



GIC跨國管理實務融合課程

Existing Problems

- ①Lack of interaction with real ideas of Matthew and its cooperated suppliers and customers
- ②First image-high price
- ③Individual views about health

Question

With the brand positioning of Matthew's Choice, what should we do to improve both reputation & visitors of public stores?



40% of new customers go to public stores under the recommendation of existing customers

Focus on a certain group as TA:

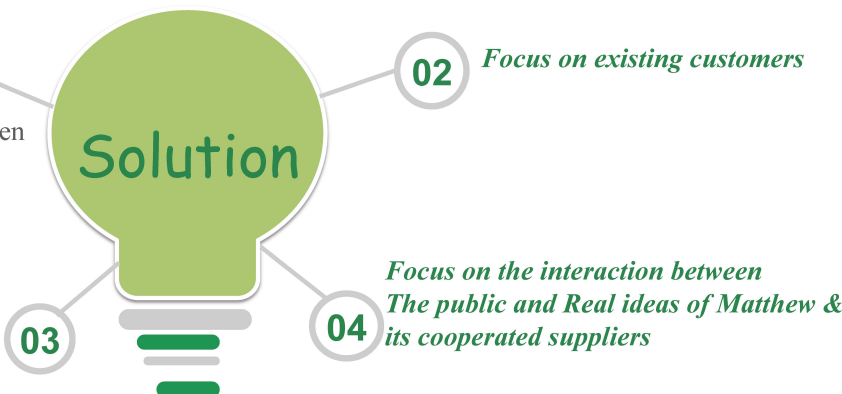
It should:

- present a special relationship between health and yogurt
- have social influence to the public



(Potential) Eczema group!

Focus on high price=food safety =health=support to Taiwanese land & farmers=Matthew's Choice

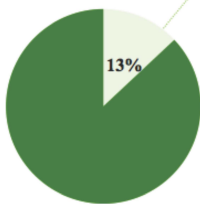


Target Audience:

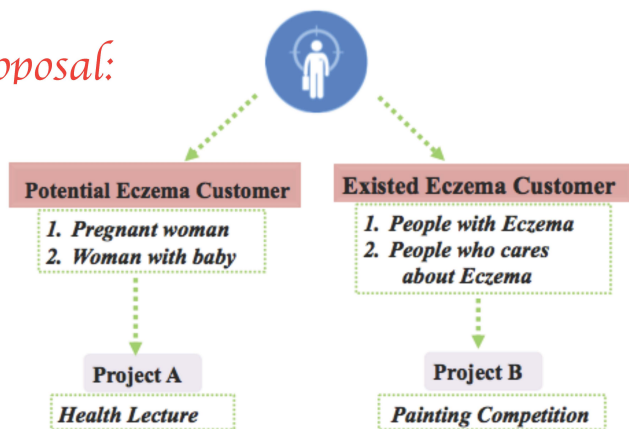


Ratio of Atopic dermatitis(Eczema) in TW

There are almost 3 millions of people in Taiwan have eczema.



Proposal:



Project A

吃飽吃實，寶貝您的寶實

- Participants** 1. Pregnant woman 2. Woman with baby
- Frequency** Once a month
- Place** Rotation at each store
- Content** 1. Doctor's talk 2. Make babies' solid food by yogurt 3. Taste free sample 4. Each participant can get a coupon 5. Live webcast on Facebook



Project B

抒情畫異，勇敢發聲-藝術塗鴉競賽

- Participants** 1. People with Eczema 2. People who cares about Eczema
- Frequency** Once a month (This activity will only last 3 month)
- Place** Each store
- Content** 1. Yogurt lecture- Why yogurt can help you 2. Painting your feeling and tell your story 3. All you can eat drink and sample 4. Painting contest 5. Filming a documentary



抒情畫異，勇敢發聲-藝術塗鴉競賽

- After painting...** 1. Post on Facebook to earn thumb up 2. Display paintings on store

Top 3 winners each month decided by....

Amount of thumb up on Facebook 70%
Offline vote at stores 30%

What can winner gain....

3 days farm trip and \$10,000 yogurt coupon

What can voters gain....

Draw customers coupons or other products (\$3,000)

