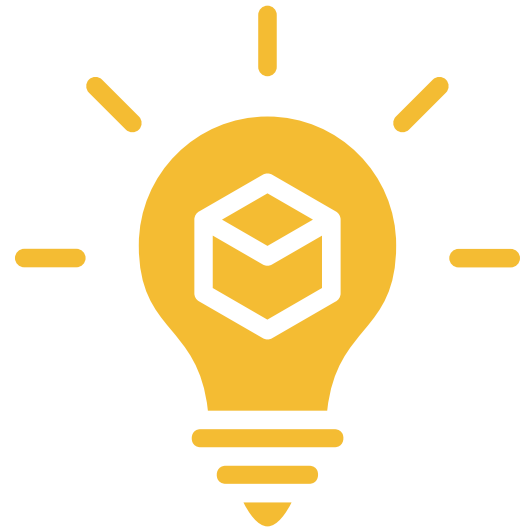


A stylized, hand-drawn illustration of a busy street scene. In the background, there are several buildings with signs. One prominent sign is a yellow vertical rectangle with the Chinese characters '火鍋' (Hot Pot) in black. Another sign is a red vertical rectangle with '麻辣鍋' (Spicy Hot Pot). There are also signs for '火鍋街' (Hot Pot Street) and '火鍋' (Hot Pot). The street is filled with people, some walking and some standing. There are cars, including a yellow taxi and a red car. The overall style is colorful and lively, with a focus on the hot pot theme.

Regional Features

Renwu Hot Pot Street

TABLE OF CONTENTS



Origin



**Geographic
Environment**



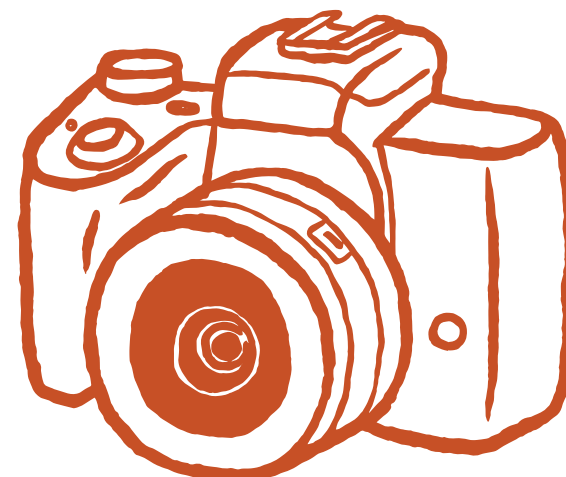
**Consumer
Target Group**



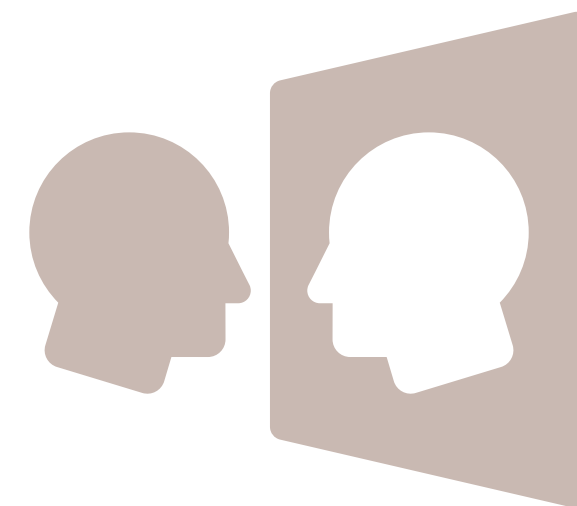
SWOT Analysis



Conclusion



**Process
Evidence**



Reflection

WHY?

**REASONS FOR
HAVING OPENED
A HOT POT
RESTAURANT IN
RENWU**



Origin



Self-operated

- Relatives
- Tutorials from businesses related to hot pot



Affordable

- High Foot Traffic
- Market Focus



High-priced

- Novelty Brand
- Distinct Price Range





家合寵物美容工作坊

軒氏湯食 | 平價鍋物
| 仁武仁雄總店

岡山羊肉店

啃一鍋臭豆腐
鍋(仁武仁雄店)

肉多多火鍋-仁
武仁雄店

高雄市仁武區
登發國民小學



爐鼎石頭火鍋

新力羽球館



**WHAT CONDITIONS
DOES RENWU HAVE
TO ATTRACT THESE
BUSINESSES TO SET
UP A STORE THERE?**



Geographic Environment



Self-operated

- **Self-operated**
- **First on Renwu Hotpot Street**
- **No market research**
- **No traffic research**



Affordable

- **No small/medium hot pot in Renwu**
- **Expanding into rural areas**
- **High foot traffic in Renwu**







High-priced

- **High population density**
- **Street filled with hot pot restaurants**
- **Few competitors at the same price point**
- **No reputation yet in Kaohsiung**

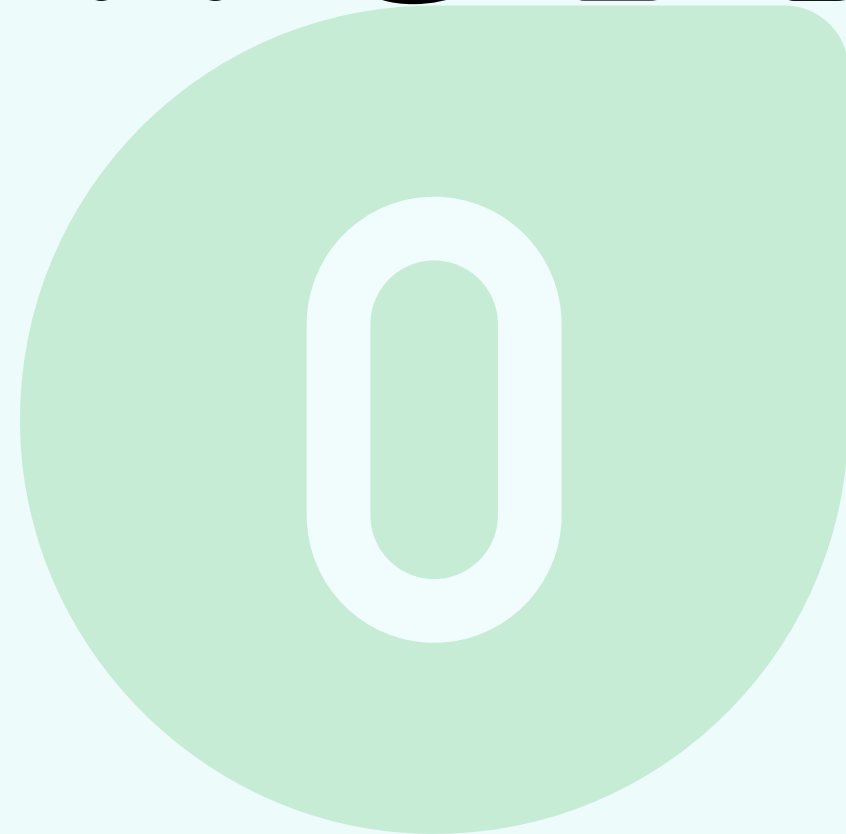
**WHAT ARE THE
MAIN CUSTOMER
DEMOGRAPHICS
FOR THESE
STORES?**



Restaurant Types	Self-operated	Affordable	High-priced
Similarities In Customers	<div>  <ul style="list-style-type: none"> • Students • Family gatherings • Delivery platforms • Office workers  </div>		
Differences In Customers	<ul style="list-style-type: none"> • Other group orders • Corporate offices 	<ul style="list-style-type: none"> • Older people 	<ul style="list-style-type: none"> • Corporate offices 



SWOT Analysis



STRENGTHS

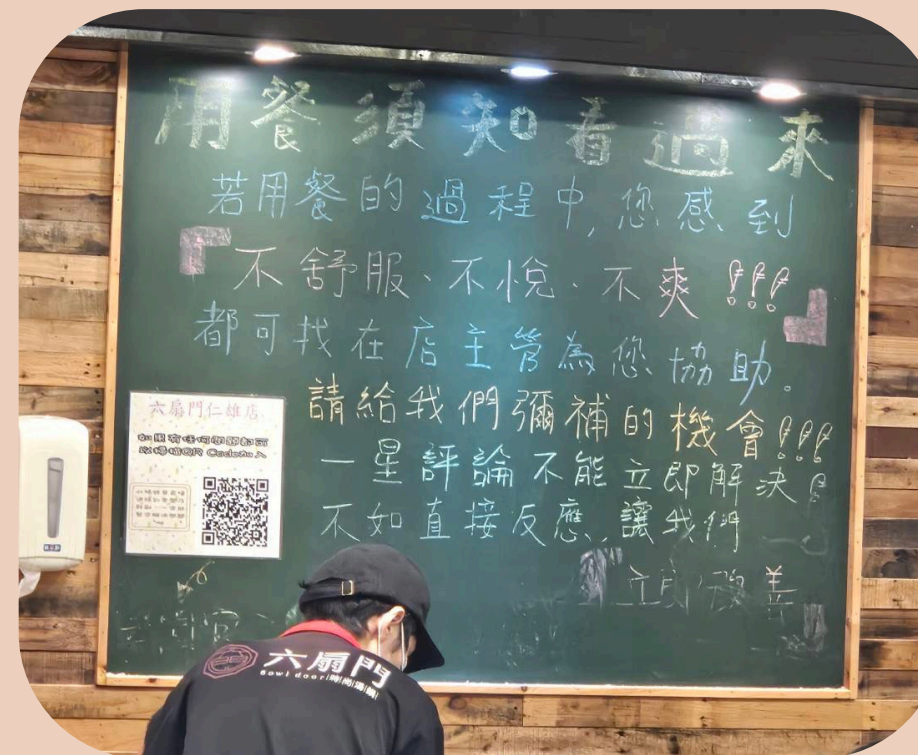
Xuan Shi Tang Shi



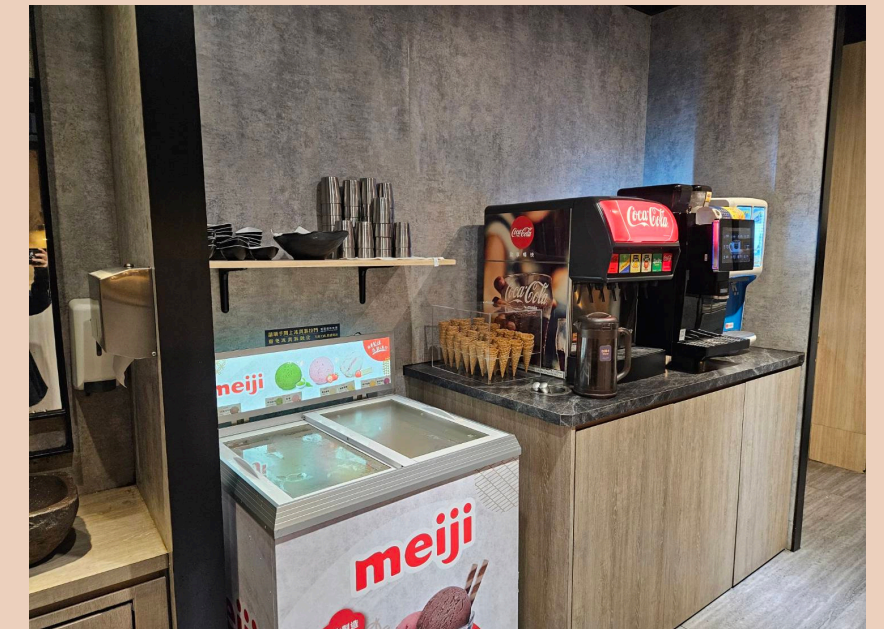
- Price
- Hand-made sauces
- Premium Taiwanese pork intestines
- Built reputation independently
- Attract students

Liu Shan Men

- Average price
- Self-serve bar with unlimited drinks
- LINE group for feedback
- Environment improvement



Jhu Jian



- Premium ingredients
- Membership program
- Variety of prices and broths
- Self-service bar for veggies, drinks, and sauces

WEAKNESS

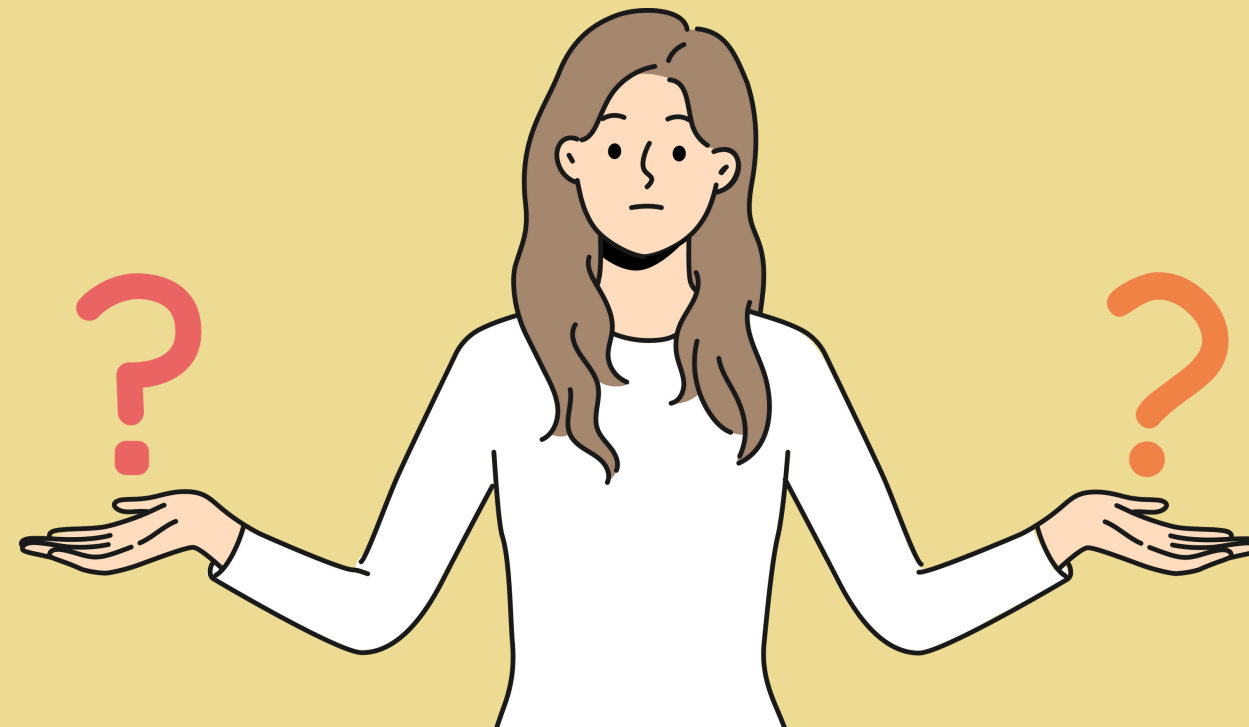
Xuan Shi Tang Shi



- Fewer resources than big brands
- No corporate marketing support

Liu Shan Men

- Flavor may not suit customers' tastes.
- Fewer meat options



Jhu Jian



- Dishes differ from other branches
- High-priced

OPPORTUNITIES

Xuan Shi Tang Shi



- Recently renovated
- Improved tableware quality
- Future plans to expand and franchise
- Introduce more unique hotpot flavors

Liu Shan Men

- Cooperation with ATM (coupon)
- Cooperate with mobile APP to collect points (not implemented)
- Set up branches in urban areas



Jhu Jian



- Can further improve on self-service bar
- Anniversary event
- Innovative hot pot and marketing activities

THREATS

Similarities In Threats

- More similar restaurants are dispersing customers
- Difficult to highlight one's own features
- Rising operating costs
- Weather conditions



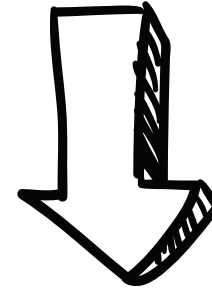
Differences In Threats

- Lack of brand reputation
- Food supply chain costs are higher
- Consumer Fatigue with the Brand
- Insufficient personnel training may affect brand reputation
- High rental cost

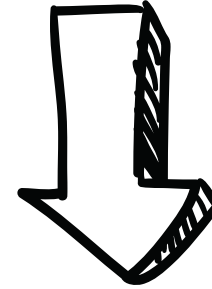


Conclusion

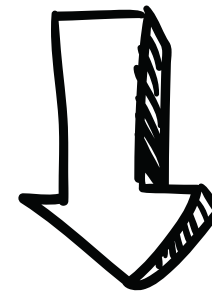
More hotpot restaurants are opening in this area.



The crowds are getting larger.



More young people are deciding to stay and work in Renwu.

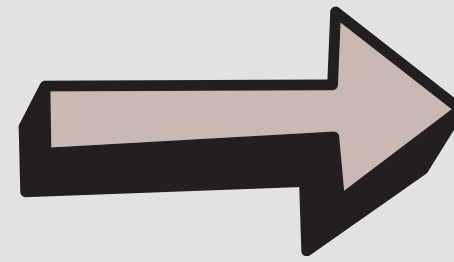


Ruduce the urban-rural gap and population outflow.



Reflection

Challenge



Solution

**Lack of
information**



- Search for related thesis
- Ask teachers for guidance



**Lack of
negotiation**



**Learn teamwork
and cooperation**

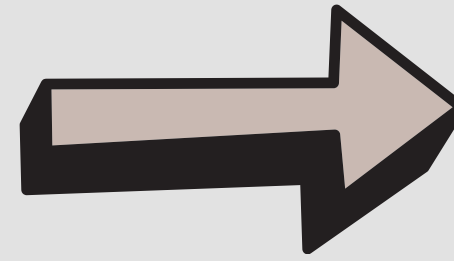


**Fear of
interview**



**Encourage
teammates**

Challenge



Solution

Untranslatable words



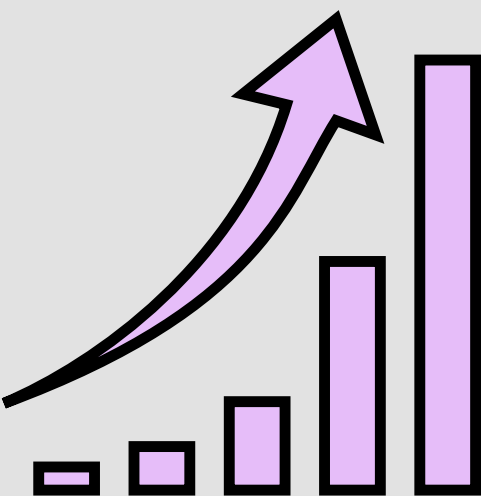
- **Review past vocabulary**
- **learn new words**
- **Study new grammar**

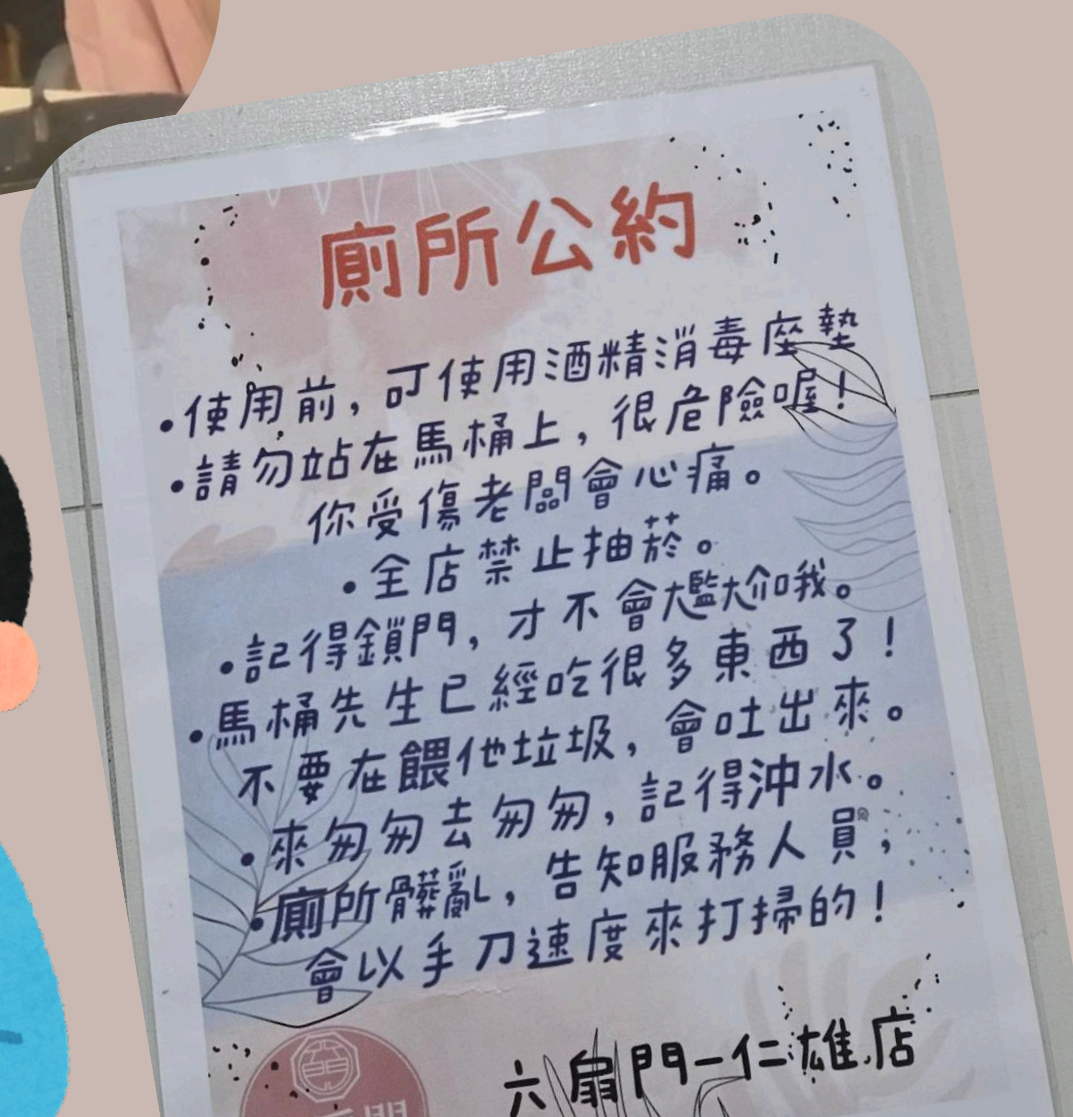


Errors occurred



- **Accumulate experience**
- **Correct errors**







Thanks for your attention!