



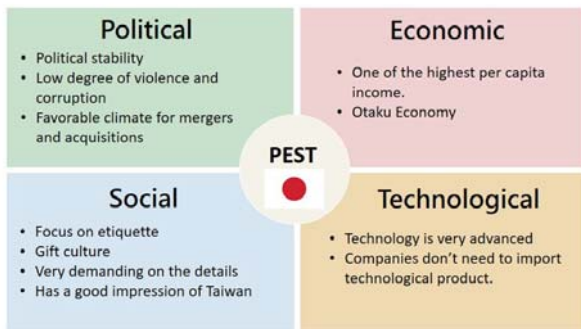
築夢社企
Dream-maker social enterprise

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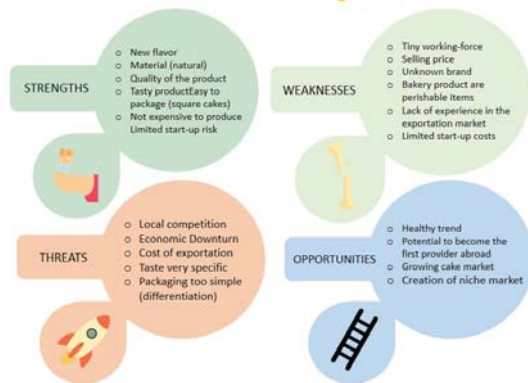
GLOBAL IMMERSION COURSE

Design marketing strategy of STP and 4P to Japan or Korean for Dream-maker social enterprise

Macro-Environment



SWOT Analysis



Positioning



Heartfelt Blessings From The Newly Weds
Gift Boxes that show happiness



Solutions

Product

- Log-gan pineapple cake (Develop new taste)
- Packaging design



Place

- Taiwan's souvenir market (HAYIKI)
- Online market (Rakuten, Yahoo!, Amazon)
- Combine the tourist market (Tour Guide sell product on the bus, KKDAY, KLOOK)

Price

\$NT600 / 8 pcs
The original price must be increased, because the promotion plan can be made in the future.

Solutions

Promotion

- Bride cake
- Webside
- Influence marketing



Recommendations

- Start by developing your notoriety in Taiwan
- Stay on the Asian market
- Penetrate countries one by one

