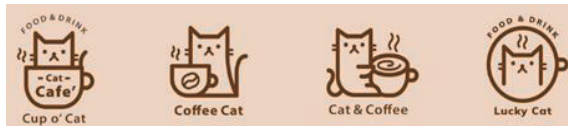
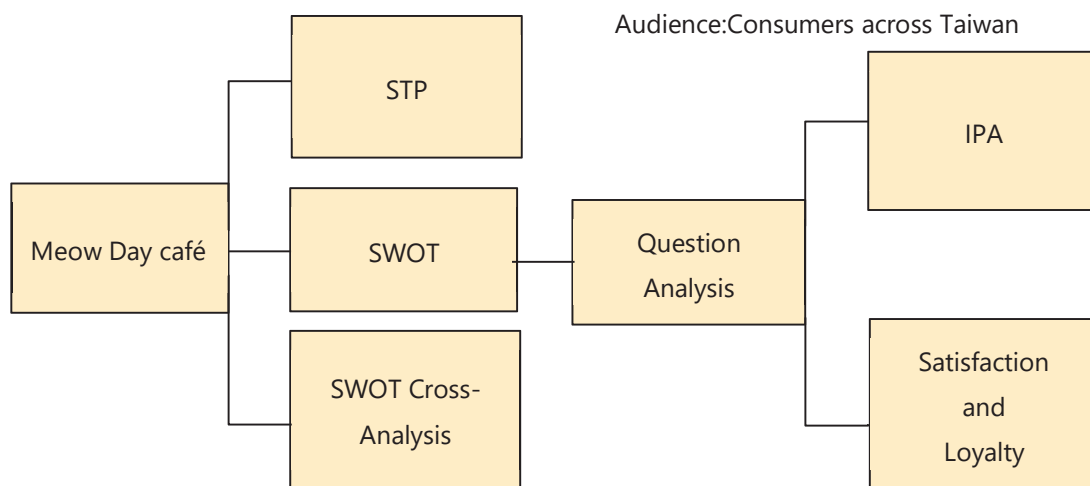


Synopsis

A Study on the Operational Philosophy of Cat Café - A Case Study of Meow Day Café



Our group conducted online interviews and on-site filming to understand the operational philosophy and background of Meow Day Café. Firstly, we conducted a literature review to explore its operational philosophy and compared Meow Day Café with regular cafés, highlighting the differences in pet cafés. We then used questionnaire analysis to understand consumer loyalty and satisfaction. Through STP analysis, we segmented the market into various sub-markets, identified the target market, and found the most suitable market positioning. SWOT analysis and cross-analysis were conducted to outline four strategies to respond to various situations. Additionally, we utilized questionnaire surveys to assess consumer satisfaction and loyalty, and provided concrete recommendations through IPA analysis.



Based on literature review, questionnaire analysis, and IPA analysis, our team proposes the following seven recommendations:

1. Implement time restrictions for customer dining, as there are no time limits or turnover rates.
2. Sell pet snacks within the café to enhance customer interaction with the cats.
3. Utilize the official website to promote and increase visibility through social media platforms like Instagram and Twitter.
4. Use advertising and marketing strategies to make the cats popular influencers, attracting customers' attention visually and attracting new consumers.
5. Allow customers of all ages, including children under parental supervision, to learn how to interact with and care for the cats.
6. Considering that Meow Day Café may be far for many people, it is recommended to expand to other locations and open new branches.
7. Adjust prices, offer more discounts, and diversify food innovation.