

# SERVICE QUALITY AND BUSINESS STRATEGY

Taking the Nankan classroom in Taoyuan as an example



This study focuses on the Nankan classroom of Mingguang Yijuku, exploring how to bring more business opportunities to Mingguang Yijuku in a novel way within its current well-established environment, and understanding how Mingguang Yijuku can develop in the future to become even stronger.



Based on literature review, questionnaire survey, and marketing analysis, our group offers the following three suggestions:

1. Offer more discounts and promotions to reward customers.
2. Offer online learning programs to allow students to take classes at home, reducing rental costs.
3. Provide students with appropriate rest time to reduce academic pressure.

We live in a country with a declining birth rate, where parents prioritize academic performance above all else, and the societal prevailing attitude that "all other pursuits are inferior, only studying is superior" remains difficult to eradicate. This group takes Mingguang Yijuku as an example, highlighting its distinctive feature as "individualized instruction."