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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

### Political

- Political stability
- · Low degree of violence and corruption
- · Favorable climate for mergers and acquisitions

## Social

- Focus on etiquette
- · Gift culture
- · Very demanding on the details
- Has a good impression of Taiwan

## **Economic**

- · One of the highest per capita
- Otaku Economy

#### PEST

## Technological

- Technology is very advanced
- Companies don't need to import technological product.

## **SWOT Analysis**

- STRENGTHS

  - Economic Downturn Cost of exportation Taste very specific Packaging too simple (differentiation)

WEAKNESSES

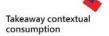
**OPPORTUNITIES** 



# **Positioning**







Heartfelt Blessings From The Newly Weds Gift Boxes that show happiness





# Solutions

## **Product**

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

## Place

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

#### Price \$NT600 / 8 pics

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 Taïwan
  - Stay on the Asian market
  - ➤ Penetrate countries one by one