

Introduction

Exploring the marketing strategies of Ya-Chih Organic Farm

As the economy grows and people's income increases, more people care about eating healthy. They want to eat food that is both 'good' and 'safe,' so organic farming has started to grow. Ya-Chih Organic Farm, located in Yangmei District, Taoyuan City, uses natural and sustainable farming methods. It is the focus of our research. Our group wants to understand how Ya-Chih Farm operates and explore how they market their farm products.



Conclusions

(1) Ya-Chih's Competitive Strengths and Weaknesses

Ya-Chih's strength is that even though the organic market is small, its customers are loyal and stable. Also, because the cost of organic farming is high, it's hard for new competitors to enter the market, which helps Ya-Chih keep its market position. However, its weaknesses are the high prices, the difficulty of getting organic products, and the lack of public understanding about organic food, which makes marketing more challenging.

(2) Ya-Chih's Marketing Strategy

Since Ya-Chih faces the weakness of high prices caused by high costs, it cannot compete by lowering prices. Instead, it focuses on expanding its products and services. For example, it works with bakeries to create new products and holds food and farming education activities.

(3) Customer Satisfaction Analysis of Ya-Chih Organic Farm

People gave positive feedback about Ya-Chih's farm products, the staff's professional knowledge, and the activities held by the farm. However, there is still room for improvement in the amount of product and the pricing.



Recommendations

(1) Helping People Understand Organic Farming

The farm owner can make short videos and post them on social media to promote organic farming. They can also hold more food and farming education classes. This can help people learn more about organic farming and also increase the farm's exposure.

(2) Promoting Ya-Chih's Farm Products

By using social media ads and selling products in major chain stores and supermarkets, more customers can easily find and choose Ya-Chih's products while shopping. This helps bring healthy, high-quality food to more people's tables.



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