and explores its marketing strategies and customer satisfaction with service quality through on-site visits and questionnaire surveys. Concrete suggestions are proposed to provide practical references for improving operations at *Souvenir Kirigakure Castle*.



Based on literature review, questionnaire surveys, and on-site visits, our team proposes the following three recommendations:

1. Simplify sales channels to lower costs.
2. Add more ways to sell products to reduce dependence on tourists.
3. Improve social media and use e-commerce to get more exposure.