

專題實作

搖身一變——台灣手搖飲料的經營方式

研究動機

在台灣常常可以在一條街上發現數家不同的手搖飲料店，在這麼激烈的競爭當中，竟然還有那麼多間飲料店開幕，所以我們想知道關於手搖飲的興起背景、銷售手法、競爭結果。

提出問題



- 台灣手搖飲料的由來
- 台灣人購買手搖飲料的原因
- 手搖飲料店目前的趨勢、SWOT分析
- 各間手搖飲料店行銷手法的差異（可不可 & COCO）

文獻探討



- 台灣手搖飲料於80年代興起
- 國人會因為手搖飲能個性化選擇而購買
- 手搖飲料店目前的趨勢有提倡環保、外送服務等

結論與建議

在台灣手搖飲料市場接近飽和競爭十分激烈，手搖飲料店需要吸引更多顧客和提升業績來保持競爭優勢。成功的關鍵在於創新和差異化的服務才能在競爭激烈的市場中脫穎而出，需要不斷地學習以及調整來適應市場變化和滿足顧客需求。



飲料店的行銷手法差異

都可 V.S 可不可

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|-------------------------|------------------------|
| • 行銷活動為促銷活動、限時優惠 | • 推出紀念品、贈送小禮物 |
| • 注重創新以及多樣性 | • 注重台灣經典飲品、強調口味和品質的一致性 |
| • 價格偏中高 | • 價格較平民 |
| • 積極拓展海外分店，針對當地消費者需求做改變 | • 專注在亞洲地區 例如東南亞地區 |



Thematic Implementation

Transform into a Taiwanese hand-cranked drink Mode of Operation

Research motivation

In Taiwan, you can often find several different hand-cranked beverage stores on the same street, and in such fierce competition, there are so many beverage stores opening, so we want to know about the background of the rise of hand-cranked drinks, sales methods, and competitive results.

Ask questions



- The origin of Taiwan's hand-cranked drinks
- Reasons why Taiwanese people buy hand-cranked drinks
- Current trends in hand-cranked beverage stores, SWOT analysis
- Differences in marketing practices of each hand-cranked beverage store (KEBUKE & COCO)

Literature review



- Taiwanese hand-cranked drinks emerged in the 80s
- People will buy hand-cranked drinks because they can be personalized and selected
- The current trend of hand-cranked beverage stores is to promote environmental protection and delivery services

Conclusions&Recommendations

In Taiwan, the hand-cranked beverage market is close to saturation and competition is fierce, and hand-held beverage stores need to attract more customers and improve their performance to maintain a competitive edge. The key to success lies in innovation and differentiated services to stand out in a highly competitive market, requiring continuous learning and adaptation to adapt to market changes and meet customer needs.



Differences in marketing practices in beverage stores

COCO V.S KEBUKE

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|---|---|
| <ul style="list-style-type: none">• Marketing activities are promotions, limited-time offers• Focus on innovation and diversity• Prices are on the mid-to-high side• Actively expand overseas branches and make changes to meet the needs of local consumers | <ul style="list-style-type: none">• Souvenirs and small gifts• Focus on Taiwanese classic drinks, emphasizing consistency in taste and quality• The price is more civil• Focus on the Asian region, such as Southeast Asia |
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