

More Than Just Coffee, It's Healing Companionship



A Study of Pet Café Business Strategies

Research Objectives:

- To explore the business models and current development of pet cafés in Taiwan.
- To compare the differences between pet cafés in Taiwan and Japan.

First, understanding the business models and current market status of pet cafés in Taiwan through a literature review, and introducing featured pet cafés in Taiwan and Japan. Next, applying SWOT and 4P analyses to explore their marketing strategies. Then, analyzing the perspectives and needs of both consumers who have and have not visited through a questionnaire survey. Finally, presenting research conclusions and identifying operational characteristics and future development recommendations that Taiwanese operators can learn from.

Comparison of Business Models

	Taiwan	VS		Japan
Emphasis on spacious environments and diversified dining options			Emphasizing thematic uniqueness	
Building a composite experience of leisure and social networking			Professional animal care	

Based on the literature review, marketing strategy analysis, and questionnaire survey, our team presents the following two recommendations:

1. Operators should strengthen animal management and environmental quality, while enhancing brand competitiveness through the values of healing and companionship.
2. Taiwanese pet cafés can learn from the Japanese experience, combining thematic features, diversified dining, and healing functions to enhance overall competitiveness.