

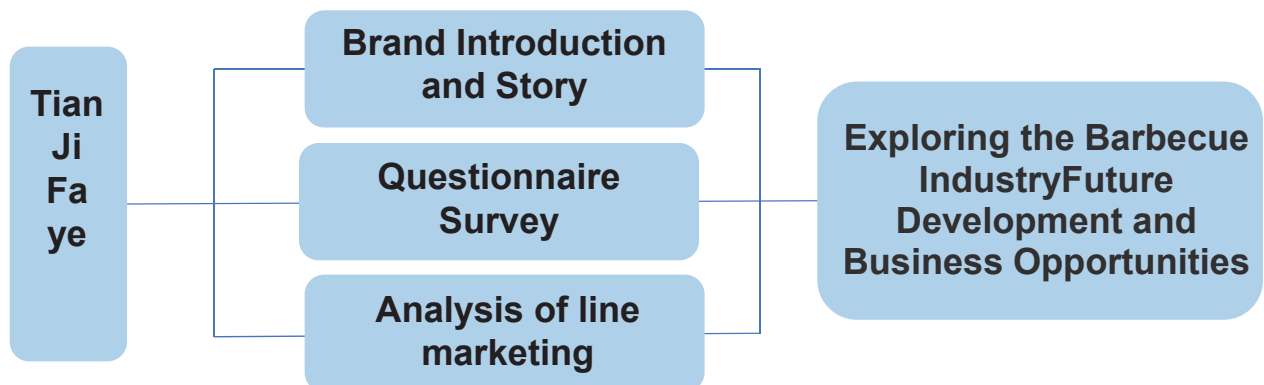
Work Introduction

“Bake” A New Business Opportunity with “Tian Ji Fa Ye”

Exploring the development and business opportunities of the roast meat industry

This study is Explore the future development and business opportunities of the barbecue industry and how to bring more business opportunities to the barbecue industry.

We will first understand its brand introduction and story, and then use the online questionnaire to survey consumers' satisfaction with various aspects of Tian Ji Fa Ye, and make specific suggestions through various analysis charts, SWOT analysis and 4P analysis for the stores' reference, in order to help them obtain better development and business opportunities, and make the roast meat industry grow stronger and stronger.



Based on the literature, questionnaire survey and marketing analysis, the group proposes the following four points:

1. Adjust the price according to the main consumer tier to stabilize and increase the customer source.
2. Increase promotional activities, discounts, and other activities to reward customers and increase their return rate.
3. Open more branches throughout Taiwan so that people from all over the world can have the opportunity to visit.
4. Increase the popularity of the restaurant by giving away discounts to attract more customers.