

# 鍋貼霸主

## 八方雲集的成功之道

This study focuses on Bafang Dumpling as the research subject to explore the key factors behind its success in winning consumer favor within the potsticker and dumpling market. It analyzes the company's business and marketing strategies, while employing a consumer satisfaction survey to assess whether its products and services meet customer expectations. Finally, the study concludes with research findings and practical recommendations.



Based on the research findings, this study proposes the following recommendations for Bafang Dumpling in Taiwan:

1. Benchmark competitors' promotional activities to launch more affordable and consumer-oriented discount schemes at the right time.
2. Leverage cross-branding alliances with sister brands within the same conglomerate to co-develop products tailored to public tastes, thereby attracting new customer segments.