INTRODUCTION TO THE WORK

LET'S EXPLORE THE MARKETING STRATEGIES AND CONSUMER SATISFACTION OF TWO JAPANESE RETAIL CHAIN STORES, "DON DON DONKI" AND "MUJI."

This study aims to explore the marketing strategies and customer satisfaction of the Japanese retail chain stores "DON DON DONKI" and "Muji." It begins by conducting a literature analysis of the two brands' business philosophies, marketing strategies, and strengths and weaknesses. It then utilizes online surveys to investigate consumer behavior and customer satisfaction towards Don Quijote and Muji. Finally, the study integrates the findings through SWOT, STP, and 4P analyses to provide specific recommendations for sustainable business operations.

1. The motivation for the study

2. Proposed research topic

3. Collecting data

4. Distributing questionnaires

5. Organizing and analyzing the data

6. Conclusion and recommendations

Based on the literature review, marketing analysis, and questionnaire survey, the research team proposes the following four recommendations:

1. Both brands need to develop a comprehensive marketing strategy plan to enhance the corporate social image.

2. Capitalize on the strengths of brand image to expand the customer market.

3. Both brands need to improve the store layout planning of Don Quijote to address weaknesses and listen to customer expectations.

4. Both brands need to utilize online media promotion, expand the number of stores, and increase customer attraction.