

Applying DEMATEL method to develop the key success factors for the rise in
convenience store coffee

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Abstract

Taiwan is the most density of convenience stores. "City cafe" first one provides coffee in the convenience stores. The coffee providers of convenience stores start to emphasis both quality and convenience which change the coffee culture of Taiwan. In order to understand "City cafe" leading the trend of convenience store coffee and the effect in coffee market, this paper applies DEMATEL method to develop the key successful factors. Because of the direct and indirect effect of all the actors, we can propose the suggestions for the coffee industry both existing market and potential market.

Keyword : coffee market, convenience store coffee, DEMATEL, key success factors, market strategy