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慶應義塾大学大学院経営管理研究科修士課程

学位論文（ 2017 年度）

論文題名

Success Factors of Japanese Food Groups in Taiwan

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## 論文要旨

所属ゼミ	浅川 研究会	氏名	張雅婷
(論文題名) Success Factors of Japanese Food Groups in Taiwan			
(内容の要旨) <p>In this thesis, the main purpose is to solve the key question of “Why are Japanese food groups successful in Taiwan?” by examining from companies’ strategies and Taiwanese customers’ point of view. Two hypotheses were also brought up in the thesis. The first hypothesis is that Japanese restaurants in Taiwan have their unique operating models that can successfully attract Taiwanese customers to eat in. The second hypothesis is speculated from the common sense that Japanese restaurants are delicious, economically affordable and provide a sense of high class. The main goal of this thesis is to test these two hypotheses as well. In this way, we hope that we can find the answer to the key question. There are two reasons to pick this topic. First, there are so many restaurants in Taiwan’s shopping centers selling Japanese food. Some of them were originally from Japan and some of them are brands that were originally created by Taiwanese. Although there are some differences in these two kinds of Japanese restaurants, the only thing that doesn’t change is that they are all welcome and loved by Taiwanese customers. Are these Japanese restaurants really selling good food with reasonable prices? This is the answer that I wish to find out through this thesis. The second reason of picking this topic is that I hope this thesis can help Japanese companies to understand Taiwan’s market more. As Japan is having aging problem, the need of finding new market and expanding their business overseas become more and more important. Therefore, in this thesis as we look deep into how Japanese restaurants are doing now in Taiwan, we also want to find out what Taiwanese customers are expecting from them. By bringing up three examples of Japanese food groups in Taiwan, an online survey and an interview were conducted to find out the answers to the question and reach the goal of helping both Taiwanese customers and Japanese food groups in Taiwan.</p>			