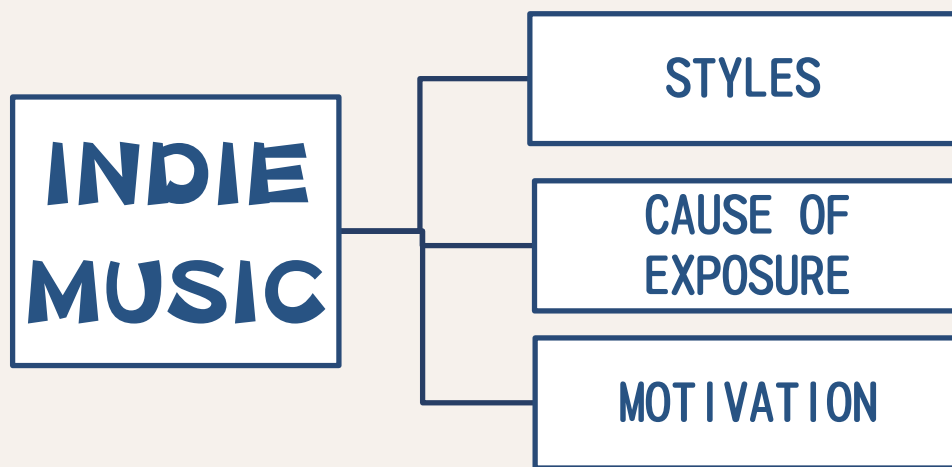


INTRODUCTION

「獨」樹一幟、鶴「立」雞群的那些音樂

This research aims to investigate the level of consumer preference for independent music and the business opportunities associated with independent bands. An online questionnaire survey will be conducted to explore the reasons why consumers engage with this music genre. Additionally, a SWOT analysis will be employed to identify the strengths, weaknesses, opportunities, and threats. To support the development of independent music, team members will actively participate in music festival events, assuming the role of "live show enthusiasts," to express their love for independent music.



Based on the literature review and questionnaire survey, our team proposes the following three recommendations:

ONE. Increase channels for accessing independent music

TWO. Expand the range of merchandise

THREE. Enhance the channels for purchasing merchandise.

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