

# INTRODUCTION

## "SHAKE" INTO A NEW LIFE: EXPLORING FUTURE DEVELOPMENT TRENDS AND CONSUMER SATISFACTION OF THE WOOTEA ENTERPRISE



### Research Motivation

As the number of hand-shaken beverage shops in Taiwan continues to rise annually, becoming a ubiquitous sight in every street and alley, this study aims to explore the reasons behind this prevalence and identify the key success factors within such a competitive market.



### Research Methodology

- 4Ps Marketing Mix
- STP Marketing Model
- SWOT Matrix Analysis
- Questionnaire Data Analysis



### Research Conclusion

1. Diverse Product Offerings
2. Use of Premium Ingredients
3. Innovative and Unique Recipes
4. Bright and Clean Store Atmosphere



Competition  
Success



### Challenges Faced

1. Prevalence of Misinformation
2. A Popular Research Topic in Recent Years
3. Lower Brand Recognition Among Middle-aged and Older Populations



### Problem Solving

Given the abundance of existing research on the hand-shaken beverage industry, we must strive to differentiate our content and insights to avoid redundancy and lack of novelty. Additionally, the prevalence of online misinformation requires a significant investment of time to verify the authenticity of digital sources.