

# The introduction of our work

## DO YOU 「RIDE」 TODAY?

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TAKE GOGORO AS AN EXAMPLE

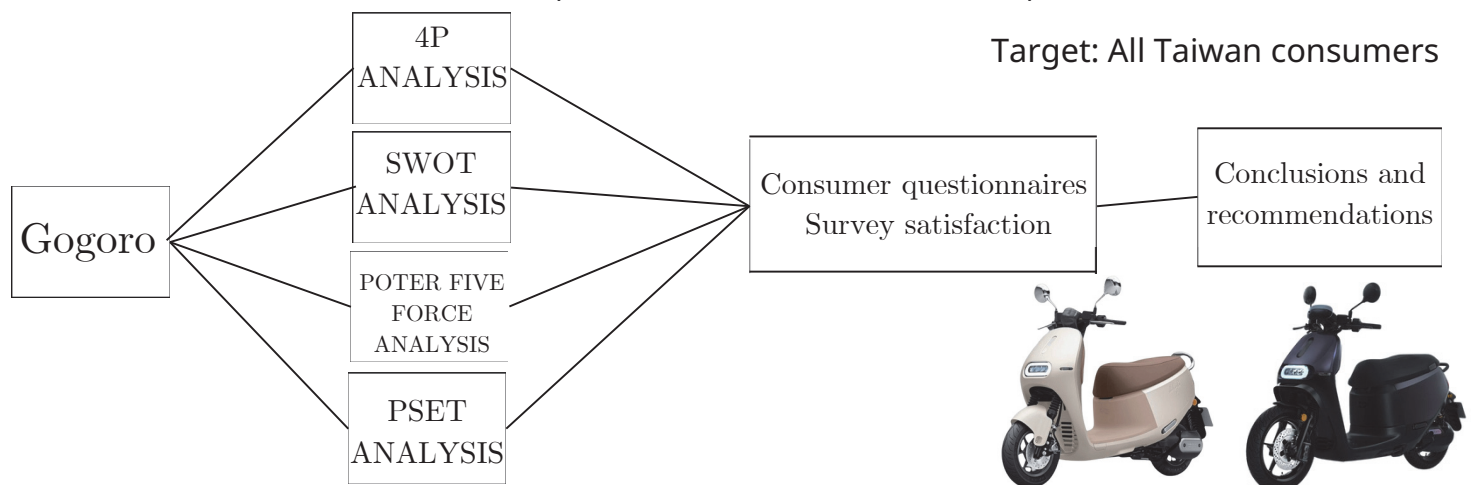
With the progress of the times and the rise of environmental awareness, the market share of electric motorcycles is increasing. Therefore, old gasoline motorcycles were gradually phased out. Besides, there are fewer and fewer oil resources on the planet.

So, the government then began to promote electric vehicles fueled by electricity, this also gives consumers more choices in their purchases.

Gogoro founder Horace Luke (2015) mentioned:

「Don't innovate for money, but for influence!」

Although, the push for electric motorcycles is on the high side in price, the environmental protection and benefits in use are definitely better than ordinary gasoline motorcycles. And its innovations have reached a certain influence in this generation as well as create new situations. Therefore, we decided to use the theme of electric motorcycles to explore the advantages and disadvantages of various aspects of electric motorcycles and the differences between them by other motorcycles, and to study the relevant business analysis.



This group puts forward the following five arguments based on literature discussion, questionnaire analysis, and marketing analysis

- The loss of many customers is high due to high prices, so we recommended to increase incentives and subsidies.
- Too few charging stations is a major part of the missing customer group, therefore, we recommended to add charging stations and battery subsidies
- Since it has not yet been popularized by the public, we can select the highest customer attention from the analysis to prioritize improvement
- In the overall satisfaction, there is no good impression on the customer. Thus, we recommended to train the staff more in service
- Traditional motorcycles are still deeply loved for the masses. Then, we recommended that Gogoro increase its promotion capabilities