



組別 Team ID：202220

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)

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三、行銷環境 Marketing environment：

(一) 實體市場：

1. 活動時間：每週六、日 09：00 至 16：00、校園活動
2. 活動地點：台中市立圖書館霧峰以文分館、朝陽科技大學校園

(二) 網路市場：

1. 蝦皮朝陽義賣志工隊網站：<https://shopee.tw/rsvg321>
1. 粉絲專頁
FaceBook：
<https://www.facebook.com/cyrsvg>
Instagram：
https://instagram.com/cyut.rsvg?utm_medium=copy_link
2. 官方網站：
<https://sites.google.com/view/cyutrsvg>
3. YouTube：<https://youtube.com/channel/UCJ4fHpaWHJsxWl82WvF1iqQ>
4. Line：
<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，讓大家更加了解環保其實離我們生活很近，日常生活中小舉動都能隨手做環保，也發布環保義賣商品影片，變廢為寶，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 及官網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佔整個義賣中相當大的部分，除實體本就是此義賣活動的最原始方式之外，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：

現在的社會大家非常依賴網路，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，並結合官網、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：

- (1) Societies Run : Review the results of the charity sale every week, and the donation amount during the settlement period, so that the efforts during this period have a complete record and improvement direction.
- (2) Environmental Marketing : The production of short videos on the theme of environmental protection, let everyone know more about environmental protection is actually very close to our lives, and we can do environmental protection with small actions in our daily life. We also released videos of environmental protection charity sales, turning waste into treasure and letting more products have exposure. Opportunity to find a new owner while promoting eco-friendly ideas.
- (3) Charity Video : We mainly produce short product introduction videos to promote the charity sale items in the online store, so that everyone knows that we have many second-hand charity items. We will also attract online audiences to watch through Instagram and official website sharing, so as to expand the chance of reuse.
- (4) Physical Store : In this charity sale, the physical store accounts for a considerable part of the entire charity sale. In addition to the fact that the physical activity is the most

original way of this charity sale, all thematic members have meals and the physical charity sale is also a key to its importance.

- (5) Online Store : In today's society, everyone is very dependent on the Internet. The online shopping group is very large, especially Shopee, which is currently the most used e-commerce platform in my country. It puts on charity sales on it, and combines it with the official website, Instagram and YouTube for publicity. The reuse rate of second-hand bazaars can also increase income for charitable donations.