

# 作品介紹

## 動漫所創商機 - 週邊商品的興起

默默無名的動漫發展至今已成為亞洲國家的潮流，也緩緩打開西方市場的大門，且在動漫成功發展後，週邊商機陸續出現，銷售商品也大受好評，也衍生出許多展覽，讓眾多廠商看好此商機，紛紛加入動漫的市場，讓二次元迅速的在亞洲國家擴大。

### 介紹：

動漫週邊商品是由動漫所衍伸出來的產品，包含公仔、玩偶、立牌等，因銷量大，利潤高，是場商重要的營利來源，也是個有效的品牌推廣和市場宣傳途徑。



### 建議：

優點：

1. 消費者忠誠度高
2. 與大廠牌聯名提高知名度

缺點：

1. 價格偏高
2. 過度消費
3. 盜版異常氾濫



1. 消費者年齡不高，建議廠商可將週邊商品的價格降低
2. 盜版商品異常活躍，商家可製作自己專屬的防盜圖示，以利消費者分辨
3. 提供定制服務，可依據喜好制做出獨一無二的商品



# INTRODUCTION OF WORKS

## The Rise of Anime Merchandise- Exploiting Business Opportunities

Once obscure, anime now thrives in Asia and is gaining popularity in the West. Its success has led to lucrative merchandise sales and the emergence of exhibitions, attracting numerous businesses to enter the market and fueling the rapid expansion of "2D culture" in Asian countries.

### Introduction

Anime merchandise, such as figurines, plush toys, and standees, are lucrative products stemming from anime. They serve as important revenue sources for businesses and effective avenues for brand promotion and marketing.

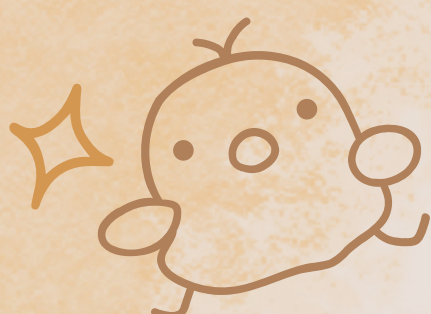
### Analyze

advantage :

1. High consumer loyalty
2. Collaboration with major brands enhances visibility

shortcoming :

1. High prices
2. Overconsumption
3. Rampant piracy



### Suggestion

1. With a young consumer base, manufacturers should consider lowering prices of peripheral products.
2. Combatting piracy can involve creating unique anti-counterfeiting symbols for consumer trust.
3. Offering customization services allows for unique products tailored to individual preferences.

