

組別 **Team ID** : 202326

專題屬性 **Category** : 管理、行銷分析 (**Management, Marketing Analysis**)

專題名稱 **Project**: 環保義賣實體及網路的銷售規劃與實施 (**Physical stores and online stores marketing planning and implementation of environmental protection charity sales activities**)

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三、市場環境 **System environment** :

(一) 實體市場：以文圖書館

(二) 網路市場：蝦皮賣場

四、簡介：

1 社團經營：

踴躍參加社團博覽會或其他社團活動，在校舉辦義賣，增加社團曝光度，每週開會檢討成果，定期舉辦社團期初期末大會，讓這段期間的努力有一個完整的紀錄及改善方向。

2 實體賣場：

本義賣活動固定為每周末六日在霧峰以文圖書館實施，為此義賣活動的最原始方式，以結合其他社群平台宣傳的方式讓民眾更加了解，該活動為所有社團程員共同參與。

3 網路賣場：

網路平台是這個時代常見消費的模式，其中蝦皮為目前我國最多人使用的電商平台之一，在其上架義賣品，並與其他社群平台合作行銷推廣，例如:Instagram、Facebook、Youtube.....等，以增加二手商品的曝光率，也能服務到其他地區的顧客。

#### 4 財務經營：

為實體義賣的參與人員實施投保，確保活動參與安全保障，每個月製作支出收入試算表，核實每筆義賣金額，以幫助社團實施義賣捐款。

#### 五、 Introduction：

- **1 Club operation:**

Actively participate in community fairs or other community activities, hold charity sales in school, increase community exposure, hold weekly meetings to review results, and regularly hold conferences at the beginning and end of the community period, so that the efforts during this period can have a complete record and improve the direction.

- **2 Physical stores:**

This charity sale is fixed to be implemented in Wufeng Yiwen Library every weekend. This is the most primitive way to make the charity sale more aware of the public in combination with other community platforms. The activity is the participation of all community members.

- **3 Internet stores:**

Network platform is a common consumption model in this era. Among them, shrimp skin is one of the most used e-commerce platforms in China. It sells products on the shelves and cooperates with other community platforms to promote, such as Instagram, Facebook, Youtube, etc., to increase second-hand The exposure rate of goods can also serve customers in other regions.

- **4 Financial management:**

Implement insurance for the participants of the physical charity sale, ensure the safety and security of participation in the event, make a trial statement of expenditure income every month, and verify the amount of each charity sale to help the community implement the charity donation.