

# Introduction

## 101文具天堂的消費者滿意度與IPA分析

### A Case Study of Zhongli District Consumers

101 Stationery Paradise has a good reputation and offers a wide variety of products in the stationery market.

Our team used the IPA (Importance-Performance Analysis) method to understand customer satisfaction with 101 Stationery Paradise and to provide improvement suggestions that can help enhance customer satisfaction and competitiveness.

To achieve this, we conducted a questionnaire survey and analyzed the results based on both customer satisfaction and perceived importance.

We also incorporated the 4P and 4C marketing frameworks to propose practical recommendations for the business to consider.

Analysis Method	Approach
Questionnaire Analysis	Used questionnaire analysis to investigate customer satisfaction and importance, and compiled results into an IPA chart. By comparing satisfaction and importance, we identified the items that need to be improved first.
Marketing Mix Analysis	Used marketing mix analysis to evaluate the impact of marketing on brand sales

Based on the IPA analysis, the team offers the following suggestions for 101 Stationery Paradise:

1. Increase online promotion to raise public awareness.
2. Improve parking facilities to increase convenience and attract more customers.
3. Reduce the number of non-stationery products.
4. Increase promotional events to lower the prices of stationery items.