



2018

The Promotion of
Environment Protection
with an Integrated Eco Ecommerce

曾冠程



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5W1H



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1

5W1H

- What
- Why
- Who
- Where
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- how





What



Main purpose

Help the eco products sell better and promote the environmental protection awareness

Why



The high product price

Because of the difficulty of production, eco products are usually more expensive .

Where



Taiwan

The environmental protection awareness in Taiwan is still not enough.

Who



GRABIO(宏力生技)

a pioneer in Biomass-based plastic in Taiwan ever since

How



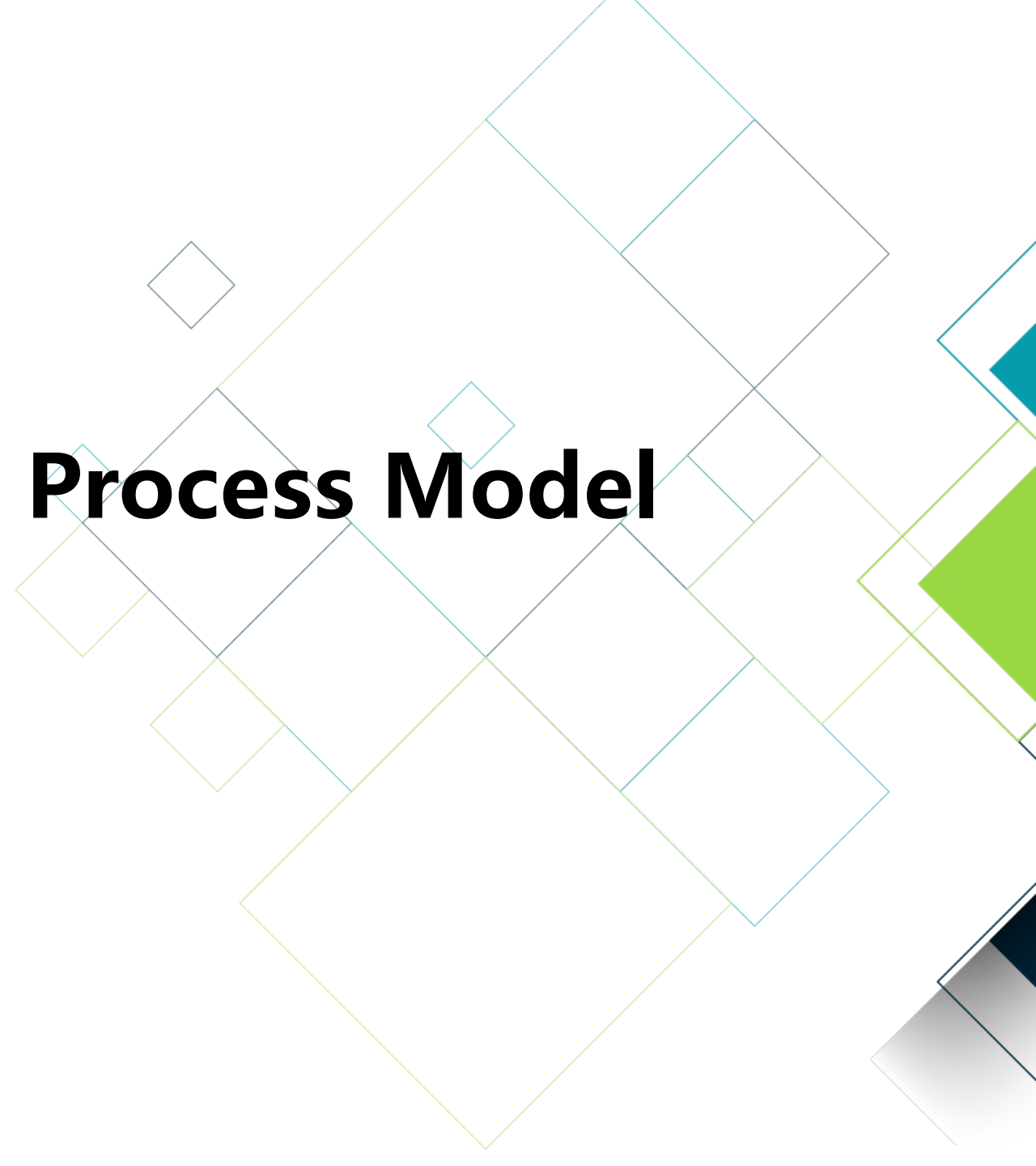
Website

To build a website which sells eco products and promotes the idea of environmental protection



2

Process Model

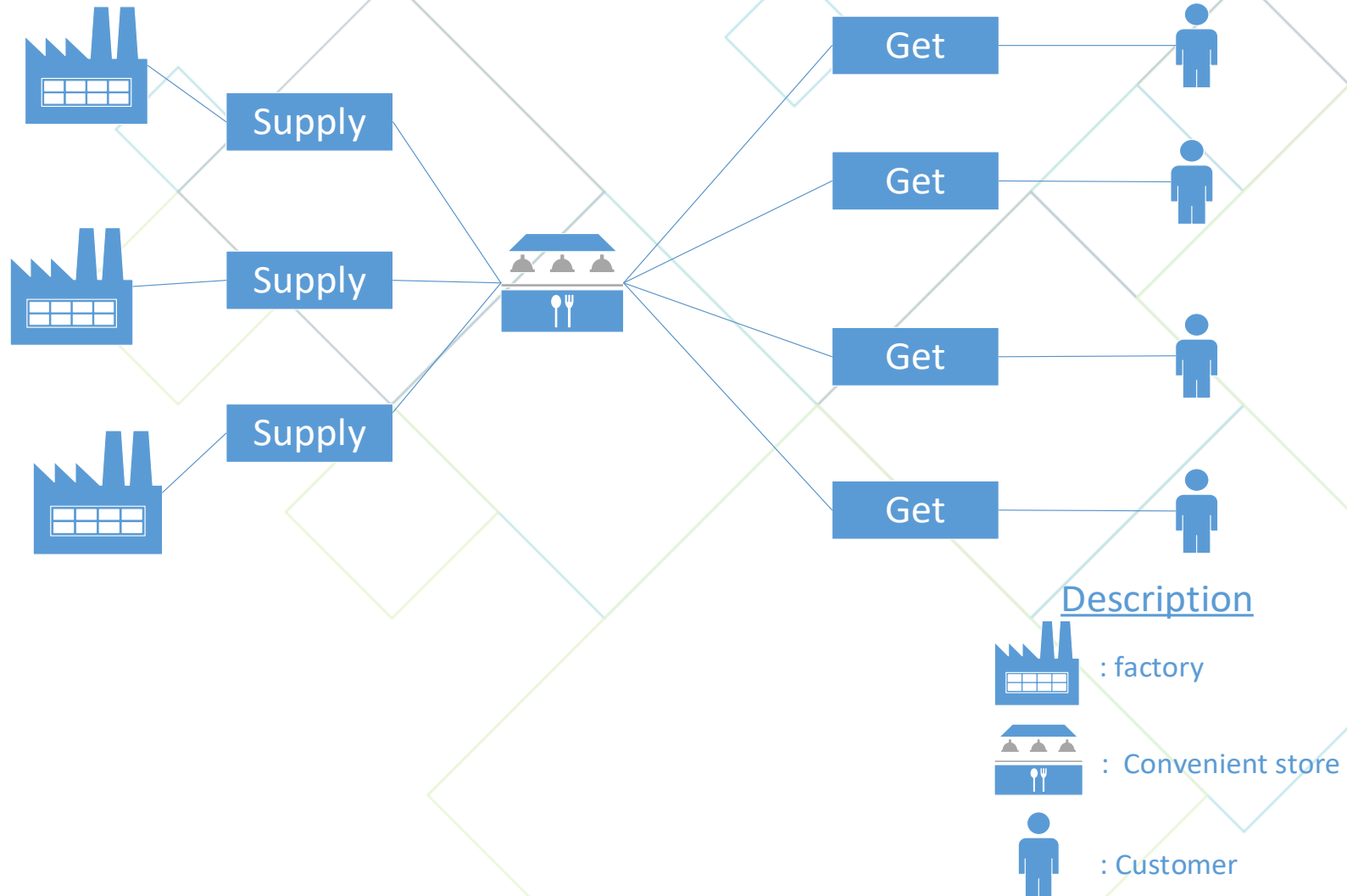




Process Model

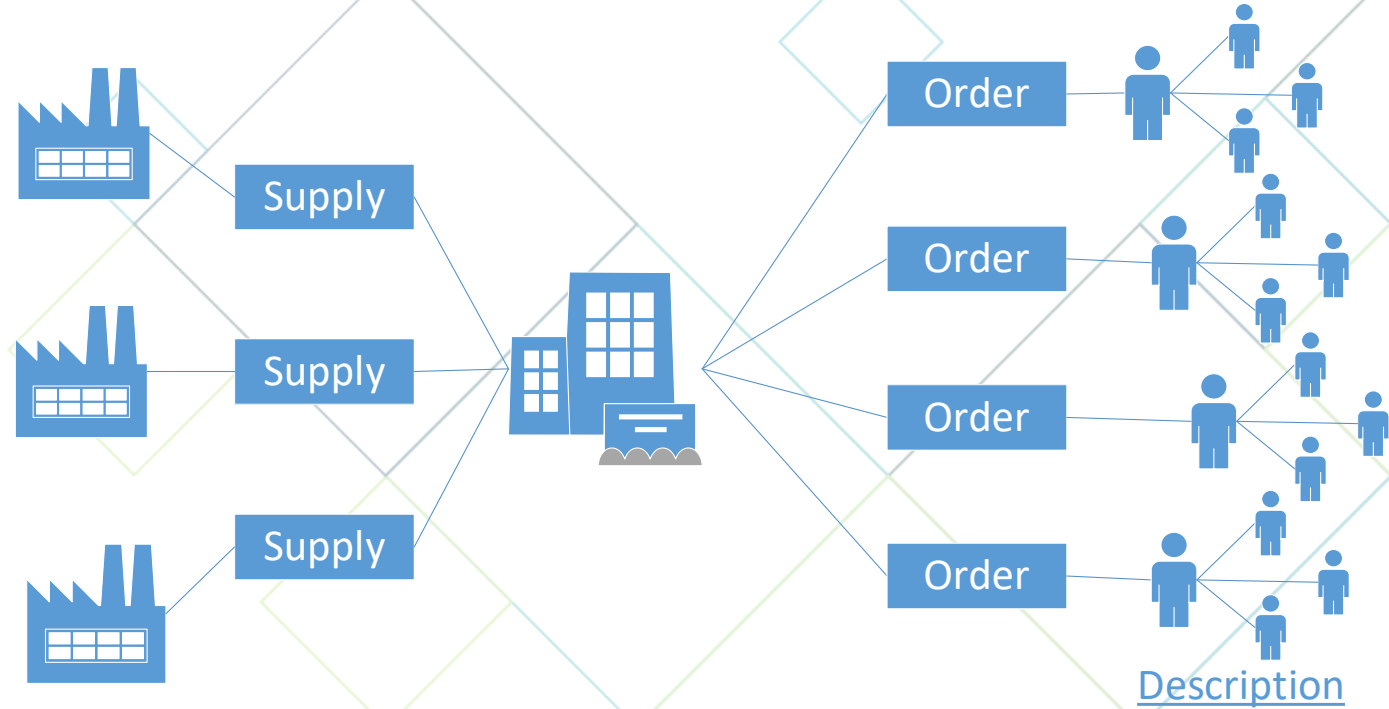


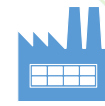


As-Is





To-Be



-  : factory
-  : Eco Ecommerce
-  : Customer



3 DEMO





4 Future direction





Future Direction



01

Reward program

02

Hold some activities regularly

03

Add more products





Thanks for your listening!

