



INTRODUCTION



Catfeine -explore with cat cafe

In recent years, Chinese people's love for pets has been on the rise. Furry children have begun to appear in many industries, but this has caused an increase in strays. Some well-meaning stores adopt them and help them find a warm place by developing their stores. Belonging, for example, pet cafes, an industry that has been booming recently, **so we want to understand the business model of pet cafes. We take the cat cafe "Erxiang Mao Lane" as the research object.**

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Based on literature review, questionnaire survey and actual interviews, the group came up with the following five suggestions:

1. The price of meals is high, which can increase the diversity of meals and allow customers to have more choices.
2. Using the surrounding geographical location, there can be a lot of traffic, and a conspicuous signboard can be set up to attract consumption.
3. Hold more promotional activities and cooperate with public figures to increase exposure.
4. It is recommended to add peripheral products for cats in the shop, consolidate the fixed customer source, and provide cat food and small toys to increase the interaction between consumers and cats, and increase the willingness of consumers to return.

