

**The Evolution of the Marketing Strategy of
NICE PLAZA In Chiayi : 2011-2017**

Chi-Yuang Cheng, B.A.

Wenzao Ursuline University of Languages, 2019

ABSTRACT

The purpose of this paper is to analyze the strategy of Chiayi NICE PLAZA. The research is focus on the new generation 4Ps to understand the marketing of NICE PLAZA.

The research used the marketing strategy of NICE PLAZA from 2011 to 2017, the data showed which will use the new 4Ps. There are many strategies data so I will consolidate the best examples for my research. This paper will also talk about how does NICE PLAZA attracts customers and how to face the economic distress. According to the research, I found out there are a few points that NICE PLAZA can try to change some strategy to blend into Taiwan's society. Nowadays companies try to create their own unique and customize products to fit the buyers.

The result showed that there were lots of marketing strategies in NICE PLAZA that were creative and successful. It did not only NICE PLAZA but also others industries keep using the different strategies to attract all sorts of customers. Also, it is necessary for each department to set up same target aiming to increase the revenue.

Keywords: NICE PLAZA, Marketing strategy, 4Ps 4.0