

# Project Description

## A Study on the Business Challenges and Differentiated Marketing Strategies of 貳巷貓弄 Cat Café



Modern life is fast-paced and stressful. Not everyone has the time or space to keep pets, so cat cafés have become popular places for relaxation and leisure. “貳巷貓弄” provides a space for customers to interact with cats while enjoying a comfortable environment. As competition increases, building unique features and attracting customers have become key challenges. This study explores the market positioning and marketing strategies of “貳巷貓弄” as a reference for future development.



貳巷貓弄 should offer student discounts and weekday promotions, establish a membership program, and strengthen social media marketing.

Improving food quality and pricing can enhance customer satisfaction and competitiveness.

