

Introduction to the work

Explore the existing development and business opportunities of beverage shops

-Take KEBUKE and 50 Lan as an example

This study aims to explore the existing development and business opportunities of beverage stores, first, discussing the development history, brand introduction, theoretical basis of beverage industry, and putting forward SWOT and 4P analysis of beverage stores, and then using online questionnaires to investigate consumption motivation, consumption frequency, consumer product preferences, activity attraction types, knowledge channels, preference for KEBUKE or 50 Lan satisfaction surveys, and put forward specific suggestions for the two beverage stores.

Based on market analysis and questionnaire surveys, the group made the following four recommendations for the two beverage stores:

一、Seasonal

Introduce seasonal flavours, such as a smoothie series in summer and a warm drink series in winter, to entice consumers to experience new flavors.

二、cooperate

Cooperate with Internet celebrities, idols, etc., conduct online live broadcasts, group photos and other activities to increase brand exposure.

三、Membership

Launched a membership system so that loyal customers can accumulate points, receive coupons and other benefits, and increase customer repurchase rate.

四、Market segments

For different ages, genders, regions and other consumer groups, we will launch drinks with different flavors and packages to meet different consumer needs.