

文創產品之創新設計與創業策略規劃：以福君包為例

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摘要

本研究針對「福君」創業團隊之文創產品——福君包（包括福州名人包、福人包、福袋）之創新設計做深入介紹，從福州名人薈萃之地「三坊七巷」發想創意，運用「福州、福地、福人、福袋」的概念融入現代化元素，所創新設計的產品不但具有實用性，而且保有深厚的文化底蘊。創業團隊擬在三坊七巷開店，主要營利模式有三，包括：文化之旅的遊客、宗親會（協會、學會等）與策略聯盟代銷。接著針對創業經營策略做深入探討，包括願景、使命、目標、SWOT 分析、主策略、功能策略，以及 STP 和 4P 策略做詳細規劃；另一方面亦對投資者的財務做詳細診斷，如此才能讓創業者與投資者瞭解彼此，有利於雙方未來進一步合作。此一個案可供未來跨兩岸的創業決策者參考之用。

關鍵詞：文化創意產品、創業團隊、產品設計、創業策略規劃

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**An Innovative Design of Cultural Creative Product and Business
Strategic Planning of Starting an Enterprise:
A Case Study of Fortune-Bags**

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Abstract

This study explored into the design aspect and business strategy for a unique product family of Cultural Creative Product (CCP) – Fortune Bags (including Famous Fuzhou Historical Figures Bag, Fortune People Bag, and Fortune Handbag) designed and developed by The Fortune Group entrepreneurial team. Based on the in-depth design analysis, it is concluded that by extending the perspective of Sanfang Qixiang (Fuzhou's Historic Neighborhood) with innovation, combined with people's perception of “Fortune-city (Fuzhou), Fortune-place, Fortune-person, Fortune-bag” and the concurrent fashion trend, these innovative CCP bags not only are practically usable, but also deeply embedded with cultural legacy. The entrepreneurial team plans to open retail stores at Sanfang Qixiang following three major operation models: sell to the local cultural tourists, association sales, and strategic alliance resale. As to the business operations strategy, the following key areas have been thoroughly investigated and planned: Vision, Mission, Objectives, SWOT analysis, Development strategy, Functional analysis, STP, and 4P tactics. In addition, a potential investor's financial report was also carefully deciphered to prevent any potential caveat, which paved the way for establishing a long-term corporative relationship between the entrepreneurial team and the investor. This case study may also serve as a reference model for decision makers when exploring future opportunities of starting a new enterprise across Taiwan and Mainland China.

Keywords: Cultural Creative Product (CCP), Entrepreneurial Team, Product Design, Entrepreneurial Strategic Planning

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