

微商新時代- 以桃園市萊爾富 LINE社群為例

作品簡介

研究動機

微商社群這一新型商業模式應運而生。

但仍面臨政府規定不明確、消費者危機意識低以及資訊量大等問題。

為了使其更信任微商社群並吸引更多客群、擴大市場。

揭示其在網路購物中面臨的風險，並提供管理策略。

SWOT分析結果

S

1. 團體優惠價
2. 大數據分析

O

1. 購物型態轉變
2. LINE使用率高

W

1. 經營成本高
2. 訊息量過大

T

1. 替代品威脅大
2. 入行門檻低

本組根據結果，給予以下建議

- (一) 增強員工專業訓練，提升職業素養
- (二) 由廣告提升消費者對LINE社群的認知
- (三) 將社群分類，避免接收過多訊息
- (四) 打造鮮明特色，使消費者願意選擇購買



THE NEW ERA OF SOCIAL COMMERCE - TAKE HI-LIFE LINE COMMUNITY IN TAOYUAN CITY AS AN EXAMPLE

INTRODUCTION

RESEARCH MOTIVATION

Social commerce communities have emerged as a new business model. However, they face unclear government regulations, low consumer risk awareness, and information overload. To build trust, attract more customers, and expand the market, it's important to highlight online shopping risks and provide management strategies.

SWOT ANALYSIS RESULTS

S

1. Group discount
2. Big data analysis

O

1. Changing shopping habits
2. High LINE usage

W

1. High operate costs
2. Information overload

T

1. High threat of substitutes
2. Low entry barriers

Based on the findings, here are the suggested

- (一) Enhance staff training to boost professional skills.
- (二) Classify communities to manage message overload.
- (三) Boost LINE community awareness through ads.
- (四) Craft unique features to drive consumer purchases.



萊爾富