

朝陽科技大學 097學年度第1學期教學大綱

Research on trade areas and strategies for shop development 商圈研究與展店策略

當期課號	1582	Course Number	1582
授課教師	許峰勝	Instructor	HSU,FUNG SHUNG
中文課名	商圈研究與展店策略	Course Name	Research on trade areas and strategies for shop development
開課單位	行銷與流通管理系(四日)二A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	讓學生了解： 1. 商圈與立地的基本概念 2. 商圈調查的方法與實務 3. 競爭店研究 4. 展店策略與實務研究 5. 開店流程研究	Objectives	Study objectives : 1. Basic concepts for location of store and trade area 2. Methods and practices for trade area investigation 3. The study on business competition 4. Study on strategies and practices for shop development 5. Study on standard operation procedures for opening a new shop
教材	自編並指定課前閱讀資料	Teaching Materials	reading reserved material before class
成績評量方式	1、期中考(25%) 2、上課參與(發言、出席率等)(25%) 3、分組報告(25%) 4、期末考(25%)	Grading	1. Mid-term examination.(25%) 2. Participation.(25%) 3. Group report.(25%) 4. Final examination.(25%)
教師網頁	http://40-years-old.blogspot.com/		
教學內容	上課內容分五個部份 1、開店流程及立地開發總論 2、商圈評估及調查技巧 3、立地分析 4、物件標準設定及選擇 5、商圈與經營理念、營運計畫、商品研發、工程建設及行銷企劃之間關連性	Syllabus	1、 Study on standard operation procedures for opening a new shop and location of store general 2、 Trade area assessment and investigation skills 3、 Location of store analysis 4、 the accommodation standard settings and select items 5、 Trade area and business philosophy, business plan, the value of research and development, construction and marketing of planning between the connected

尊重智慧財產權，請勿非法影印。