

# 蘑菇蘑菇 雞蛋糕市場



## 介紹

## 菇的手作鋪 雞蛋糕為例

## 方向

老闆娘喜歡製作甜點，產生了想自己創作一家甜點小鋪，考量了許多問題，例如：資金、地點、材料製作等，選擇了雞蛋糕，從小餐車開始經營朝開店鋪的梦想前進

靠近住家附近的商圈，顧客群多為學生或家長群；參與附近的攤車活動，推廣自家產品。口味方面自行研發多種口味，像是奶油、奶酥等皆是手工製作的餡料，讓顧客留下記憶點

## 分析

優點：口味多樣化  
工作時間自由  
產品容易創新

缺點：下班時間不固定  
競爭對手多  
替代性高

## 建議

因物價通膨，可將定價調漲  
拉贊助商，增加店鋪資金  
幫忙推銷可得折扣  
推出烘焙教學課程

## 結論

雞蛋糕市場趨近飽和  
偏向價格競爭  
發展出多元口味、特色  
發展出多角化型態推銷店鋪  
在此市場訂價較親民



# Mushrooms, mushrooms, egg cake market."



## "Mushroom Handcrafted Pastry" for example, "Egg Cake".

### Introduce

The proprietress likes to make desserts, so she wanted to create her own dessert shop, and after considering many issues, such as funding, location, and material production, she chose chicken cakes and started her business from a food truck to move forward with her dream of opening a shop

merit:

### Analyse

Variety of flavors

Freedom of working hours

Products are easy to innovate

Disadvantages:

Irregular working hours after work.

Many competitors in the market.

High substitutability.

### Suggestion

Pricing can be increased due to price inflation

Pull sponsors and increase store funds

Discounts are available for helping to market

Launched a baking education course

### Direction

Located near residential areas with a bustling commercial district, our customer base primarily consists of students and parents. We actively participate in nearby food truck events to promote our products. We have developed a variety of flavors in-house, such as cream and custard, all made with handmade fillings, leaving a memorable impression on customers.

### Conclusion

The chicken cake market is approaching saturation

Biased towards price competition

Develop a variety of tastes and characteristics

Developed a diversified type of sales store

Prices in this market are more affordable

FLOUR

SUGAR