



作品簡介

日式精緻炭火燒肉-Oh! Yaki!


近年來「吃到飽」在各消費族群盛行，不論是上班族或是學生族都會嘗試各式各樣的吃到飽。吃到飽餐廳的種類非常多元，包括：壽喜燒、泰國蝦、羊肉爐等等，尤其是燒肉，在 2022 年全國餐飲業產值高達 200 億，成為吃到飽中最受消費族群青睞的類型。

因此，本組針對「Oh! Yaki! 日式精緻炭火燒肉」吃到飽餐廳探討其行銷策略及調查消費者對店家提供的食材、服務、價位滿意度。

行銷策略與滿意度調查



本組根據行銷策略及滿意度調查，給予店家以下改善建議



搭配優惠專案

- 針對當月壽星提供特別折扣
- 鼓勵顧客在社交媒體上打卡，分享即可享受優惠



強化廣告宣傳

- 社群媒體廣告投放
- 定期更新廣告，傳遞店家最新資訊



加強品牌曝光度並提升品牌行銷力度以增加顧客滿意度



introduction



Japanese charcoal-grilled delicacy – Oh! Yaki!

In recent years, the concept of "all you can eat" has gained popularity across different consumer demographics. From office professionals to students, individuals are exploring a variety of all-you-can-eat options. The range of all-you-can-eat establishments is extensive, encompassing sukiyaki, Thai shrimp, mutton oven, and notably, grilled meats. By 2022, the output value of the national catering industry is projected to reach 20 billion, solidifying its status as the most favored type of all-you-can-eat dining experience.

This group examines the marketing strategy of the all-you-can-eat restaurant "Oh! Yaki! Japanese exquisite charcoal grilled meat" and explores consumers' satisfaction with the ingredients, services, and prices offered by the establishment.

Marketing Strategy and Customer Satisfaction Survey



Based on the marketing strategy and satisfaction survey, this team provides the store with the following improvement recommendations:

DISCOUNT PROJECT MATCHING

- Exclusive discounts for the birthday honoree of the month.
- Encourage patrons to check in on social media and share to receive discounts.

ENHANCE ADVERTISING

- Advertising on social media platforms
- Regularly update advertisements to provide the most recent store information.

Enhance brand exposure and improve brand marketing initiatives to boost customer satisfaction.