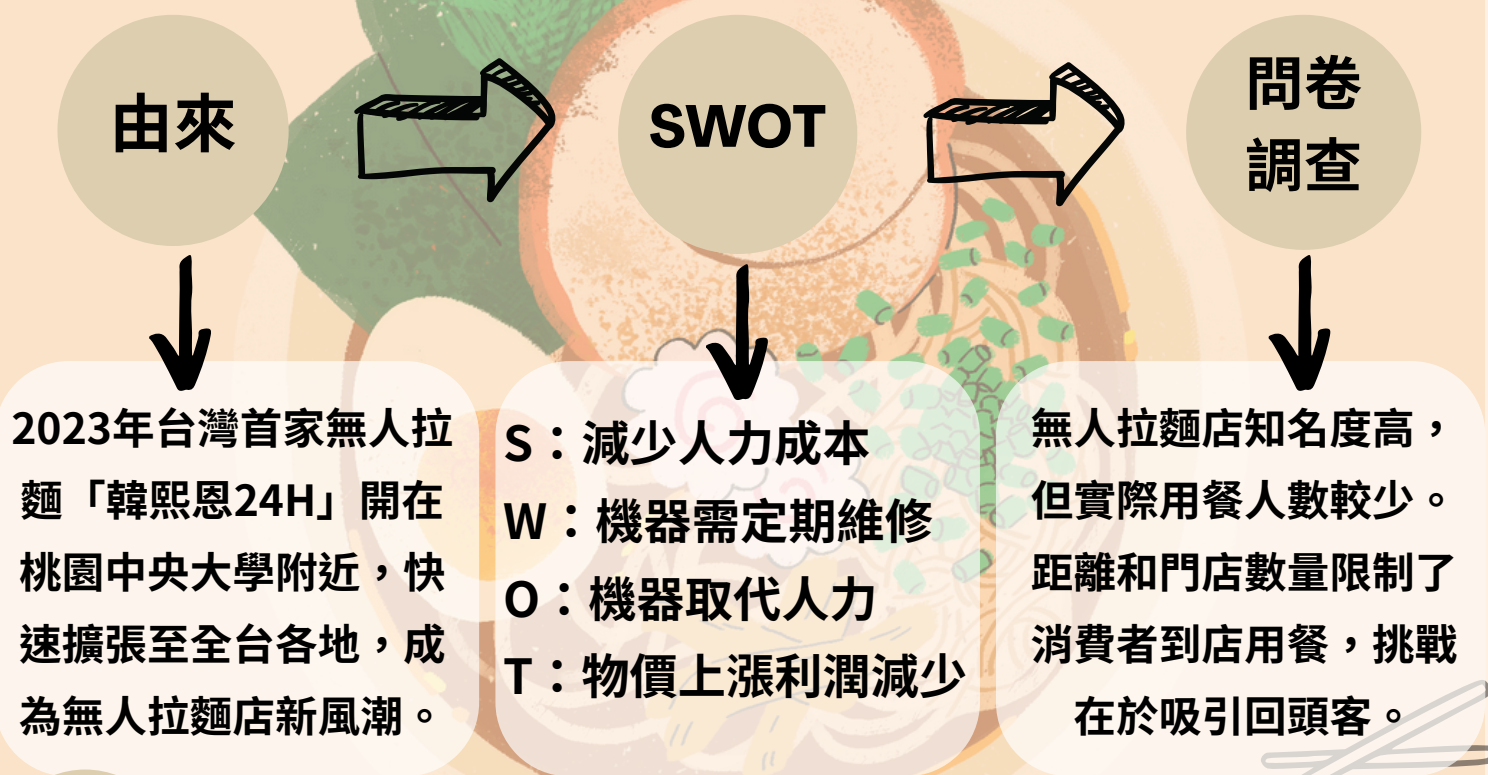


「無」可限量的未來- 無人拉麵店經營策略之研究

研究動機

科技發展與少子化加劇，新技術減少人力成本、解決人力不足問題。無人拉麵店特色在於無店員，自助、自動化交易。受企業矚目，成為傳統商店結合電子科技的轉捩點。無人商店不僅自動化經營，也將影響更多經濟層面。

研究流程：



結論

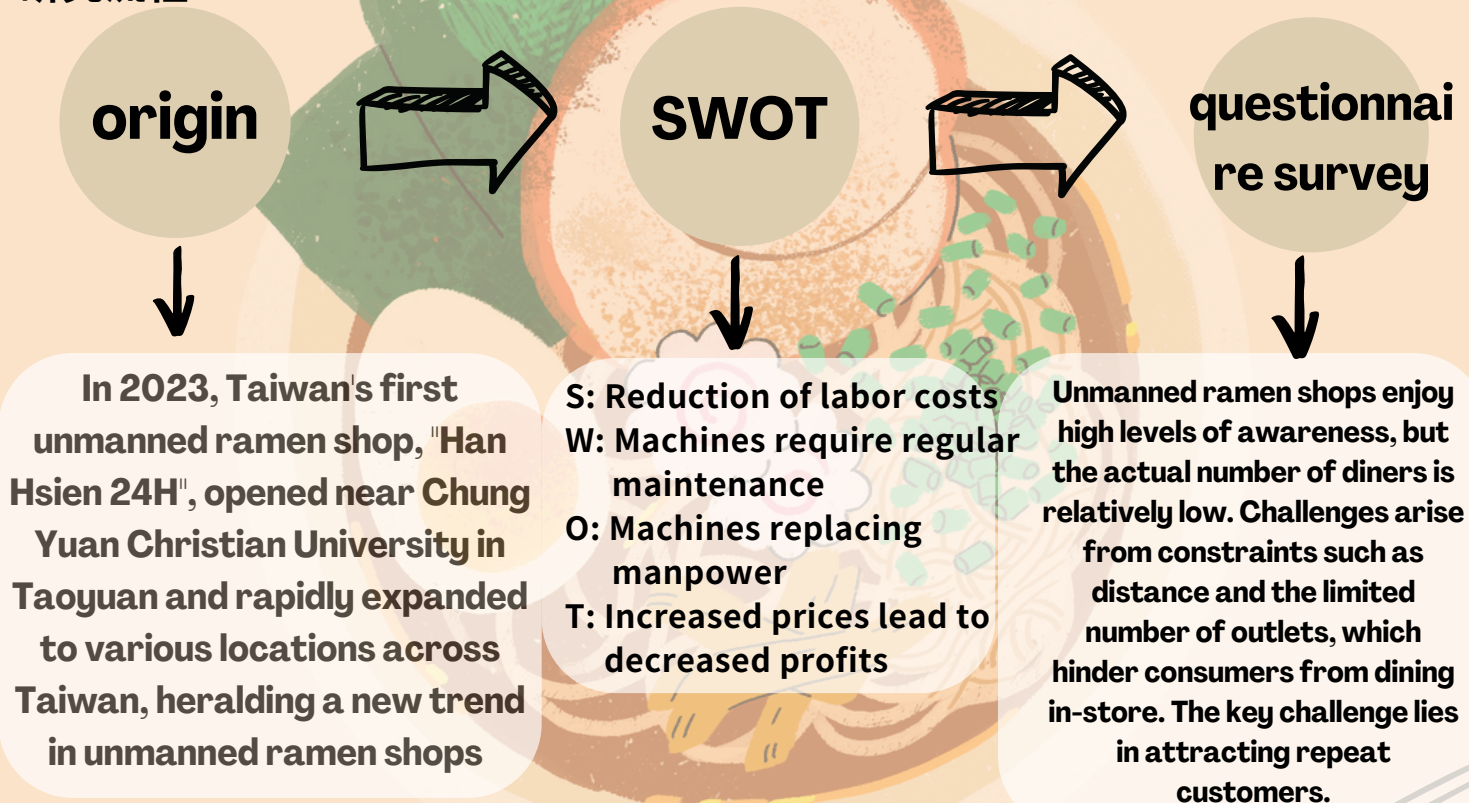
1. 科技發展及少子化導致人力不足，新技術解決此問題。
2. 無人拉麵店以無店員、自助、自動化交易為特色，成為傳統商店融合電子科技的轉捩點，將影響更多經濟層面。
3. 無人拉麵店在問卷調查中顯示知名度高，但實際用餐人數相對較少。
4. 推測距離和門店數量限制了消費者到店用餐，大部分顧客僅出於嘗鮮心理，回頭客數較少。
5. 體驗消費者願意支付較高金額。

「無」可限量的未來- 無人拉麵店經營策略之研究

Research Motivation:

The development of technology and declining birth rates have exacerbated labor shortages. New technologies have reduced labor costs and addressed manpower shortages. The unique feature of unmanned ramen shops lies in their absence of staff, allowing for self-service and automated transactions. Attracting attention from businesses, they have become a turning point for traditional stores integrating electronic technology. Unmanned stores not only automate operations but also impact various economic aspects.

研究流程：



conclusion

1. Technological advancement and declining birth rates lead to a shortage of manpower, with new technology addressing this issue.
2. Unmanned ramen shops, featuring no staff, self-service, and automated transactions, serve as a turning point where traditional stores integrate electronic technology, impacting multiple economic aspects.
3. Despite high recognition in survey results, unmanned ramen shops have relatively fewer actual diners.
4. It is speculated that distance and the limited number of outlets restrict consumers from dining in-store, with most customers visiting out of curiosity, resulting in fewer returning customers.
5. Experiential consumers are willing to pay higher amounts.