

甜點創業市集之行動實作 與網路行銷策略研究

隨著網路的普及與資訊變得更加流通，用“低成本”開啟一項副業或是創業不再遙不可及。我們注意到在社群媒體盛行的時代下，給予了更多小品牌被看見的機會。而國內的烘焙產業，根據經濟部統計處調查，市場年產值約600億元，其中甜點產值就超過150億元。因此，我們透過蒐集到的資料，實際至市集擺攤且親身參與，了解真實的市集經營情況；並彙整表單內容，找出屬於甜點市場的銷售管道以及經營要點。

實作過程

事前



事中



事後



結論

1. 甜點圖片及價格將最大程度影響消費者在網路上購買甜點的意願
2. 熱門甜點品項及特別口味將會使消費者更願意在市集購買甜點

建議

1. 擺攤攤位應明亮清晰、陳列做出層次感
2. 造型甜點更能吸引顧客，使顧客停留，增加銷售機會
3. 可將甜點分量做小並以平價販售，讓顧客更有意願嘗鮮

A STUDY ON THE ACTION IMPLEMENTATION OF DESSERT STARTUP MARKET AND INTERNET MARKETING STRATEGY

WITH THE SPREAD OF THE INTERNET AND THE FLOW OF INFORMATION, IT IS NO LONGER POSSIBLE TO START A SIDE BUSINESS OR START A BUSINESS AT A LOW COST. WE NOTICED THAT IN THE ERA OF SOCIAL MEDIA, MORE SMALL BRANDS WERE GIVEN THE OPPORTUNITY TO BE SEEN. THE DOMESTIC BAKING INDUSTRY, ACCORDING TO THE MINISTRY OF ECONOMY STATISTICS OFFICE SURVEY, THE ANNUAL MARKET OUTPUT VALUE OF ABOUT 60 BILLION YUAN, OF WHICH DESSERT OUTPUT VALUE OF MORE THAN 15 BILLION YUAN. THEREFORE, THROUGH THE COLLECTED INFORMATION, WE ACTUALLY GO TO THE MARKET STALLS AND PARTICIPATE IN THE ACTUAL MARKET OPERATION, AND SUMMARIZE THE CONTENTS OF THE FORM TO FIND OUT THE SALES CHANNELS AND OPERATING POINTS OF THE DESSERT MARKET.

implementation process

beforehand



work in progress



after the fact



Conclusions

1. Dessert pictures and prices will have the greatest impact on consumers' willingness to buy desserts online.
2. Popular dessert items and special flavors will make consumers more willing to buy desserts at the market.

Recommendations

1. The stalls should be bright and clear, displaying a sense of hierarchy.
2. Styling desserts can attract customers, keep them there, and increase sales opportunities.
3. Can be made small and sold at an affordable price, so that customers are more willing to taste fresh.