

# Introduction



## 越來越食惠

- Exploring Customer Insights through Adam Quy's IPA in Taoyuan

### Research Objectives

In recent years, the growing number of migrant workers coming to Taiwan has introduced a rich diversity of food cultures and opened up new business opportunities. Vietnamese restaurants, in particular, have rapidly expanded across the country. This project uses Adam Quy in Taoyuan as a case study, conducting a survey to explore consumer behavior and satisfaction with Vietnamese cuisine in Taiwan, and provides actionable recommendations based on the results.

### Survey Findings

- Source of Awareness → Recommendations from family have the greatest impact.
- IPA Analysis → Improving serving speed is the Adam Quy's top priority.
- Repurchase Intention → Positive response



### Our Recommendations

1. Enhance Online Promotion to Attract More Customers
2. Introduce a Membership System and Loyalty Program to Build Customer Retention
3. Conduct Customer Satisfaction Surveys to Identify and Address Issues
4. Maintain Our Strengths to Ensure a Pleasant Dining Experience
5. Carry out Specialized Teamwork to Improve Serving Speed

