

GROUP 6

Dragon Cake

TARGET



Japan



Handmade



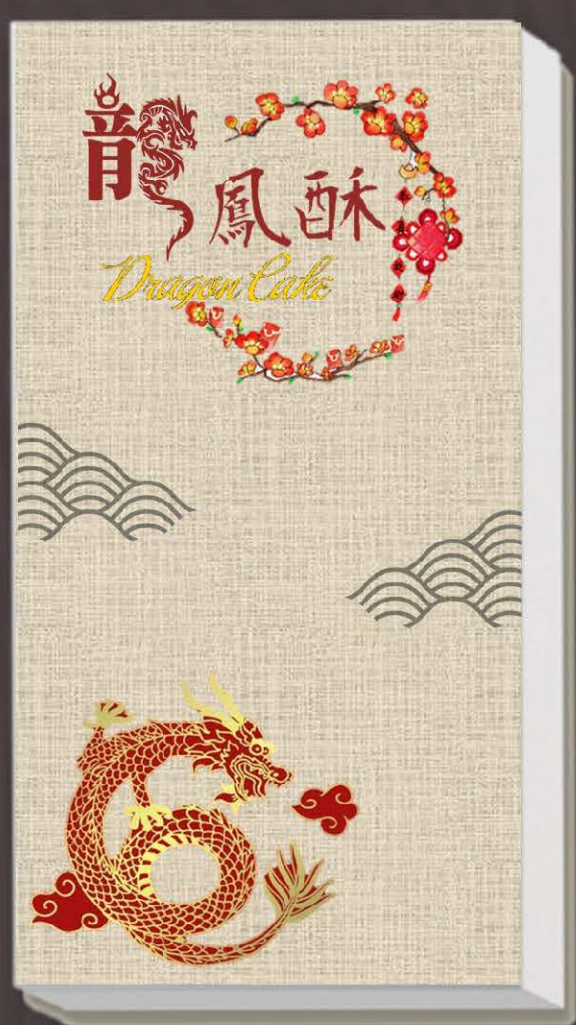
Live and learn



Middle adult (40-65)
Elder adult (65-)



PRODUCT STRATEGY + PRICE STRATEGY



Material: Recycled Paper
Idea of the design:
● Chinese culture
● Adding the dragon part from Dragon Cake

Pricing:
Per each: ¥300(NT\$80)
Per box (8): ¥2000(NT\$542)
Box + Bag: ¥3600(NT\$976)

Our product : Dragon Cake , Quilt

Our core value is to help the rural children and create a channel to drive the local economy, we will set our Dragon Cake price on the medium price, which is familiar to the average price of the Japanese snack.

Pricing:
Per each: ¥300(NT\$80)
Per box (8): ¥2000(NT\$542)
Box + Bag: ¥3600(NT\$976)

<p>Dream Maker Hand-Made</p>	<p>1</p> <p>Dragon Cake Course</p> <p>You can make your own Dragon Cakes!!</p> <p>Dragon Cake course: ¥1800</p>	<p>2</p> <p>Quilt Course</p> <p>You can make your own Quilt!!</p> <p>Quilt course: ¥6000</p>
	<p>1+2</p> <p>Dragon Cake & Quilt course: ¥7500</p>	

Dream Maker Hand-Made

Pricing:
Quilt course: ¥6000
Dragon Cake course: ¥1800
Dragon Cake & Quilt course: ¥7500



PLACE STRATEGY



Cooperate with the elder community & day care center



We put the Dragon Cake in the vending machine to sell as it is another healthy snacks options for Japanese people

PROMOTION STRATEGY

Product Promotion Flyer

Hand-Made Course Flyer

The flyers give to the customers



- Online promotion:
Short advertisements on Youtube & our website
→ Reach younger audiences
- Social network
1. Update the news every month
2. Continue to encourage people to buy

TAIWAN PRODUCT

DRAGON CAKE

HISTORY

COMMUNITY SUPPORT

The booklets put into the boxes