

龍鳳酥

Dragon pineapple cake



short term

Focus on Korean and Japanese tourists

- Travel book and app
- New package for dragon cake
- Make touch video for advertising and the shopping site
- Entertainment facilities (DIY, camping)
- Invite some bloggers to experience the trip of Dongshan and products

Video + Web



Social Media



midterm

Enter Japanese & Korean market

- Sell it by small packed in convenience stores or coffee shops
- Positively attend in local charity activity



long term

Operate shop in Japan & Korea

- Hire local employess
- Cooperate with local farmers
- Donate 10% profit to local charity

GIC GROUP 5

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DREAM MAKER

築夢
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