

組別 Team ID：202408

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

專題名稱 Project：環保義賣活動的行銷規劃與實施 (Marketing planning and implementation of environmental protection charity sales activities)

一、指導老師 Advisor：李富民 老師 (Prof. Fu-Ming, Lee)

二、組員 Team members：蔡雅卉 (11014056)、陳郁靜 (11014098)、張允禎 (11014116)、廖逸楷 (11014119)

三、行銷環境 Marketing environment：

(一) 實體市場：

1. 活動地點：台中市立圖書館霧峰以文分館
活動時間：每週六、日 09：30 至 16：30
(營業時間 09:00~15:30，整理時間 08:30~09:00、15:30~16:30)
2. 活動地點：朝陽科技大學校園 (紅磚區)
活動時間：依照學校辦活動的時間

(二) 網路市場：

1. [蝦皮](https://shopee.tw/rsvg321)：https://shopee.tw/rsvg321
2. [朝陽義賣志工隊官方網站](https://sites.google.com/view/cyutrsvg)：https://sites.google.com/view/cyutrsvg
3. 粉絲專頁
 - [FaceBook](https://www.facebook.com/cyrsvg)：https://www.facebook.com/cyrsvg
 - [Instagram](https://instagram.com/cyut.rsvg?utm_medium=copy_link)：https://instagram.com/cyut.rsvg?utm_medium=copy_link
 - [YouTube](https://youtube.com/channel/UCJ4fHpaWHJsxWl82WvF1iqQ)：
https://youtube.com/channel/UCJ4fHpaWHJsxWl82WvF1iqQ
 - [Line](https://lin.ee/u4Zwulo)：https://lin.ee/u4Zwulo

四、簡介：

(1) 社團經營：每週檢討義賣成果，結算期間捐款金額，讓這段期間的努力有一個完整的紀錄及改善方向。

(2) 環保行銷：以製作環保為主題的小短片和貼文呈現，讓大家更加了解環保的知識和議題，在日常生活中也能做到隨手做環保，也發布環保義賣商品影片，讓商品可以重複利用，讓更多的商品有曝光機會找到新主人，同時宣傳環保理念。

(3) 義賣影片：主要製作商品介紹短片宣傳網路賣場的義賣品，讓大家知曉我們有許許多多的二手義賣品，也會透過 Instagram 及官方網站的分享吸引網路族群來觀看，以此擴大再利用的機率。

(4) 實體賣場：本義賣活動實體賣場收入佔整個義賣中相當大的部分，全部專題成員皆參與實體義賣也是其重要性的一大關鍵。

(5) 網路賣場：自從疫情過後，大家使用網路訂購已經變成趨勢，網路購物的族群非常龐大，尤其蝦皮為目前時下我國最多人使用的電商平台，在其上架義賣品，並結合官方網站、Instagram 及 YouTube 做宣傳，以增加二手義賣品的再利用率，同時也能為慈善捐款增加收入。

五、Introduction：

- I. Group Management: Review the results of charity sales each week and calculate the donation amount for the period. This provides a comprehensive record of our efforts and a direction for improvement.
- II. Environmental Marketing: Create short videos and posts focused on environmental themes to raise awareness of environmental knowledge and issues, encouraging people to incorporate eco-friendly practices into their daily lives. Additionally, share videos of eco-friendly charity sale items, turning waste into valuable goods, to give these items more exposure and find them new owners, while also promoting eco-conscious values.
- III. Charity Sale Videos: Produce short videos introducing items in the online charity shop, helping people discover our wide range of second-hand charity items. These videos will be shared through Instagram and the official website to attract online audiences and increase the chances of reusing these items.
- IV. Physical Sales Venue: Revenue from the physical sales venue represents a significant portion of the charity sale, with all team members participating in this in-person event to highlight its importance.
- V. Online Marketplace: Since the pandemic, online shopping has become increasingly popular, with Shopee being the most widely used e-commerce platform in our country. By listing charity items on Shopee and promoting them through the official website, Instagram, and YouTube, we aim to increase the reuse rate of second-hand items, giving products a chance to be used again, while also generating additional funds for charity donations.