

Gratuation Presentation

Jiu Zhen Nan



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Outline

- Introduction
 - Company Profile / Motivation and Purpose
- EATMI Strategy
- Interview
- Vlog
- Critique
- Conclusion
- References

Company Profile

1890S

•Starting in Tainan,
Taking Root in
Kaohsiung

1950S

•The first choice of
wedding pastry for
local families of
prominence

1990S

•From a financial
crisis to the brand's
restoration

2022-

•The birth of a new
product and sub-
brand - EATMI

Motivation and Purpose



Pastry Industry



EATMI Gluten-free
Rice bread

EATMI Strategy



Innovating the culture of rice consumption

Neither toast nor wheat bread, it's made from 100% rice.

Mlideas



Content of
the interview

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graph TD; A[Content of the interview] --> B[The future plan of Jiu Zhen Nan]; A --> C[The new product EATMI]
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The future plan of
Jiu Zhen Nan

The new product
EATMI



DIY

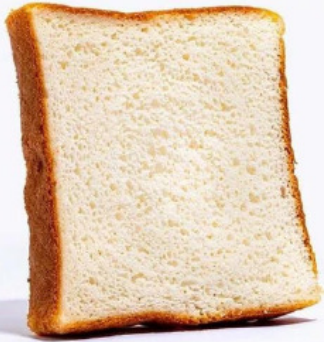




Vlog

J I U Z H E N N A N

<https://www.youtube.com/watch?v=tt91G3vQyJk>



Critique

- High Manufacturing cost
- High price
- For certain classes of people



Conculsion

- Transformation of a 100 year old traditional bakery
 - Catching up with the healthier lifestyle
 - Society changes; culture changes
-



Another way to eat EATMI

References

<https://www.eatmi.com/products/eatmi-mixed-tasting-bag>

<https://www.eatmi.com/pages/miideas>

<https://www.eatmi.com/blog/posts/blog-26>

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[E5%B](https://zh.m.wikipedia.org/zh-tw/%E8%88%8A%E6%8C%AF%E5%8D%97%E9%A4%85%E5%B)

Thank
You

