

王品集團
wowprime

「食」代好「品」味

研究動機

因良好的服務態度、舒適的環境、符合大眾口味的餐點及創新的行銷模式等，受到消費者的喜愛，為此我們挑選了王品集團來探討其行銷策略及經營模式。

本組討論後給予以下建議

(一) 產品方面，王品集團對於旗下餐廳嚴格把關，可繼續維持或者提高餐點內容與服務態度的水準並將以此優勢加以宣傳，就可將此設為主賣點，創造更多客流量。

(二) 價格方面，可以稍微降低中高價位餐廳的餐點價格。若餐廳多推出新穎、特殊優惠方案，可以吸引更多消費者光顧。

(三) 行銷策略/模式方面，可繼續維持生日優惠，並加強宣傳及廣告。完成指定條件可享折扣此項優惠，可使指定條件簡化，並容易達成，更能吸引消費者。

研究結論

(一) 產品方面，多數消費者去消費的主因是對於「餐點內容」與「服務態度」感到較為滿意，其原因是王品集團對於品探及員工訓練較為嚴格。

(二) 價格方面，大多數消費者一致認為餐點價位太高。眾多消費者未嘗試王品集團旗下餐廳或者不願意再光顧的原因皆為價位太高。

(三) 行銷策略/模式方面，多數消費者最滿意的行銷策略為生日優惠，再來分別是加入官方帳號送餐點、完成指定條件可享折扣。

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RESEARCH MOTIVATION

Due to their excellent service attitude, comfortable environment, food that suits the general taste, and innovative marketing models, they are well-liked by consumers. Therefore, we have chosen the Wowprime Group to explore their marketing strategies and business model.

AFTER DISCUSSION, OUR
GROUP HAS PROVIDED THE
FOLLOWING SUGGESTIONS.

RESEARCH CONCLUSION

1. Product: The main reason most consumers choose Wowprime Group's restaurants is their satisfaction with the food and service. This is attributed to the group's stringent quality control and rigorous employee training.
2. Pricing: A majority of consumers believe that the prices are too high. The high pricing is the primary reason why many consumers have not tried the restaurants under the Wowprime Group or are unwilling to return.
3. Marketing Strategies/Models: The most popular marketing strategy among consumers is the birthday discount, followed by promotions such as receiving a free dish by joining the official account, and discounts for meeting certain conditions.

1. Product: Wowprime Group strictly monitors the quality of their restaurants. They should continue to maintain or even improve the standard of their food and service. By promoting these strengths, they can establish this as a key selling point, attracting more customers.
2. Pricing: They could slightly reduce the prices of dishes at their mid- to high-end restaurants. Introducing novel and unique promotional offers can also attract more customers.
3. Marketing Strategies/Models: They should continue offering birthday discounts and enhance their promotion and advertising efforts. For discounts that require meeting certain conditions, simplifying these conditions to make them easier to achieve will further attract consumers.