

# 國立二林工商111學年度下學期自主學習成果報告

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## 主題:煮煮陶鍋咖啡研究報告

### 動機

根據經濟部統計，2021年3月底，台灣咖啡館家數多達3,403家，台灣現煮咖啡一年高達450億元，每人大約每一週飲用2杯咖啡。咖啡店的普及，讓民眾購買咖啡更便利，加上適當的休閒下午茶能達到調節身心的效果，因而引發民眾喝咖啡的風潮。



### 遭遇困難

- 1.隊員都在不同的地方。
- 2.店裡只有老闆一人，所以等待訪問的時間較長。
- 3.第一次向顧客發放問卷都會膽怯。

### 解決困難

- 1.隊員互相配合、互相等待與理解。
- 2.禮貌採訪老闆，以不打擾為優先。
- 3.克服膽怯，禮貌發放問卷，並且得到顧客的鼓勵。



### 成果



The collage displays various sections of the research report, including:

- Table 1: 受訪者資料整理表 (Interviewee Information Table) with columns for gender, age, and education level.
- Table 2: 咖啡消費習慣 (Coffee Consumption Habits) with columns for frequency, amount, and brand preference.
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### 計畫內我預期達成目標

- 1.每個禮拜完成一個小項目，最後完成整份小論文，並且參加靜態海報。
- 2.預期利用上網搜尋，實地調查，了解店家如何經營發展。
- 3.推廣與改善店家吸引更多消費者，進入消費。
- 4.把分析出來的內容，以表格、圖形來呈現。

### 這堂課我學習到

- 1.了解一家店的運營方式。
- 2.議題設定、關心環境、做研究的方法及論述能力。
- 3.資料統整及分析能力。
- 4.與組員事情調解能力。

### 心得及反思

一開始做的時候都不知道怎麼開始，並沒有很仔細的找資料，所以有很多地方都是錯的，不過後來在網上找了許多資料跟修改，做的越来越好也越來越完整，並且跟組員討論修改，雖然這過程會有意見不合的時候，不過討論再討論，就可以解決，也能有更完整的報告，組員之間的默契也更好了，做報告的能力也提升了，會找不一樣的資料，分辨是對還是錯，會聽組員的想法一起討論怎麼修改可以更完美。

### 學習過程

