

Introduction

One minute of hard work brings one minute of rewarding results

aiming to receive plentiful blessings.

The focus of the study was to increase the visibility of Yunze Farm. It utilizes SWOT analysis, examines 4P marketing strategies, and conducts surveys on consumer perceptions of organic food. In order to effectively promote Yunze Farm, a website was created and a charming mascot "Starry Onion Sauce" was designed.

Website Presentation



Suggestions

- Establish a dedicated website for Yunze Farm.
- Create a mascot for Yunze Farm - Starry Scallion Sauce.
- Launch special events and promotions.



▲Research Process



Starry Scallion Sauce