

Rakuten MONKEYS

RAKUTEN MONKEYS MARKETING STRATEGY AND SATISFACTION ANALYSIS

Research Objective: Compare our team's business strategies with the industry best practices, and provide operational recommendations and core references for management and research.

1. SWOT ANALYSIS

S Strengths

- Leverage online and social media communities to enhance fan engagement and on-site attendance.
- Strong membership system that deepens fan loyalty and value.

W Weaknesses

- Over-reliance on promotions and event collaborations to attract fans.
- Limited innovation in merchandise and event content; insufficient differentiation.

O Opportunities

- Optimize fan experience and seating to improve service quality.
- Build a data analytics system to make more precise baseball decisions.

T Threats

- Limited budget; resource allocation constraints.
- Intensifying competition from other leagues; risk of fan outflow and market share erosion.

2. FIVE DIMENSIONS OF SERVICE QUALITY

Dimension	Definition and Current Situation
Tangibles	Facilities and surrounding merchandise are well-maintained and visually align with the brand image.
Reliability	Service processes are highly standardized and can effectively meet fan expectations.
Responsiveness	Official responses and handling speed are appropriate, but there is still room for improvement during peak event periods.
Assurance	Staff professionalism is high, providing stable and trustworthy service.
Empathy	Attention to interactions with fans is good, but there is still potential to enhance personalized service and space.

3. IPA SERVICE SATISFACTION CROSS MATRIX



4. CONCLUSIONS AND RECOMMENDATIONS

- 📦 **SWOT Recommendation:** Leverage strengths and seize opportunities to enhance operational efficiency and innovation capabilities.
- 📦 **Marketing Strategy Recommendation:** Strengthen themed events and partnerships to boost ticket sales and fan engagement.
- 📦 **IPA Analysis Recommendation:** Prioritize improvement in defensive and logistics items, such as parking and concessions, to enhance overall satisfaction.