

Mogu Mogu

Presentation

Do not get an *agenda* – but try not to have more than about 5 parts

Use notes for support- try not to read from them

That is all I want to say about . . . Now XX will carry on the presentation

Few words on the slide – good but
animate animate

purpose ('s')

New Zealand ('z')

Speed is good – making it all easy to follow

Notes – are fine – a presentation is not a memory test :)

Let a graph or picture fill a slide – then introduce the structure (e.g., of graph) followed by analysis (e.g., I see a graph with a pink line – but what is the pink line?)

Coffee – what other characteristics of the coffee is important

perchasing = purchasing

Add date for exchange rate

Do not forget how people live – that helps you to start thinking about the opportunity for your product

Report

This is a thoughtful report with much detail. I like the way you are starting to analyze your product. Good direction here. Think more about some other advantages of drip coffee (and caffeine). You need in more detail about the population in Singapore (about 20% are from overseas). This will be critical to segmentation later. Revisit the data about where people shop – particularly in light of cultural diversity. Whilst you list the references at the end of the report they need to be connecting to the sections of your report.

91%

Department of Business Administration
National Changhua University of Education

A bit dull!

Drip Coffee

Group: Mogu Mogu

Irene, S1163003

Irene, S1163003

Add family names

Chloe, S1163016

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April 2024

No page numbers on the first page

National Changhua University of Education

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I . Difference Analysis

1.1 Variance Analysis (Instant Coffee vs Drip Coffee vs Pour Over Coffee)

1.1.1 The time required for brewing

1. Instant coffee: The fastest. Simply mixing hot water with coffee powder. Think about this!
2. Drip coffee: The medium. Don't need to prepare a lot of complex equipment.
3. Pour over coffee: The slowest. It requires controlling water temperature, flow rate, coffee grind size, extraction time and so on. Good direction here
Also see semi-automatic espresso machines

1.1.2 Quality

1. Instant coffee: The flavor and taste are inferior to drip coffee and pour over coffee.
2. Drip coffee: Made of ground coffee beans, offering diverse flavors from different varieties of coffee beans.
3. Pour over coffee: It is characterized by its gentle and clean taste, with delicate and warm and humid flavors, making it easier for people to taste the inherent flavors of coffee beans and experience the specialization between different beans.

	Instant coffee	Drip coffee	Pour over coffee
Time	✓	✓	
Quality		✓	✓

Table needs number,
title
and reference in the text

1.1.3 Comparison Result

Drip coffee can balance coffee flavor and efficiency, making it the most suitable choice for those who value both time and drinking experience without sacrificing taste. (Manager, 2020) Period at end of the sentence

II. Product Positioning

The main reason why Taiwanese drip coffee is positioned as an exquisite drip coffee in the Singapore market is due to its excellent quality and distinct flavor. Most of Taiwan's coffee beans are predominantly sourced from Alishan, where the beans exhibit exceptional quality and possess a unique tea aroma. As a result, these properties help their products stand out from the competition in the international coffee market. Good direction here

III. Target Market

Taiwan currently implements the Southbound Policy, which is mainly divided into four major aspects: "economic and trade collaboration", "talent exchange", "resource sharing", and "regional connectivity". The purpose is to share resources, talent and markets with ASEAN, South Asia, New Zealand and Australia and other countries while creating a new and mutually beneficial model of cooperation. What is the source of this information?a

In addition, compared with South Asia, New Zealand and Australia, the culture of Southeast Asia is relatively similar to Taiwan. Among the countries in Southeast Asia, Singapore is a country with a fast pace of life and stable economic development. It has a financial and trade center and its people have certain spending power. Therefore, Singapore meets the customer base of exquisite drip coffee.

IV. Culture Analysis and Economic Analysis

4.1 Culture Numbering - good
 Stay with latin OR roman numbers

4.1.1 Geographical Distribution

Singapore is located at the junction of the Strait of Malacca and the Strait of Singapore. It has a strategic location for Southeast Asian sea routes, which is known as the "Best Seaport in Asia", so it has become an important international trade center and economic hub.

4.1.2 Social Structure Heading should not be at the bottom of the page

1. population structure

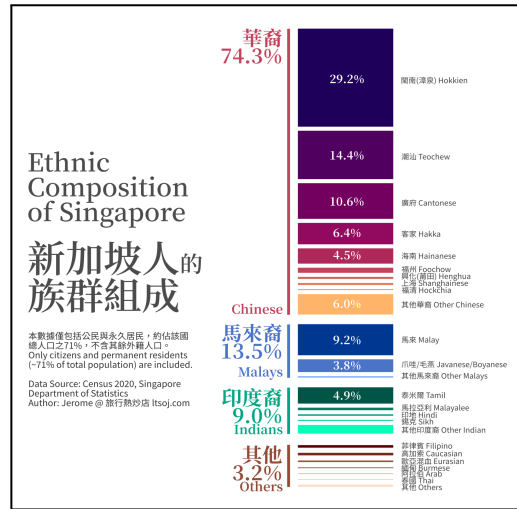


Figure - needs title and number

Good - I appreciate the work on writing here

From the picture above, we can see that more than half of the people are Chinese, 13% are Malays, 9% are Indians and others. Therefore, there are four official languages in Singapore, namely English, Chinese, Malay and Tamil, among which there are also other more fragmented populations of Southeast Asian countries.

Singapore is a country that is not limited to a single culture or belief because it is highly tolerant of different cultures and new things, and also it is rich in diversity and highly developable. To sum up, Singapore is a country that is very suitable for business activities.

2. Hierarchy ?

Data Series	2023	2022	2021
Lower Primary	10.5	10.3	9.8
Primary	4.8	4.5	5.4
Lower Secondary	6.1	6.2	6.4
Secondary	15.5	16	16.5

Post-Secondary	10	10	9.4
Tertiary	53.2	53.1	52.4

Table X shows (Department of Statistics, Singapore Singapore, 2024)

From the table above, we can see the education level of people aged 25 and above in Singapore from 2021 to 2023. It can be found that more than half of the people have a tertiary degree, so Singapore's has a high education level. Nelson Mandela once said, "Education is the most powerful weapon which you can use to change the world." In society, the educated population plays a vital role and is the main source of growth in different fields today, so the access to knowledge and applications have become one of the main factors in economic development.

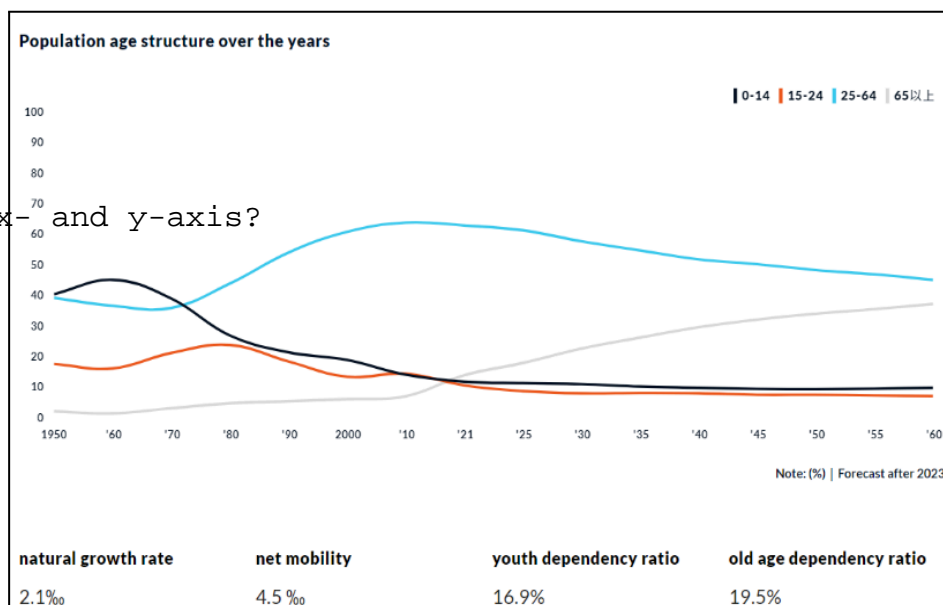
In Singapore, where competition is fierce, the higher degree we study, the more job opportunities we will get. Also, the higher salary we earn, the higher purchasing power we will have. [Get specific here](#)

4.2 Economy

4.2.1 Demographic

1. Age distribution

What is the x- and y-axis?



Since 1970, young adults have become the main population of Singapore, and with the influence of the aging population year by year, it is more accurate to target the main customers, and increase the demand for filter coffee among young adults and the elderly of office workers.

4.2.2 Economic

Billions of ?
What currency?

1. Data: Gross domestic product(GDP): 520.97billions

(1) Income per capita:

Singapore	91.73 thousand
Southeast Asia	6.07 thousand

(2) Purchasing power:

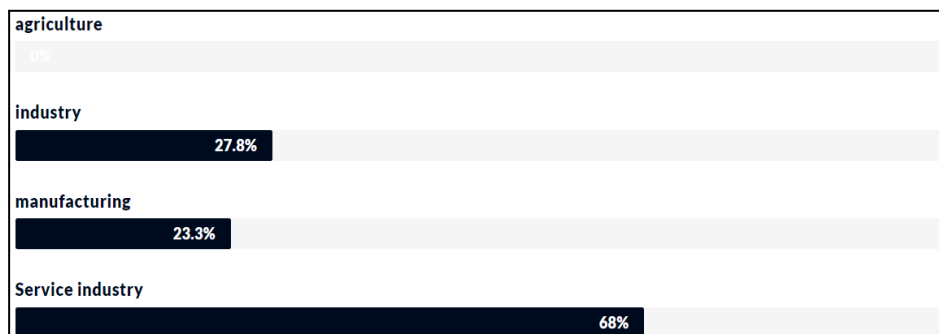
Singapore	138.54 thousand
Southeast Asia	17.41 thousand

From the above data, Singapore has the highest per capita income and purchase power among Southeast Asian countries.

4.2.3 Main Economic Activities

Probably best in a sentence!

1. Tertiary sector



Singapore's service industry is dominant. Nearly 70% of GDP are services, including retails (17.6%), business services, finance and insurance, transportation and storage. 30% of GDP are the secondary sector, including manufacturing (22%), construction and utilities.

4.2.4 Exchange Rates and Trade Restrictions

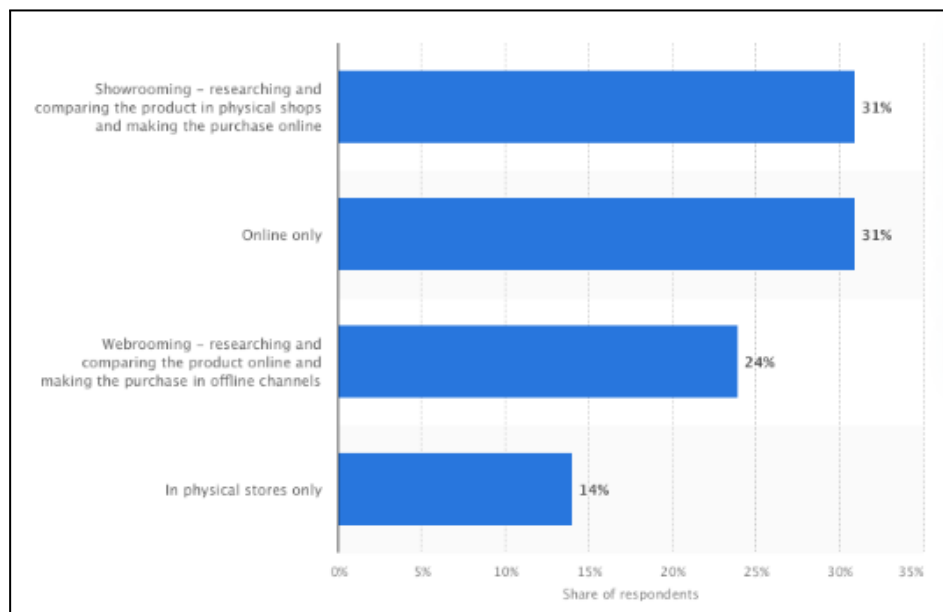
1 Singapore dollar = 23.73 New Taiwan dollars → It is good to filter the coffee outlet.

ASTEP: Singapore has pledged to remove tariffs on 99.48 percent of its products, with the exception of some agricultural products such as white rice.

4.2.5 Distribution Channels

1. Distribution Channels: Preferred method of shopping among consumers in Singapore as of June 2022.

For what type of product?



According to the chart above, most Singaporeans mainly consume online, and physical stores account for only 14%, so we mainly invest in online shopping platforms and business distribution cooperation with KOLs on social platforms.

This looks interesting but you need a breakdown *within* the country



No
90% use this channel

For what purchases? Looking at the content in Singapore alone, we can see that 90% of Singaporeans' consumption behavior is through e-commerce platforms, and 73% of them are through social platforms, so we want to sell our filter coffee mainly through these two marketing channels.

V. Conclusion

We chose to introduce Taiwan's high-quality and high-priced exquisite filter coffee to the Singapore market based on many factors.

good direction - add more detail

First, we conducted product difference analysis to determine the advantages of drip coffee in terms of convenience and quality. Second, the coffee beans produced in Alishan, Taiwan, are of exceptional quality and have a special tea aroma, which has created a high-quality and unique image of Taiwan drip coffee. Third, Singapore, as a Southeast Asian country with a stable economy and high consumer spending power, is an ideal target market. Lastly, most of the population in Singapore mainly consumes through online shopping.

No

Therefore, marketing on e-commerce platforms and social media, or cooperating with Internet celebrities to increase product exposure and integrate into life, are the most effective methods. Taken together, we are confident that we will succeed in the Singapore market and open up new market opportunities for Taiwan's exquisite drip coffee.

Think about this

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