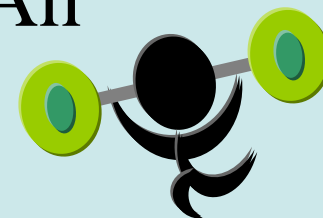


Sigou Healthy Food Industry Plan

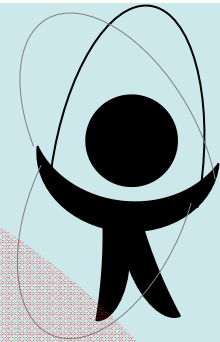
Songshan Health Promotion Association,
Taipei



Deputy Secretary-General, Lu Pei-An

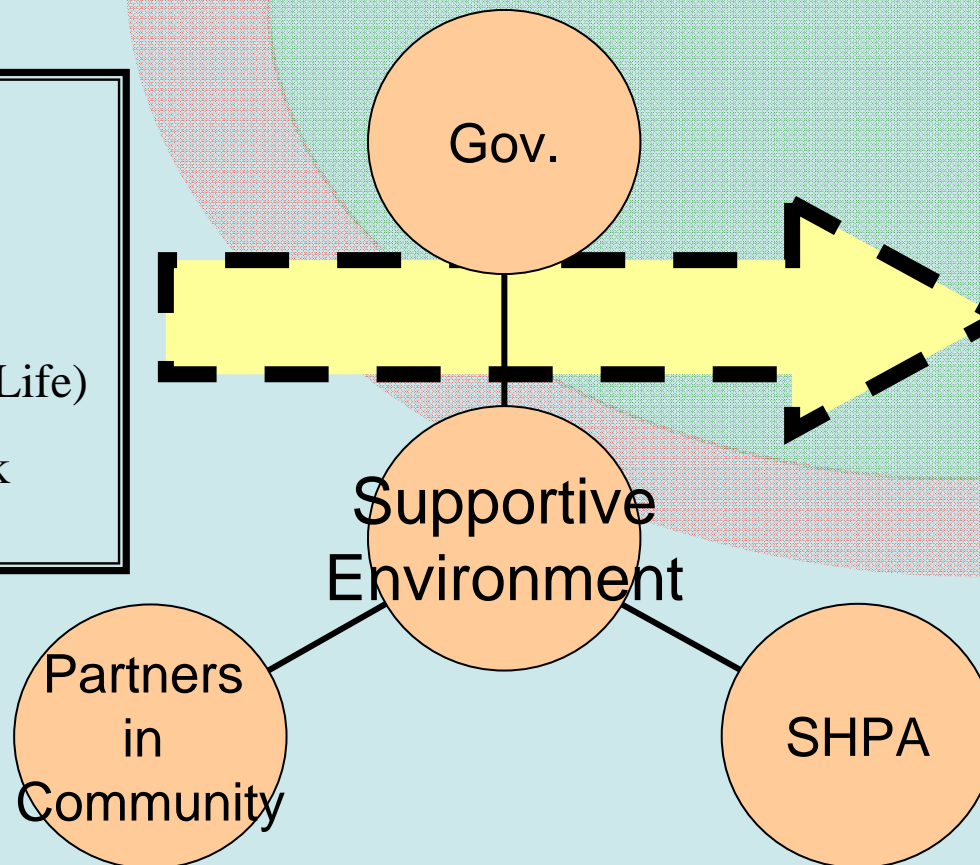


1) Background: Metropolitan Lifestyle and Dynamic Community

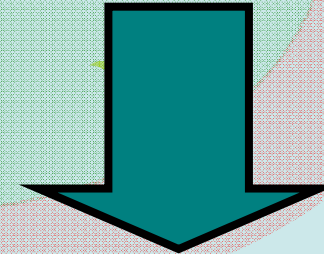


Metropolitan Lifestyle:

- Be Lack of Exercise (A “Motionless” Life)
- Eat and Drink Improperly

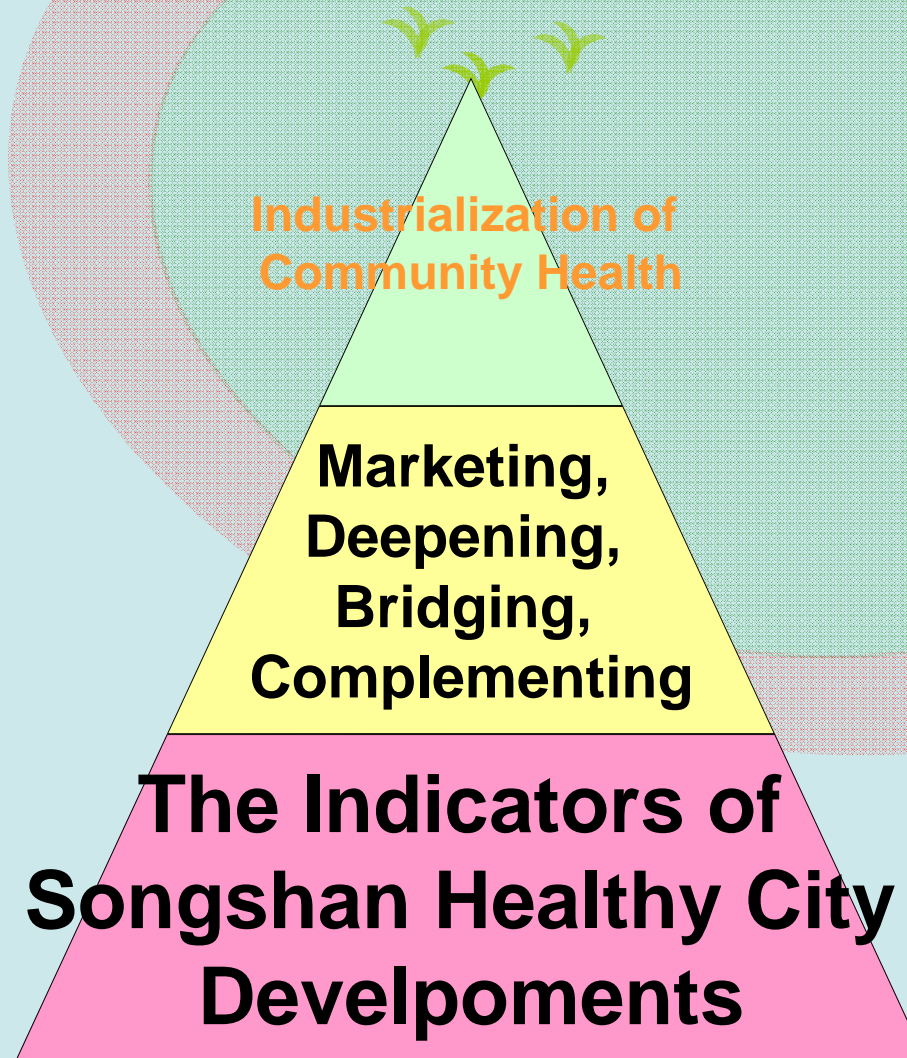
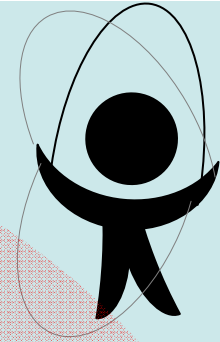


Change Lifestyle
Autonomously and
Help Each Other.

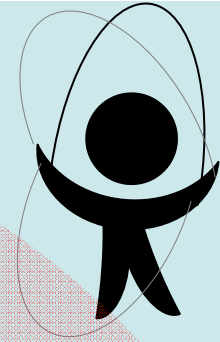


- Dynamic Lifestyle
- Dynamic Community

2) Plan Structure

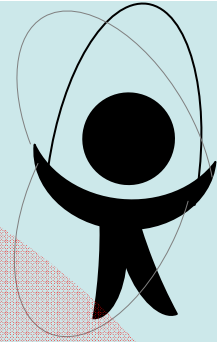


3) A Healthy City and Community Industry



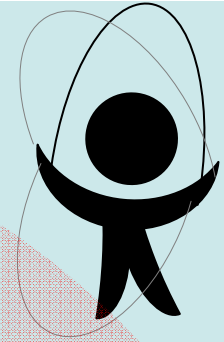
- Healthy industrialization is the answer to maintaining sustainable business development
- Healthy industrialization is the bridge to building community consensus
- Healthy industrialization is the end result of bridging public with private organizations

4) Sigou Healthy Food Industry Plan: How Did We Get Started?



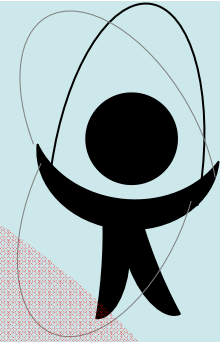
- Our public-spirited Managing Director, Han Da-Zhen, often eats out.
- Minsheng Community + dense office buildings
- With the support from Taipei City Hospital Nutritionist

5) Sigou Healthy Food Industry Plan: Target Market



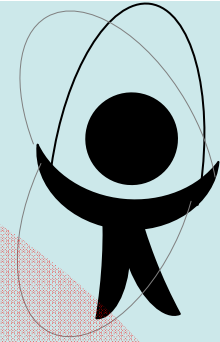
- Create a demand with supply
- F&B businesses are facing stiff competition
- Increasing number of Taiwanese depend on outside food due to their hectic lifestyle
- Minimize marginal cost of changing dietary habits

6) Sigou Healthy Food Industry Plan: Marketing Concept (4C)



- Customer Needs:
 - City dweller's lifestyle habits
 - Increasing number of Taiwanese eating out leads to the expansion the F&B industry
 - Dietary and cooking habits can be improved
 - Vendors are concerned about making profits while consumers are focused on making their purchases worthwhile

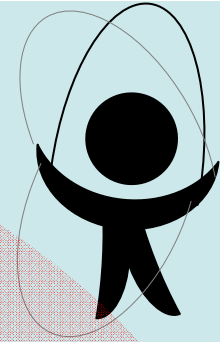
6) Sigou Healthy Food Industry Plan: Marketing Concept (4C)



- Cost

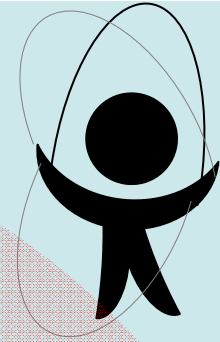
- How to gain an edge over your competitors in such a competitive market?
- No price cuts! Lowering product quality is a bigger mistake!
- Food that is delicious (restaurants' culinary skills) + healthy (customers' trust in the effectiveness of nutritionists' advice) = High value-added (to satisfy customers' psychological price for food)

6) Sigou Healthy Food Industry Plan: Marketing Concept (4C)



- Convenience
 - Restaurants surrounding communities + “Green-Yellow- Red System” = you can enjoy eating out without worrying about your health!
 - User-friendly food order system

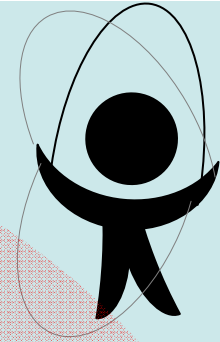
6) Sigou Healthy Food Industry Plan: Marketing Concept (4C)



- Communication

- Promotions inside shops + interaction between customers and vendors = Subtle health education during dining
- Tool Aids: Health habits questionnaire and interviews at shop entrances and exits

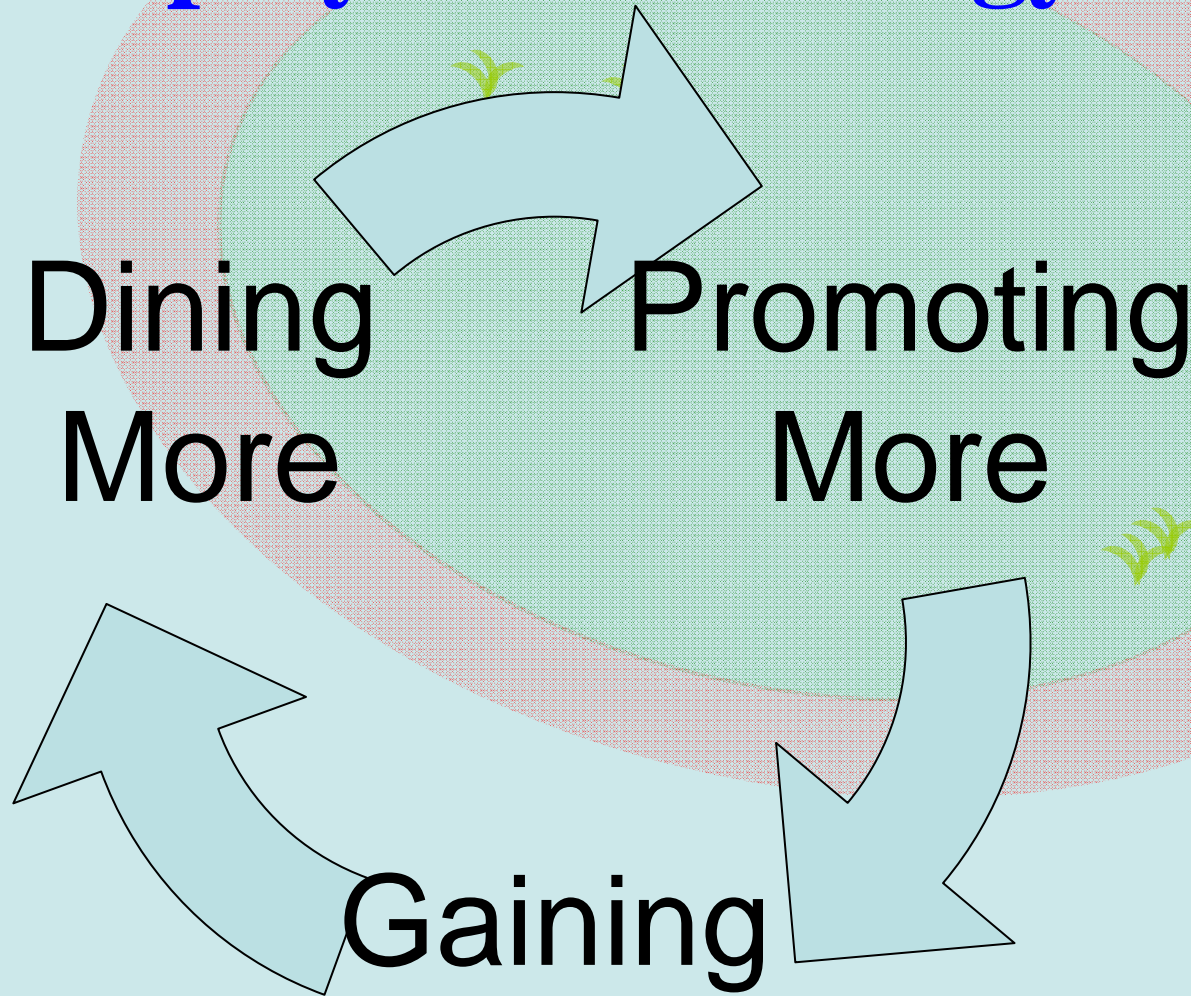
7) Deployment Strategy



Dining
More

Promoting
More

Gaining
More

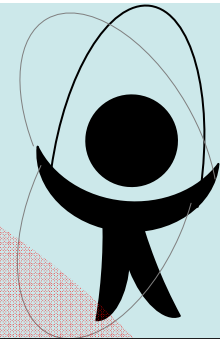




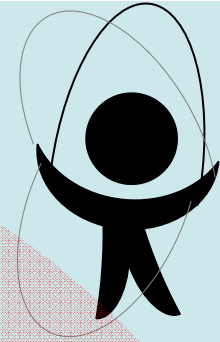
The Taipei City Songshan District Health Service Center undertook a survey to find out how much residents of the Minsheng Community knew about the “Healthier Eating Green-Yellow-Red Restaurants” in 2008.

- Distributed 250 questionnaires in total, received 248 questionnaires back, survey results as below:
- Survey subjects background information:
- Age- <20 years old: 7%; 21-40 years old: 15%; >41 years old: 78%
- Gender- Female: 70%, Male: 30%
- When entering a restaurant, 60% of those surveyed do not care if the restaurant has undergone counseling and is certified.
- More than 50% of those surveyed are aware of the healthy restaurants.
- Residents will support and purchase food recommended by nutritionists sold in the healthy restaurants.
- Most residents do not eat 5 portions of fruits and vegetables daily

Dong Rong Community Development Association paid visits to eating places which have been counseled on healthy eating habits.



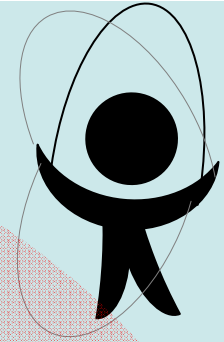
Ord.	Restaurant	Time	Number of Diner	Time	Number of Diner	Investor
1	Jin-pin Si-chun Food	2009.8.6 12:40	64	2009.9.8 19:10	126	Wu
2	Beijing Xian-fu Dinners	2009.09.10 12:50	62	2009.09.19 12:35	88	Xu
3	Xin Garden	2009.10.2 19:10	60	2009.10.15 19:20	71	Wong
4	Hon Dinners	2009.8.15 18:45	54	2009.9.10 19:05	68	Sun
5	Xiao-wang Bistro	2009.10.6 12:15	21	2009.10.14 18:35	26	Zheng
6	Sisters' Restaurant	2009.9.19 12:40	54	2009.10.3 19:40	21	Su
7	Hongkong Large Stall	2009.8.29 12:30	27	2009.9.26 18:40	31	Han



Results from their checks as below:

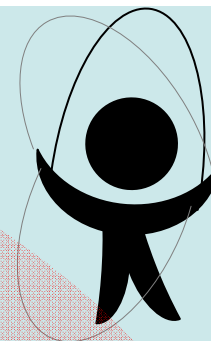
- Ordering food according to the “Green-Yellow-Red System”: 78% of customers surveyed said that they will look at menus before placing their food orders
- 11% of customers order their food without looking at the menus
- 2% of customers will ask restaurant owners for recommendations
- 9% of customers have their friends order their food for them

8) Result and Reflection

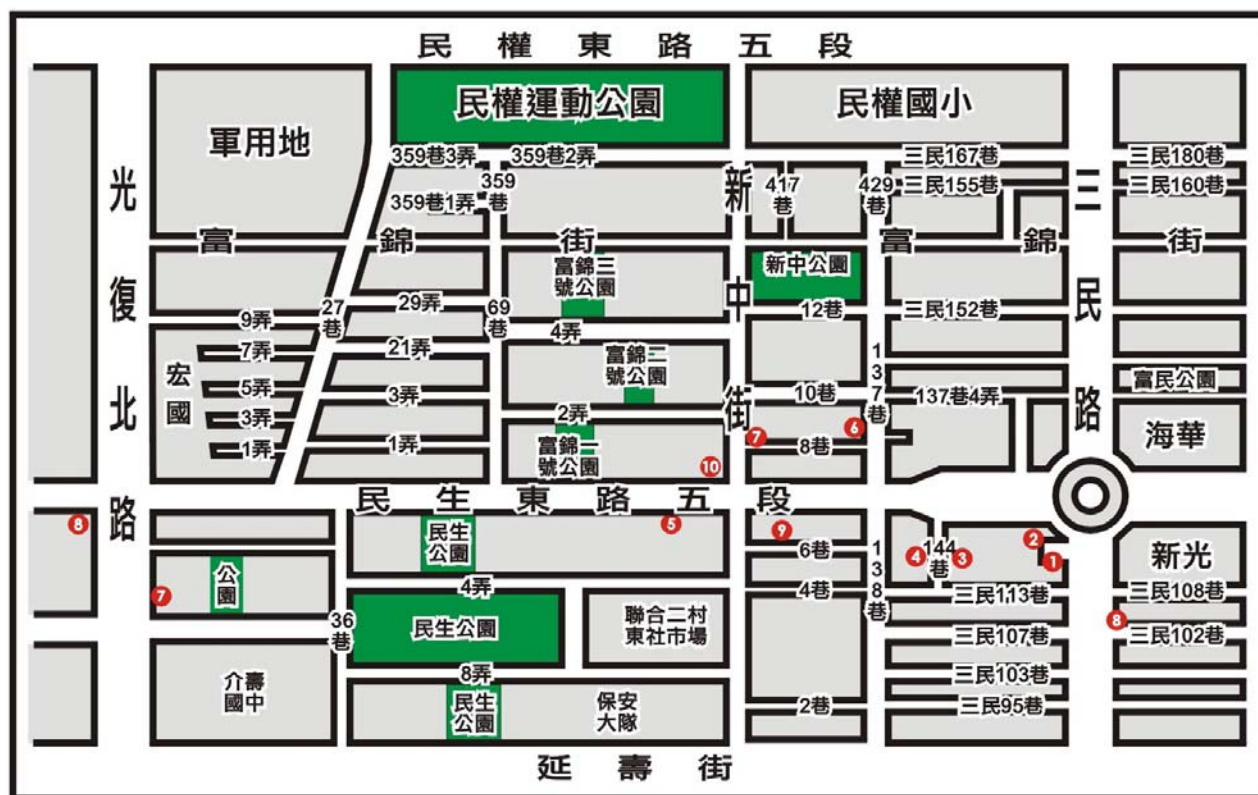


- Cross-department collaboration
- Healthy Food Street
- We miss you “Lao Tien-Liao”!

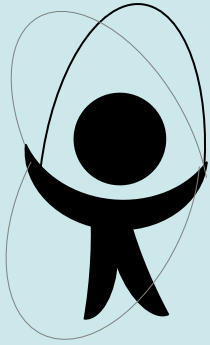
Songshan Healthy Food Street Distribution Map



台北市松山區東榮社區地圖



- | | | | | | |
|-------|---------|--------|--------|--------|-------|
| ① 尊一品 | ③ 香港大排檔 | ⑤ 鴻園海鮮 | ⑦ 欣園海鮮 | ⑦ 祥福樓 | ⑨ 小王記 |
| ② 老田寮 | ④ 姐妹小館 | ⑥ 蘭欣庭 | ⑧ 小石頭 | ⑧ 金品川菜 | ⑩ 真鍋 |



Thank you for listening!
Your feedback is appreciated!

