

Our goal is to address the needs of local residents while enriching the experience of visiting tourists. With sincerity and innovation, we aim to create a comprehensive market that integrates entertainment practicality, and modernization, driving the redevelopment of the market and preserving the unique culture of Macau's street markets.

Business Innovation Plan for Taipa Street Market

Tomorrow Taipa

Team Member:

Zhixin Zhang, Chuyao Dong, Chudi Qiu,
Xulin Hu, Yingjia Chen

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summaries

With the advancement of society and the improvement of people's material living standards, markets have evolved beyond their traditional role as places for residents to purchase daily necessities. They have now become cultural hubs that reflect humanistic values and local identity.

Across the country, markets have been transformed by creating value that bridges brand visibility with the realization of local cultural heritage. In response to the evolving needs of urban development, the renovation of the Taipa Municipal Market has been prioritized.

Located on Rua da Bunker da Taipa, the market is surrounded by a densely populated residential area to the north and northwest, serving the residents of Taipa's Carmel Parish. Additionally, its proximity to popular tourist attractions in Taipa makes it a high-traffic area for tourists. With the Macau government committed to transforming the Taipa Municipal Market and the ongoing recovery of Macau's economy, which has bolstered consumer confidence, these favorable conditions create a solid foundation for the market's development.

The innovative business plan for the market aims to meet the needs of local residents while enriching the experience for foreign tourists. By combining sincerity and innovation, the plan envisions creating an integrated market that is not only practical and modern but also entertaining, setting the benchmark for market modernization, and preserving the cultural legacy of Macau's markets.

1. Feasibility Analysis

1.1 Current Status of the Taipa Municipal Street Market

1.1.1 Outdated Equipment and Design

The current stalls at Taipa Municipal Market still feature traditional signboards with a yellow background and red lettering, while the display of goods lacks organization and is haphazard. The internal structure, visible from the ceiling to the height of the signboards, is exposed, and the dim lighting creates a monotonous and cold atmosphere for visitors. Furthermore, the market's design lacks modern elements, and the absence of creative booth layouts or displays at the Level G entrance reduces its appeal. This lack of attraction may discourage tourists from entering, resulting in decreased foot traffic and lower market visitation.

1.1.2 Stall Variety and Quantity Can Be Improved

According to statistics, the Taipa Municipal Market currently offers a variety of stalls, including clothing, flowers, cooked food, frozen meat, chilled meat, fish, pork, groceries, fruits, and vegetables. While the range of stalls is relatively diverse, it has not kept up with modern trends. The transformation of the stall types should be aligned with contemporary urban life. For instance, introducing pre-packaged meals, adding mobile stalls, and incorporating shared dining spaces could bring the market in line with the evolving pace of development.

1.1.3 Lack of Guidance

Although the stalls in the Taipa Municipal Market are concentrated in specific areas, the walls only provide information about the types of goods sold on each floor, without any signage directing visitors to the exact locations of the stalls. This lack of clear guidance can make it difficult for visitors to navigate the market, significantly diminishing their shopping experience and the likelihood of return visits.

1.2 Current Development of Integrated Street Markets

With the advancement of modernization and aesthetics, many integrated markets have become popular destinations for both residents and tourists. Market culture has evolved into a prominent cultural symbol, enhancing the local urban atmosphere. For instance, the Beijing Breeze Bazaar combines traditional Beijing architectural styles with modern market design to create a market culture with distinct local characteristics. In addition to daily necessities, the bazaar features food and beverage stalls, cultural and creative shops, as well as a mini-library, catering to the physical and mental well-being of visitors.

Modernity and practicality are key development directions for today's markets, empowering residents by enhancing convenience in their daily lives. For example, the Wuhan Shahubian Market uses independent stalls and modern management and design concepts, making the shopping experience more convenient.



Figure 1. Breeze Market in Beijing



Figure 2. Shahubian Market in Wuhan

1.3 Awareness of the New Integrated Market

There has been a noticeable change in the attitude of local young people towards street markets, which have become a new space for alleviating anxiety. According to the "2023 RedNote Annual Life Trends" ^[1], the number of posts related to "Neighborhood Heating" increased by 213% year-on-year in 2022, indicating that integrated markets are becoming an important part of community in China.

At the same time, the demand for authentic local life experiences has increased among foreign tourists. According to the latest market research [2], contemporary young travelers have shifted their self-positioning from "tourists" to "experiencers," seeking to immerse themselves in the daily lives of local residents and to experience local customs and lifestyles. Markets are the perfect place to encounter local characteristics. In contrast to tourist-oriented streets (such as Guanya Street), which cater mainly to visitors, integrated markets serve local residents and better reflect the authentic urban life. Shopping with the people of Macau and experiencing the everyday life of its citizens is an excellent way to engage closely with the cultural landscape of Macau.

1.4 PEST Analysis of Taipa Urban Mixed Market Renovation

1.4.1 Political Factors

The Macau government strongly supports economic development and advocates economic diversification.

The Central Government has clearly proposed and firmly backed Macau's moderate and diversified economic development and urban transformation. A series of key policies have been introduced, including the construction of "One Center, One Platform, and One Base," the development of Hengqin Island, and the implementation of the Guangdong-Hong Kong-Macao Greater Bay Area initiative, all of which have provided strong momentum for Macau's growth. The Macau government continues to strengthen its support for local small and medium-sized enterprises (SMEs) and encourages young people to start their own businesses, injecting vitality into Macau's economy and driving its sustainable development, leading to a steady improvement in the region's economic level.

1.4.2 Economic Factors

Macao's local consumer confidence has increased, tourism is steadily recovering, and macroeconomic conditions are improving.

According to the results of the "Consumer Confidence Index for the Taiwan Strait, Hong Kong, and Macao" for the first quarter of 2023[3], the overall consumer confidence index for Macau in Q1 2023 is 87.43, marking an increase of 9.87 points (12.73%) from the previous quarter (77.56). This reflects a strengthening foundation for Macau's ongoing economic recovery and a continuous improvement in public confidence. From a macro perspective, the global economy is performing better than expected, with supply chain issues easing. Additionally, with the thriving recovery of Macau's integrated tourism and leisure market, the overall economy is stabilizing and improving, which is further driving structural improvements as the economy grows.

1.4.3 Social Factors

Macao has shifted from epidemic containment measures to regularized control, and consumer spending has continued to rebound.

According to reliable sources, the pathogenicity of the new Omicron strain has significantly weakened. The epidemic in Macao has remained stable for the past two months. On March 27, 2023, the Macao Government's Emergency Response and Coordination Center for Novel Coronavirus Infections (ECCNV) adjusted its face mask requirement. Under normal circumstances, individuals in outdoor areas are no longer required to wear masks (except in special cases)[4]. This measure is conducive to stimulating consumer spending, which will further support socio-economic development.

1.4.4 Technical Factors

The Macau government aims to renovate the Taipa Municipal Market in the future to make life more convenient for citizens.

According to a notice on the official website of the Government of the Macao Special Administrative Region dated October 18, 2022, the Urban Services Bureau will begin

optimizing the facilities and supporting infrastructure of the Taipa Municipal Street Market starting on October 20. This will include refurbishing existing stalls, improving the market layout, widening public corridors, and enhancing the overall shopping environment and amenities, all to make shopping more convenient for the public. From a technical perspective, the government supports the future development plan for the Taipa Municipal Street Market.

2. Survey Planning

2.1 Geographic Location Survey of Taipa Urban Mixed Market

2.1.1 Combination of Local Resources and Foot Traffic

Geographically, the Taipa Municipal Market is surrounded by residential areas to the north and northwest, such as Flower City and the Olympic Sports Center. It is also close to popular tourist attractions in Taipa, including Rua de Cunha and the Lung Wan Residence Museum. This unique location brings a diverse range of visitors to the market. Therefore, in considering the functional attributes of the Taipa Municipal Street Market, it is essential to prioritize the convenience of residents while also catering to the tourist experience of foreign visitors.

2.1.2 Competition and Complementarity of Merchants

The Taipa Municipal Market is located near Rua de Cunha, which mainly caters to foreign tourists. The market's stalls focus on everyday goods for residents, filling a gap in local consumer demand. Since Rua de Cunha has many local specialty food stores, the Taipa Municipal Market should differentiate its food offerings to avoid direct competition, increasing product diversity to better suit local residents.

2.3.1 Purpose of the Questionnaire

- 1) To gather opinions from Macau residents on the practicality, types of stalls, and decorative styles of the Taipa Municipal Market Complex.
- 2) To assess the expectations of Macau residents regarding the transformation of the Taipa Municipal Market Complex, including preferred shop types, product offerings, and decoration styles.
- 3) To collect feedback and suggestions on other markets in Macau to optimize the design of the Taipa Municipal Market, making it more grounded and popular among residents.

2.3.2 Questionnaire Design

Taipa Street Market Survey - Tomorrow Taipa Team

The Tomorrow Taipa Team would love to hear your thoughts on the Taipa street markets. We highly value your feedback, as it will contribute to the redevelopment of the Taipa street market. Please take your time to complete this survey by ticking the boxes.

1. What is your age?

- ☐ Under 18 ☐ 18~29 ☐ 30~39 ☐ 40~49 ☐ 50 or older

2. What is your total annual income?

- ☐ Under 100,000 MOP ☐ 500,000 MOP to 1,000,000 MOP
☐ 100,000 MOP to 500,000 MOP ☐ Over 1,000,000 MOP

3. Have you ever visited the Taipa street market?

- ☐ Yes ☐ No

If your answer is Yes in Question 3, please continue with the following questions:

4. How would you rate the following features of the Taipa street market?

- ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neutral ☐ Satisfied ☐ Very satisfied

5. What is your main purpose when visiting the Taipa street market?

- | | |
|--|---|
| <input type="checkbox"/> To buy daily necessities | <input type="checkbox"/> To purchase souvenirs |
| <input type="checkbox"/> To buy food | <input type="checkbox"/> Other (please specify) _____ |
| <input type="checkbox"/> To relax and take a break | |

6. What attracts you to the Taipa street market?

- | | |
|--|---|
| <input type="checkbox"/> Local characteristics | <input type="checkbox"/> Cost-effectiveness |
| <input type="checkbox"/> Convenience | <input type="checkbox"/> Other (please specify) _____ |

7. What type of product selection would you prefer in the street market?

- ☐ A wide variety of products to meet daily needs
☐ Common items that can satisfy basic needs
☐ Fewer products, but more specialized items

8. What specific types of products would you like to see in the market?

- | | |
|---|--|
| <input type="checkbox"/> Made-to-order products | <input type="checkbox"/> Fresh food |
| <input type="checkbox"/> Instant food | <input type="checkbox"/> Local cuisine |
| <input type="checkbox"/> Other (please specify) _____ | |

9. How would you rate the renovation style of the Taipa street market?

- ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neutral ☐ Satisfied ☐ Very satisfied

10. Which design styles would attract you to visit the Taipa street market?

- | | |
|---|---|
| <input type="checkbox"/> Simple and elegant | <input type="checkbox"/> Warm and classic |
| <input type="checkbox"/> Traditional local style | <input type="checkbox"/> Trendy |
| <input type="checkbox"/> Other (please specify) _____ | |

11. What aspects of the street market need improvement?

- | | |
|---|--|
| <input type="checkbox"/> Cleanliness | <input type="checkbox"/> Pricing and affordability |
| <input type="checkbox"/> Lack of enjoyable atmosphere | <input type="checkbox"/> Product variety |
| <input type="checkbox"/> Other (please specify) _____ | |

Thank you for your valuable feedback. Your responses will greatly help us improve and enhance the Taipa street market experience. We appreciate your time and effort in completing this survey.

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2. What is your total annual income?

- ☐ Under 100,000 MOP ☐ 500,000 MOP to 1,000,000 MOP
☐ 100,000 MOP to 500,000 MOP ☐ Over 1,000,000 MOP

3. Have you ever visited the Taipa street market?

- ☐ Yes ☐ No

If your answer is No in Question 3, please continue with the following questions:

4. What is your main purpose when visiting the street market?

- ☐ To buy daily necessities ☐ To purchase souvenirs
☐ To buy food ☐ Other (please specify) _____
☐ To relax and take a break

5. Which feature of the street market attracts you the most to visit?

- ☐ Local characteristics ☐ Cost-effectiveness
☐ Convenience ☐ Other (please specify) _____

6. Which design styles would attract you to visit the Taipa street market?

- ☐ Simple and elegant ☐ Warm and classic
☐ Traditional local style ☐ Trendy
☐ Other (please specify) _____

Thank you for your valuable feedback. Your responses will greatly help us improve and enhance the Taipa street market experience. We appreciate your time and effort in completing this survey.

2.3.3 Questionnaire Data Analysis

1) A Relaxing Spot for Local Residents

According to survey data, 62.72% of respondents visit the Taipa Municipal Market to relax, followed by 51.55% for food and 50.93% for daily necessities. This shows that local residents view the market not just for shopping, but also as a place for sensory entertainment. To meet these needs, the market should balance convenience with entertainment to cater to the local residents' desire for enjoyment and relaxation.

2) A New Option for Fast-Paced Modern Life

In the "new types of products" category, 64.91% of respondents supported the introduction of "fried foods" and 54.39% favored "pre-prepared meals". Currently, the market mainly offers semi-finished products and ingredients, with a lack of ready-to-eat meals. With the fast-paced lifestyle, people prefer quick meal options, so the market should expand its offerings of finished food products.

3) Transformation into a Trendy, Modern Market

63.98% of respondents found "innovative technology" to be an appealing feature, while 68.94% preferred "trendy and fashionable" decoration styles. Additionally, 55.3% of respondents favored incorporating "local characteristics" into the market. Combining modern technology with the local flavor of Macao could attract local residents and enhance their connection to the market.

4) Affordability is Crucial for Local Residents

Cross-tabulation analysis showed that "prices are not affordable enough" was the most common complaint among non-regular visitors to the market. Furthermore, 70.21% of those who have not visited the Taipa Municipal Market agreed that the prices in Macao's markets are too high. The market must consider product pricing aligning with reasonable consumption levels.

<i>X\Y</i>	<i>Yes</i>	<i>No</i>	<i>Subtotal</i>
<i>Lack of cleanliness</i>	42 (72.41%)	16 (27.59%)	58
<i>Not affordable enough</i>	52 (66.67%)	26 (33.33%)	78
<i>No appreciation value</i>	26 (68.42%)	12 (31.58%)	38
<i>Shortage of products</i>	31 (68.89%)	14 (31.11%)	45
<i>Self-filled (other)</i>	0 (0.00%)	0 (0.00%)	0

2.4 Intention Survey of Mainland Residents

Our research team distributed the survey to non-local residents in China via the Internet. The randomized survey took three days and covered 21 provinces, cities, and Hong Kong SAR. It spanned five age groups (underage, young, middle-aged, older middle-aged, and elderly). A total of 1,023 valid questionnaires were collected. Additionally, respondents from significant categories were randomly selected for follow-up interviews to explore the underlying reasons behind the data.

2.4.1 Purpose of the questionnaire

- 1) To assess the level of interest of mainland residents in learning about the culture of Macao's markets, indirectly measuring the effectiveness of Macao's tourism promotion and the actual visitor arrival rate to Macao's markets.
- 2) To understand mainland residents' expectations for the development of Macao's markets, including their preferences for shop types, products, and decoration styles.
- 3) To explore mainland residents' understanding of the cultural core of markets, while considering the development of tourism and the continuity of Macao's local culture.

2.4.2 Questionnaire Design

Taipa Street Market Survey - Tomorrow Taipa Team

The Tomorrow Taipa Team would love to hear your thoughts on the Taipa street markets. We highly value your feedback, as it will contribute to the redevelopment of the Taipa street market. Please take your time to complete this survey by ticking the boxes.

1. What is your age?

- ☐ Under 18 ☐ 18~29 ☐ 30~39 ☐ 40~49 ☐ 50 or older

2. What is your total annual income?

- ☐ Under 100,000 MOP ☐ 500,000 MOP to 1,000,000 MOP
☐ 100,000 MOP to 500,000 MOP ☐ Over 1,000,000 MOP

3. Have you ever visited Macau?

- ☐ Yes ☐ No

If your answer is Yes in Question 3, please continue with the following questions:

4. Have you experienced the culture of Macau's street markets?

- ☐ Yes ☐ No

If your answer is Yes in Question 4, please continue with the following questions:

5. What is your main purpose when visiting the Macau's street market?

- ☐ To experience local culture ☐ To purchase souvenirs
☐ To enjoy local cuisine ☐ To relax and take a break
☐ Other (please specify) _____

6. How would you rate the following features of the Macau's street market?

- ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neutral ☐ Satisfied ☐ Very satisfied

7. How would you rate the renovation style of the Taipa street market?

- ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neutral ☐ Satisfied ☐ Very satisfied

Group A

8. What specific types of products would you like to see in the market?

- | | |
|---|--|
| <input type="checkbox"/> Made-to-order products | <input type="checkbox"/> Fresh food |
| <input type="checkbox"/> Instant food | <input type="checkbox"/> Local cuisine |
| <input type="checkbox"/> Other (please specify) _____ | |

9. How would you rate the renovation style of the Taipa street market?

- ☐ Very Dissatisfied ☐ Dissatisfied ☐ Neutral ☐ Satisfied ☐ Very satisfied

10. Which design styles would attract you to visit the Taipa street market?

- | | |
|---|---|
| <input type="checkbox"/> Simple and elegant | <input type="checkbox"/> Warm and classic |
| <input type="checkbox"/> Traditional local style | <input type="checkbox"/> Trendy |
| <input type="checkbox"/> Other (please specify) _____ | |

11. What aspects of the street market need improvement?

- | | |
|---|--|
| <input type="checkbox"/> Cleanliness | <input type="checkbox"/> Pricing and affordability |
| <input type="checkbox"/> Lack of enjoyable atmosphere | <input type="checkbox"/> Product variety |
| <input type="checkbox"/> Other (please specify) _____ | |

Thank you for your valuable feedback. Your responses will greatly help us improve and enhance the Taipa street market experience. We appreciate your time and effort in completing this survey.

澳門
街市

Group A

Taipa Street Market Survey - Tomorrow Taipa Team

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1. What is your age?

- ☐ Under 18 ☐ 18~29 ☐ 30~39 ☐ 40~49 ☐ 50 or older

2. What is your total annual income?

- ☐ Under 100,000 MOP ☐ 500,000 MOP to 1,000,000 MOP
☐ 100,000 MOP to 500,000 MOP ☐ Over 1,000,000 MOP

3. Have you ever visited Macau?

- ☐ Yes ☐ No

If your answer is Yes in Question 3, please continue with the following questions:

4. Have you experienced the culture of Macau's street markets?

- ☐ Yes ☐ No

If your answer is No in Question 4, please continue with the following questions:

5. What will attract you to the Taipa street market?

- ☐ Local characteristics ☐ Cost-effectiveness
☐ Convenience ☐ Other (please specify) _____

6. What specific types of products would you like to see in the market?

- ☐ Made-to-order products ☐ Fresh food
☐ Instant food ☐ Local cuisine
☐ Other (please specify) _____

7. Which design styles would attract you to visit the Taipa street market?

- ☐ Simple and elegant ☐ Warm and classic
☐ Traditional local style ☐ Trendy
☐ Other (please specify) _____

Group B

Taipa Street Market Survey - Tomorrow Taipa Team

The Tomorrow Taipa Team would love to hear your thoughts on the Taipa street markets. We highly value your feedback, as it will contribute to the redevelopment of the Taipa street market. Please take your time to complete this survey by ticking the boxes.

1. What is your age?

- ☐ Under 18 ☐ 18~29 ☐ 30~39 ☐ 40~49 ☐ 50 or older

2. What is your total annual income?

- ☐ Under 100,000 MOP ☐ 500,000 MOP to 1,000,000 MOP
☐ 100,000 MOP to 500,000 MOP ☐ Over 1,000,000 MOP

3. Have you ever visited Macau?

- ☐ Yes ☐ No

If your answer is No in Question 3, please continue with the following questions:

4. Would you like to experience the culture of Macau's street markets?

- ☐ Yes ☐ No

5. What will attract you to the Taipa street market?

- ☐ Local characteristics ☐ Cost-effectiveness
☐ Convenience ☐ Other (please specify) _____

6. What specific types of products would you like to see in the market?

- ☐ Made-to-order products ☐ Fresh food
☐ Instant food ☐ Local cuisine
☐ Other (please specify) _____

7. Which design styles would attract you to visit the Taipa street market?

- ☐ Simple and elegant ☐ Warm and classic
☐ Traditional local style ☐ Trendy
☐ Other (please specify) _____

Group C

2.4.3 Questionnaire Data Analysis

1) Mainland Tourists Are Interested in Macao's Markets

Statistics show that 75.3% of visitors to Macao experienced its market culture, and 68.91% of non-visitors planned to experience it in their travel plans. This indicates strong interest from mainland tourists in Macao's markets, with a relatively satisfactory arrival rate. Among those who experienced the market culture, 71.16% said they did so to taste local food, while 67.46% cited the desire to experience local culture. Markets, as a direct expression of local culture, are key channels for tourists to engage with Macao's culture and cuisine. With stronger tourism promotion, interest in Macao's market culture is expected to grow.

2) Emphasis on Local, Macao-Specific Experiences

"Specialties," "local," and "authentic" were key concerns for mainland tourists. Data show that the "local characteristics" in the market's decoration style, product types like "local specialties," and the overall "local" market features were all popular. We believe that Macao's unique local experience is a major attraction for mainland tourists and forms the core of Macao's market culture. Combining these elements is highly feasible.

3) Pricing as a Key Factor for Consumer Spending

Among mainland tourists who visited Macao's markets, 66.67% felt that "prices are not affordable enough" was a major shortcoming. Random interviews revealed that markets are generally perceived as "affordable," with visitors viewing them as a way to experience the everyday life of locals. High-end market experiences may seem "out of touch" with everyday life. Therefore, in product design and stall selection, avoiding a high-end consumer approach is recommended, prioritizing products with neighborhood characteristics.

3. Venue Design

According to the survey data from non-local residents, 69.8% of the 1,023 respondents stated that "Macao's local characteristics" would attract them to visit the market. Similarly, 55.3% of residents also voted for "Macao's local characteristics" in the questionnaire. To meet the expectations of the respondents and transform the new Taipa Market into a fully functional, unique, and aesthetically pleasing space, the design of both the interior and exterior will prioritize "Macao's local characteristics" and "innovation."

3.1 Outdoor Design

3.1.1 3D Stereoscopic Signage

Building on the concept that "three parts rely on products, seven parts rely on marketing," a store's success largely depends on its marketing efforts and consumer traffic. A highly visible storefront is one of the most effective tools for attracting customers. Japan's renowned retail expert, Yoichi Takeda, has extensively studied the concept of "how to attract customers," [5] and his practical experiments have proven that a distinctive and noticeable storefront style can significantly increase customer attention and foot traffic.

Given the small size of the original Taipa Market, which made it easy to overlook, we have opted for a 3D stereoscopic design that is ten times the size of the original. This sign will be placed at a high-traffic area with the largest viewing space—at the corner of Rua de Seguridade de Cunha and the intersection near the Fire Station. The "Taipa Market" 3D sign will be positioned at a height of approximately 5 meters on the corner of the exterior wall, creating a unique and eye-catching feature at the entrance to the front area.



Figure 5. The current outdoor sign of Taipa Street Market.



Figure 6. The 3D rendering of the outdoor sign of Taipa Street Market as we expected.

3.1.2 Publicity Posters

Considering that there is already a suitably sized sign at the entrance of the Fire Station, it is proposed that the newly opened Taipa Market poster be placed facing the end of Rua de Cunha. On the opposite side, a floor plan of the three-story stores inside will be displayed, so that it attracts people while also allowing residents and tourists to conveniently understand the internal structure from the outside. This will make it easier for them to quickly find the store of interest.

3.1.3 Performance Punch Cards

Since the newly upgraded Taipa Market's influence area is insufficient to meet the expected goal (attracting 90% of the existing consumer base and potential new customers), a more strategic approach is needed to drive traffic. The target groups for this attraction are the residents around Taipa Market (such as Tsui Lam Garden, Ka Yip Court, Ka Wang Court, Ka Fuk Court of Chuen Fook Sun Chuen, etc.) and tourists around Rua de S. Kuan Yai. In terms of external layout, since the entrance in front of the Fire Station is larger than the other entrances, a marketing strategy can be adopted that includes setting up a doll show, and a Macao tourist attraction stand-up card point.

3.1.4 Exterior Neon Sign Layout

Since the exit of Fortress Street intersects with the sidewalk, to avoid congestion, it is recommended to embed a neon sign on the exterior wall of the first floor at the Fortress

Street entrance. The design style of the sign should match the style of the Rua de Cunha sign, combining the two to create an interactive, cohesive economic effect along the street. As the number of signboards will be limited, the text on the signs should correspond to the names of stores inside the market, with the most popular and distinctive stores given priority.

3.2 Interior Design

3.2.1 Corridor Design

3.2.1.1 Ground Design

The floor is a significant part of interior design as it occupies a large portion of the interior space. Taipa Market is a high-traffic area, with a large flow of people entering and exiting, making proper flooring design particularly important. As we explore the street culture of Macau, we observe that most of the store floors around Rua de Cunha adopt a patterned design, which is very different from the floor designs in mainland stores and has a unique charm. According to reference materials, this is a type of Portuguese-style parquet tile, which perfectly integrates with Macau's colonial history.



Figure 8. The Portuguese elements used in Macau's souvenir coasters.



Figure 8. Portuguese-style tiles used in the Macau Municipal Affairs Bureau lobby.

The inspiration from Portuguese-style tiles led us to incorporate patterned flooring into the interior design of the Taipa Market. Considering the need to create an overall effect in the floor design, the following pattern is proposed. For the G layer, we use the bright blue pattern shown in Figure 9. In the field of color matching analysis in art, bright blue

is selected as the main color, paired with a white background and grayish bright auxiliary colors. This combination helps make the standing point clean and neat, giving a solemn and full impression. Blue colors can undergo significant changes in brightness, and this bright blue will also provide a soft sense of freshness, which helps alleviate the darkness associated with the G layer where various meats are sold, and the water stains that have yet to be cleaned.

For the first layer, we use a blue background with red interlaced patterns in Figure 9 to create a pleasant and relaxing atmosphere. In Eastern culture, the colors red symbolizes love and happiness. It has been proven that warm color schemes can also increase appetite in those with anorexia, echoing the food court in the creative marketing booth.

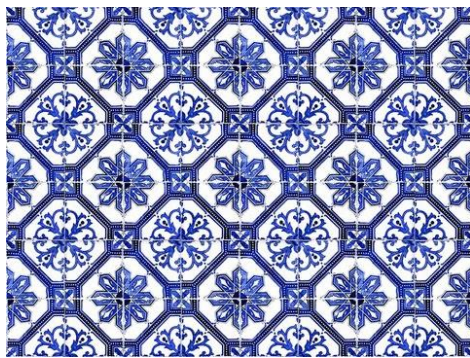


Figure 10. The floor pattern of Level G.

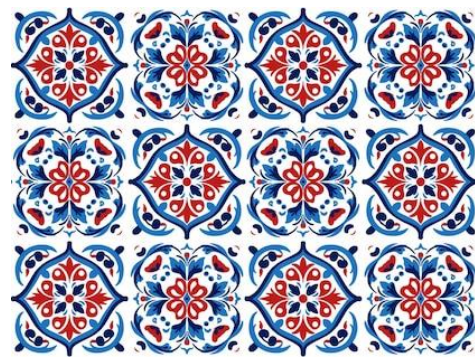


Figure 10. The floor pattern of Level 1.

3.2.1.2 Wall Design

The creative marketing stalls are located along the corridor corresponding to stalls 1 to 4 on the right side of the entrance at Bunker Street. According to the architectural drawings, the corridor on Level G, designated for the creative marketing stalls, is relatively narrow with an estimated width of 1.4 meters, allowing just enough space for three adults to walk side by side. Given the limited space, a cluttered design would be counterproductive. Instead, creating a design with room to breathe is the best solution. To enhance the space, we plan to use wall murals that tell the story of Macau's local culture. These murals not only promote tourism culture but also foster a deeper connection between residents and tourists. The mural content will go beyond just

depicting Macau's historical development. It will also feature the lyrics and background of the moving "Song of the Seven Sons," among other culturally significant stories that resonate deeply with the people.

3.2.1.3 Banner Design

In the study *"Blunt vs. Subtle: A Study on the Memory Effect of Metaphorical Banner Ads Based on Task and Content Consistency"*, [6] it was found that colorful and engaging banner designs can enhance consumers' sensory experience, ultimately supporting cognitive refinement and leaving a lasting impression. Research in consumer behavior neuroscience, including methods like fMRI and eye-tracking technology, has provided evidence that visual stimuli such as banners can drive consumer spending by activating neural processes.

According to the architectural drawings, the corridor in front of the fire station is the widest, with an estimated width of 2.8 meters, situated opposite areas such as the "Clothing Stalls" and "Flower Stalls." To maintain efficient pedestrian flow while also capturing attention, we propose hanging a banner from the ceiling in the shape of a Post-it note. This banner will feature red and green fruits, vegetables, and delicacies, with slogans like "The most comprehensive eating and drinking experience—Explore Taipa Market" and "If the market could talk." Below is an example of a banner design concept inspired by Qingdao Farmer's Market Literature Exhibition.



Figure 11. The entrance signage for the Qingdao Farmers' Market Literature Exhibition.



Figure 12. The hanging humorous promotional banners above the vendors in the market, such as "The mackerel may expire, but our bond with customers never will."

3.2.1.4 Regional Signage

The interior is divided into five sections (grocery stalls, vegetable stalls, fruit stalls, snack street, and rest area) based on the characteristics of the shops, allowing for more efficient and practical use of space. To maintain harmony with the overall design style and create a market with "Macanese Characteristics," we took inspiration from Macao's road signs, stripping them of their usual style, and designed the following area signage. At the end of each area, the signage will be replaced by another sign marking the entrance to the next area. This approach allows the five major signs to clearly indicate one's location while also offering a unique design that blends seamlessly with the overall environment of Macao.



Figure 13. Macau's road sign 1.



Figure 14. Macau's road sign 2.

3.2.2 Shop Signage

The signboard of a store serves to indicate the name and logo of the business, and it also acts as an effective form of advertisement. It guides customers, reflects the store's business characteristics and service traditions, sparks customer interest, and helps to deepen brand recognition. Specific trademarks and logos serve as symbols of credibility in the exchange of goods and as identifiers for stores. To make the market more in tune with Macanese culture, all internal store signage will be uniformly designed in the traditional Macao style (yellow background with red letters, mirrored backgrounds, green letters on a white background, etc.). The following are examples of such signage designs.



Figure 15. Traditional Macau-style shop sign, featuring green letters on a white background.



Figure 16. Traditional Macau-style shop sign, featuring yellow letters on a red background.

3.2.3 Lighting System

Lighting acts as the catalyst for the entire space, creating a sense of visual hierarchy. The right amount of ambient light can foster a warm and cozy atmosphere, enhancing the overall comfort of the indoor environment. The existing design in the Taipa Market includes low-intensity light tubes suspended above each store, which, when combined with the reddish-brown flooring, results in a darker and more subdued atmosphere.

In response to energy-saving and emission-reduction policies, as well as green environmental protection initiatives, LED recessed flat-panel energy-saving lamps are the preferred design choice. This lighting solution offers several advantages, such as being moisture-proof, oil-resistant, providing soft light, and being easy to install. These features make it well-suited for Macau's climate, which is characterized by high humidity and significant oil pollution in market environments.

3.2.4 Graphic Logo Map

To help residents and tourists efficiently locate the shops they need to visit, we propose the concept of a "flat logo map." Each shop's unique characteristics are visually represented on the map, making it an engaging and informative visualization of the many shops in the market.

The design process of the flat logo map begins by extracting key features of each store from text and creating a logo that captures the essence of that store. These logos are

then placed on the map according to the store's location. In the lower right corner of each logo, a small label displays the shop's name, making the map easy to interpret and allowing for "association by recognition." This design offers dual-purpose functionality.

The following design is based on the shops on the first floor of the market, numbered from 19 to 31. Shop 21 is a morning tea store specializing in Cantonese dim sum cakes. We emphasized the store's focus on cakes by combining the imagery of a "steamer" and "cakes" to create a logo that reflects the shop's offerings and helps customers easily associate the image with the store.



Figure 18. First Floor Layout of Taipa Market



Figure 17. Shop Layout Design of First Floor

4. Creative Street Market Planning and Design

4.1 Creative Street Market Design Concept

The Taipa Market is based on the concept of "community cohesion, revitalization, and innovation." Level G focuses on "cohesion," with stalls primarily for residents. Level 1 focuses on "revitalization," catering to both tourists and residents, with stalls centered on food and conservation, emphasizing the collision and fusion of the city's collective memory with modern trendy culture. This allows visitors to experience the unique atmosphere of Macao's East-meets-West cultural fusion, pluralism, and openness. The rooftop focuses on "innovation, development, leisure, and entertainment," fostering

experimental entrepreneurship stores to encourage young talents to innovate and start their own businesses, injecting a sense of "freshness" and "trendiness" into the Taipa Market. It also enhances customer participation and experience while providing a rest area for both residents and tourists.

4.2 Street Market Modification Profile

4.2.1 Comparison Between Before and After stall modification

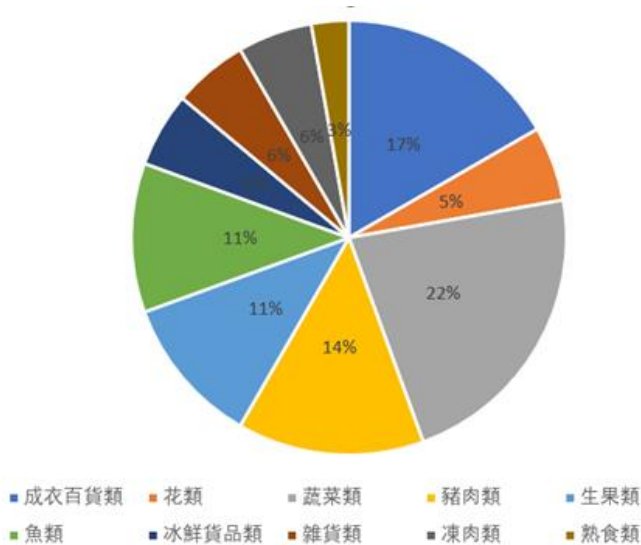


Figure 18: Percentage of sales categories before booth renovation

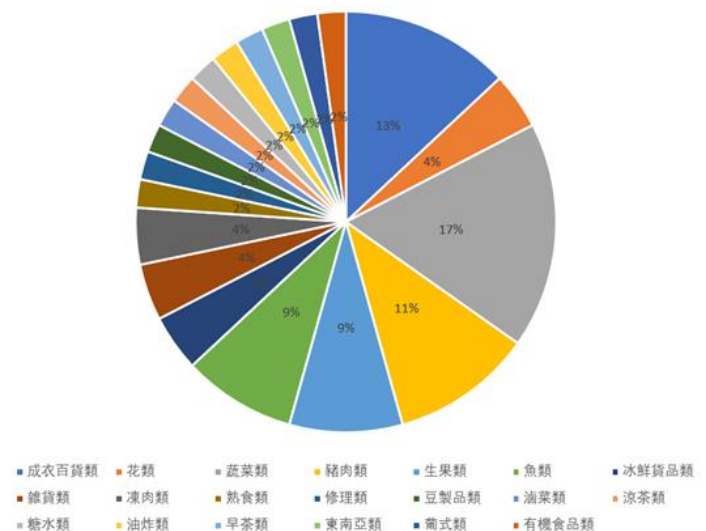


Figure 19: Percentage of sales categories after booth renovation

4.3 Creative Marketing Booth Specific Planning

We carry out specific planning for creative marketing booths from four major aspects: the types of goods to be sold, the target audience, the reasons for their introduction, and the creative selling points. This ensures that each creative marketing booth has its own unique significance.

In addition, we have selected 7 booths for in-depth analysis from the 18 creative marketing booths, which are highlighted in red in the following table.

<i>Creative Booth No.</i>	<i>Floor</i>	<i>Types of Creative Marketing Booths</i>
1	G	Repair Shop
2	G	Soya Bean Products Shop
3	G	Prepared Food Shop
4	G	Herbal Tea Shop
19	1	Dessert Shop
20	1	Deep-fried restaurant
21	1	morning tea store
22	1	Southeast Asia Gourmet Shop
23	1	Portuguese Restaurant
24	1	Organic Food Specialty Store
25	1	
26	1	
27	1	Rest Area
28	1	
29	1	
30	1	Marinated Vegetable Shop
31	1	Light Refreshment Restaurant
32	2	Pop-up store

4.3.1 Planning of G-storey Booths in Taipa Street Market

4.3.1.1 Creative Marketing Booth 1 - Repair Shops

- 1) Types of Goods Sold: Hardware, electrical parts, on-site repair services
- 2) Audience: Macau residents
- 3) Reason for Introduction: Household appliances have become an integral part of everyday life, and the need for repairs and maintenance is a crucial service to include in the market. Research shows that there are no established repair shops with a wide range of services near Taipa Market, so the introduction of Creative Marketing Booth 1 on Level G aligns with market demand and addresses the public's need for repair services.

4.3.1.2 Creative Marketing Booth 2 - Soy Products Store

- 1) Types of Goods Sold: Soy products, including soy flour, tofu, soymilk, soy curd, tofu skin, dried tofu, bean curd sticks, and other soy-based products.
- 2) Audience: Macau residents
- 3) Reason for Introduction: This booth offers a convenient option for residents to purchase tasty, healthy, and nutritious soy-based products. It fills the gap in the Taipa Market and Rua de Cunha, where there are currently no soy product shops.

4.3.1.3 Creative Marketing Booth 3 - Prepared Dishes Specialty Store

- 1) Types of Goods Sold: Prepared dishes
- 2) Audience: Macau residents
- 3) Reason for Introduction: With the growing pace of life and increased work pressures, many residents find it difficult to prepare meals due to long working hours and commutes. This has led to the rise of the "lazybones economy" and "one-person diets," increasing demand for prepared food. The introduction of a prepared food store will cater to the needs of busy families and individuals in Macau, aligning with the modern development trend.

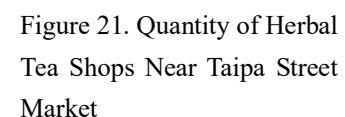
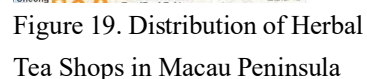
4.3.1.4 Creative Marketing Booth 4 - Herbal Tea Shop

- 1) Types of Goods Sold: Herbal tea, including traditional herbal teas such as detoxification and fire tea, heat and dampness tea, and throat-clearing tea, as well as modern herbal teas like honeysuckle, bamboo cane water, sour plum soup, chrysanthemum and pear tea, ginseng and chrysanthemum tea, coconut juice, secret turtle jelly, and others.
- 2) Audience Groups:
 - a) Macao residents.
 - b) Tourists who are willing to experience the culture of herbal tea.
- 3) Reasons for introduction
 - a) Cultural factors:

In 2006, herbal tea was included in the national intangible cultural heritage list, marking a new chapter for both the herbal tea and Chinese medicine industries in Macau.

b) Geographical Context:

The survey shows that there are over 30 herbal tea shops on the Macau Peninsula, with one or more shops found every 0.3 square kilometers, and the stores are evenly distributed. In contrast, Taipa has fewer than 10 herbal tea shops, and their distribution is uneven. This highlights the need to establish herbal tea shops in Taipa Market, helping to address the gap in the local herbal tea industry.



As shown in Figure 22, the quickest walking time to the two nearest herbal tea shops from Taipa Market is more than 10 minutes, causing significant inconvenience for residents near Rua de Cunha. The service area of the herbal tea shops in Taipa Market is a circular zone with a 1.5-kilometer radius centered around Taipa Market. This will help meet the residents' demand for herbal tea and provide greater convenience.

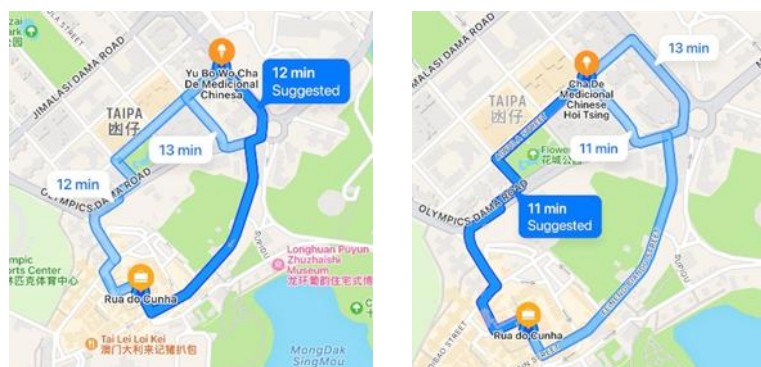


Figure 22. Time Required to Walk to the Nearest Herbal Tea Shops from Taipa Street Markets.

4.3.2 Planning of 1-storey Booths in Taipa Street Market

4.3.2.1 Creative Marketing Booth 19 - Dessert Shop

- 1) Types of Goods Sold: Dessert, sweet soup.
- 2) Audience Groups: For all groups, including but not limited to local citizens, foreign visitors, and expatriate residents.
- 3) Reason for Introduction: To evoke the collective memories of Macau locals and offer tourists a chance to taste authentic, delicious, and healthy Macau sweet soup. Macau's traditional sugar water is made with the principles of "no additives, real ingredients, and pure nature," ensuring that customers not only enjoy the food but also feel at ease, eating healthily, creating memories, and wishing to return for more.

4.3.2.2 Creative Marketing Booth 20 - Fried Food Shop

- 1) Products: Fish, pork, shrimp, taro, oysters, peanuts, eggplant, tofu, green peppers, squid, various vegetables and root vegetables.

- 2) Audience Groups: For all groups, including but not limited to residents, tourists, and expatriates.
- 3) Reason for Introduction: Deep-fried food is widely loved by people, and its quick and convenient preparation method provides a more accessible culinary experience for both locals and tourists. Additionally, fried food is a popular choice during peak eating hours, particularly at night, making it highly attractive to diners.
- 4) Creative Selling Points:
 - a) Attract more diners by offering fried food a la carte, providing them with more diverse options.
 - b) Use healthy ingredients and oils to ensure the freshness and flavor of the fried food.

4.3.2.3 Creative Marketing Booth 21 - Morning Tea Shop

- 1) Types of goods sold: Cantonese Morning Tea Cakes and Pastries
- 2) Audience Groups: For all groups, including but not limited to local citizens, foreign visitors and expatriate residents.
- 3) Reason for introduction: Cantonese Morning Tea is a specialty of Guangdong and a popular delicacy that attracts foreign tourists. For locals, offering pack-and-go Morning Tea pastries provides convenience for office workers, making it easier for them to enjoy a traditional favorite during their busy day.

4.3.2.4 Creative Marketing Booth 22 - Southeast Asian Snacks

- 1) Types of goods sold: Southeast Asian snacks, including but not limited to Vietnamese spring rolls, oyster omelette, Thai fried rice, Indonesian pastries, fried kuey teow, meat-foam salad, coconut rice.
- 2) Audience: For all groups, including but not limited to foreign tourists, local residents of Macau, and foreign residents of Macau.
- 3) Reason for introduction: After investigation, we found that although there are Southeast Asian restaurants and Southeast Asian snack stores in Taipa, they

are almost independent of each other, and it is difficult for customers to taste various kinds of Indonesian pastries in Southeast Asian restaurants, and it is even more difficult to taste Southeast Asian gourmet snacks in Indonesian pastry stores. Southeast Asian restaurants have sufficient portions of food but the prices are generally not affordable enough, which is a big problem for consumers who want to taste a variety of Southeast Asian food. To satisfy the demand for diversified preferences of consumers, we will open a Southeast Asian snack stall in Taipa Market, which will combine Southeast Asian snacks with regular meals, so that customers can make choices according to their own preferences. Secondly, due to its special historical experience, Macau has formed a unique atmosphere of blending the East and the West, diversity and openness, with Chinese culture as the mainstream and at the same time embracing the diversified and cohesive cultures of Southeast Asian countries. The opening of Southeast Asian food stalls in Taipa Market can promote the exchange of East and West cultures and contribute to the realization of Macau's integration with the rest of the world.

4.3.2.5 Creative Marketing Booth 23 - Portuguese Restaurant

1) Types of Goods Sold: Portuguese cuisine

2) Audience Groups:

- a) Macanese
- b) Visitors
- c) Macao residents

3) Reasons for Introduction

Native Portuguese, born and raised in Macao with mixed Portuguese and Chinese heritage, have a deep affection for the city. A Portuguese food stall at Taipa Market will provide them with a sense of belonging and serve as a cultural preservation tool.

Macao's unique history and geographical location have fostered a pluralistic culture that blends Chinese, Portuguese, and other European and Asian influences, creating an atmosphere of East-meets-West, diversity, and openness. This stall will offer both residents and tourists the opportunity to enjoy authentic Portuguese cuisine and introduce the "Native Portuguese Cuisine Cooking Technique," an Intangible Cultural Heritage of Macao. It will also promote the development of native Portuguese cuisine and highlight Macao's multicultural atmosphere, encouraging the coexistence and integration of various cultures.

4.3.2.6 Creative Marketing Booths 24, 25 - Organic Food Boutique

- 1) Types of Goods Sold: Organic foods, including but not limited to fried foods, nut products, medicinal foods, seasonings, grains and oils, handmade flour and noodles, tea, dried fruits, candy, coffee beans, and cereals.
- 2) Audience Groups:
 - a) Macau residents
 - b) Foreign residents living in Taipa, Macau
 - c) Tourists
- 3) Reasons for Introduction:
 - a) Creating a Clustering Effect to Promote Economic Growth

While there are specialty coffee shops and independent medicine stores in Taipa, there is a lack of stores offering a wide range of organic food products like nuts, spices, oils, and dried fruits. The establishment of a dedicated organic food store will attract more customers and drive economic growth for Taipa Market.
 - b) Energizing Taipa Market

Given that Taipa is home to both local residents and a significant number of foreign residents, the Organic Food Store will adopt a self-service shopping model, where customers can choose, weigh, label, and check out their own

products. This model is popular among young people and will bring vibrancy to the market.

c) Promoting Low-Carbon and Environmentally Friendly

Living Similar to the past when Macau residents brought their own bags for rice and jars for oils, the Organic Food Store will promote unpackaged food. Customers will be encouraged to bring their own containers, and the store will offer simple packaging, aiming to support a sustainable, low-carbon, and eco-friendly lifestyle.

4) Creative Selling Points:

- a) The open-store model allows customers to select and weigh organic foods themselves, maximizing their "shopping freedom" and enhancing their overall shopping experience.
- b) The store will offer recyclable glass jars and eco-friendly paper bags.
- c) Minimizing paper packaging waste, the store will promote a "bare-buying" model and support customers bringing their own containers for purchase.

4.3.2.7 Creative Marketing Booth 26~29 - Rest Area

Throughout Taipa Market and Rua da Cunha, there is a noticeable lack of rest areas for customers. Since most of the stalls on the first floor of Taipa Market focus on food and snacks but lack designated spaces for customers to enjoy their meals, we have designed a rest area by connecting Creative Marketing Booths 26 to 29. This will provide a dedicated space for both Macao residents and foreign tourists to enjoy their food and take a short break at Taipa Market.

4.3.2.8 Creative Marketing Booth 30 - Marinated Food Shop

- 1) Types of Goods Sold: Lo mei (marinated dishes), including but not limited to red lo mei series, salt-baked series, spicy series, pickled pepper series, roasted duck series, sauce series, five-spice series, seafood series, and cold dishes.

- 2) Audience: Macao residents
- 3) Reason for Introduction: To provide Macao residents with easy access to delicious, flavorful, and nutritious lo mei, filling the gap of no specialty lo mei shop in the vicinity of Taipa Market and Rua de Cunha.

4.3.2.9 Creative Marketing Booth 31 - Light Food Store

- 1) Types of Goods Sold: Light salads, light meals, hot-pressed sandwiches, seasonal fruits, freshly squeezed juices, fruit salads, yogurt oatmeal cups, sushi, etc.
- 2) Audience Groups:
 - a) Macau residents (e.g., fitness enthusiasts, office workers)
 - b) Tourists
- 3) Reason for Introduction:

With the rising awareness of health, more consumers are opting for low-fat, low-calorie, low-sugar, high-fiber meals. In today's fast-paced urban life, consumers are increasingly looking for simple, healthy food options. Light meals provide convenience, nutritional balance, and affordable pricing, making them ideal for busy city living. A light food store in Taipa Market offers healthy, delicious, and convenient meals, promoting a healthy lifestyle and positive attitude towards eating among the public.
- 4) Creative Selling Points:
 - a) Fruit Cutting and Processing Service

In response to the demand for fresh, ready-to-eat fruits and vegetables, we will offer personalized fruit cutting services, allowing customers to enjoy the freshest products without the hassle of preparation. This service also creates synergy with the fruit and vegetable stalls on the same floor, boosting economic activity in Taipa Market.

b) Personalized Light Meal Package

The store will offer customized meal packages for different customer needs, such as “Power Muscle Building Package,” “Light Weight Loss Package,” and “Daily Discipline Package.” Each package will include details on whether it is vegan, gluten-free, and the nutritional breakdown (e.g., protein, carbs), helping customers make informed choices.

c) Build Your Own Meal

The store will feature an open-style fresh cabinet, allowing customers to mix and match ingredients for their light meals based on personal preferences, fulfilling their desire for personalized options.

5. Promotion and Marketing Strategy

5.1 Promotion Strategy

We need to analyze the flow of people around our stores, and publicity with a high flow of people will make it easier to attract more target customers to buy products or services. Establish cooperation with people in each field, from shallow to deep, gradually to expand the value of our market, play the role of explanation, establish the stability of the market, the development of the market innovation possibilities, in order to let the Macao public to leave a good impression, targeted at different age groups can be utilized online and offline promotional methods, can let the public to understand more quickly.

5.1.1 Traditional Promotion

- 1) Newspaper: *Macao Daily*, *Macao Herald*, *Oriental Daily*, *Macao Tribune*.
- 2) Magazines: *New Weekly*, *Asia Weekly*.
- 3) Online Media: *Macao Tourism Bureau*, *Macao Radio*, *Asia TV*, *Oriental TV*.

5.1.2 Offline Promotion Methods

- 1) Bus Advertising

Buses in Macau carry around 257,000 passengers daily, making bus advertising a powerful, mobile way to reach a large audience.

2) Cinema Advertising

Many cinemas are located near Taipa, such as CGV Macau and Emperor Cinemas.

We can advertise during prime time before movies to attract locals to Taipa Market.

3) Macau Convention & Exhibition

We will actively participate in exhibitions to engage with the public, accumulate customer feedback, and introduce new activities to attract local residents.

5.1.3 Online Marketing Methods

Online marketing targets younger, educated, and tech-savvy groups with strong purchasing power. It can reach a vast audience without time or space restrictions.

1) WeChat Public Account

With over 1.2 billion active users, WeChat offers tools for direct customer engagement, such as instant messaging and customer service chatbots.

2) Social Media: Platforms like TikTok, Instagram, YouTube, and Xiaohongshu (Little Red Book) will be used for video marketing and collaborations with influencers (KOLs, KOCs) to create engaging content. These platforms help reach both local residents and tourists, raising curiosity about Taipa Market.

3) Instagram & Xiaohongshu: Both platforms offer seamless shopping experiences, which we will leverage to promote the Taipa Market. Active social media management and VIP customer interaction will build community and strengthen customer loyalty.

5.2 Marketing Strategy

5.2.1 Selling online, ordering through WeChat apps

As daily life becomes faster, more people are turning to online apps to purchase groceries. We aim to develop an online shopping app for Taipa Market to attract more buyers. Despite the presence of many online shopping platforms, WeChat grocery

shopping apps still hold great potential. We can collaborate with local distributors (Auspicious/Mfood/Shining Peak) to allow customers to select food online via the app.

1) Benefits of WeChat Applet

- a) **Wide Range of Fresh Foods:** The applet brings offline products online, allowing consumers to easily browse and purchase with one click.
- b) **Membership Benefits:** Users can enjoy exclusive discounts, promotions, and loyalty rewards by joining the membership system. This enhances customer experience and strengthens brand loyalty.
- c) **Fast Delivery:** Customers can avoid queues and order at convenient times. The app allows for both pick-up and delivery options, ensuring fresh food with minimized waste.

2) Functions of Food Buying Applet

- a) Categorized products (fresh vegetables, fruits, meats, etc.) for easy browsing.
- b) Time-limited deals, offering special products that sell out at certain times.
- c) Personalized recommendations based on users' search history and past purchases.
- d) Daily promotions offering discounted items with limited quantities.
- e) User account management for checking orders, coupons, and shipping addresses.

6. Anticipated effects

6.1 Future Target Groups

The proposal follows the principle of "focusing on local residents and supplemented by tourists." It considers the consumption habits of foreigners, such as Portuguese nationals, to meet the dietary and consumption needs of both locals and tourists. Special attention is given to Portuguese dishes, pre-prepared meals, and ingredients to cater to

foreign tastes.

The product design, layout, and marketing strategies closely integrate the needs of local citizens and the expectations of tourists. Booth designs and functions are planned from a local perspective, while the cultural atmosphere and historical elements are emphasized from a tourist's point of view, ensuring a unique Macao market experience for visitors.

6.2 Creating “Specialty” Markets

Built on the concept of "community cohesion, revitalization, and innovation," the market aims to support Macau's small, medium, and micro enterprises, while encouraging youth entrepreneurship through revitalization, innovation, and sustainable development. The plan includes mobile stores to serve as an experimental space for young entrepreneurs to create new brands in Macau.

The design also integrates the unique cultural and geographical context of the market, considering the needs of both residents and tourists. Some areas are specifically planned for leisure, activities, and relaxation spaces for locals, addressing both their physical and spiritual needs. The second floor will be a public resting area for sightseeing, rest, and recreation.

On an innovative level, the proposal emphasizes the cultural design of the market, including the aesthetic design of aisles, strategic booth planning, and creative marketing approaches, fostering a harmonious environment for both tourists and locals and creating a distinct Taipa market culture.

7 Policy

In accordance with the Municipal Markets Ordinance, the Public Markets Management

System, the Regulation on Retail Meat, Fish, Poultry, and Vegetable Establishments, the Supplementary Provisions on the Allocation and Leasing of Stalls in Public Markets, the Provision on the Requirement for Stainless Steel Knives for Fish Stall Tenants in Municipal Markets, the Provision on the Release of Tenancy Rights for Tenants of Municipal Market Stalls that Have Been Closed for an Extended Period, the System of Statutory Units of Measurement and Weights and Measures, the Regulation on the Operation of Weighing or Measuring Devices, and the Regulation on the Certification of Spring and Electronic Scales, the planning of market marketing strategies will be rationalized.

8. Budget

Project	Project Details	price	quantity	Corresponding estimated price (mop)	Remarks
Renovation Costs	ground level	15/m2	800 blocks.	12,000	
	Wall	15/m2	800 blocks.	12,000	
	illumination	15/pc	Sixty.	900	
	Store Signboard	85/pc	Sixty.	5,100	
	Banners and Signage	60/pc	Twelve.	720	
	labor cost	230/pc	35 people	249,550	
Promotional Costs	Television Media	800/period	35th	30,000	
	News Media	10000/week	3 weeks	30,000	

	Bus Media	4000/month	5 vehicles	20,000	Double Side Advertisement
	Macao Exhibition	1000/day	3 days	3,000	
	Cinema Advertising	500/day	31 days	31,000	Calculation based on two theaters
	KT version	20/block	5 dollars.	100	
	Paper	0.6 per sheet	2000 sheets	1,200	
Utilities	Water Charges	6.04/m2	390 tons	2,356	
	Electricity	0.963/degree	4500 degrees	4,334	
Operating Costs	Import Costs				At stallholder's own expense
	maintain security (abbr.)	9,000/month	3/person	27,000	
	cleanliness	8,800/month	4/person	32,000	
	Elevator Maintenance	340/month	2/pc	680	
Remarks: The above proposed prices are calculated on a 31 working day basis.					

appendix

Disclaimer

The contents of the report submitted by our team are original, except for information where the source is clearly stated, and have not been submitted in whole or in part to any other organization.

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