

## **Agenda 1: Boost small business policies**

### 1. Findings:

- (1) The hereditary ownership of stores system in market reduces competitiveness.
- (2) Owners in shopping area have low technology capabilities, such as multiple e-payments system adoption.
- (3) “New labor laws providing for one fixed and one flexible day off per week” increases the labor cost of small stores that induces the opening hours reduction at night and in holidays.
- (4) Changes in consumer behaviors: Young people like to shop online and have less access to traditional markets. Relevant international statistics have shown that the decrease in tourism consumption in various countries may be related to the rise of online consumption.

### 2. Suggestions:

- (1) Integration of different business coaching teams to help shopping area associations that organized by small stores and using their experience to improve their development.
- (2) Replacement of owners from generation to generation: revitalization of vendor licenses in order to introduce new vendors and bring new business models.
- (3) Individual counseling for small stores to solve difficulties.
- (4) Inviting experts, professional companies and social enterprises to help shopping area and market to improve themselves.
- (5) International tourism marketing includes shopping area marketing that can help Taiwan market special culture to spread.
- (6) Digital marketing in traditional markets and shopping area: invest more digital resources in traditional markets and shopping area, and create official market websites and apps for tourists understanding these markets or shopping area in advance.
- (7) Government policies integration: There is no cooperation between different government departments such as culture, tourism and commerce departments.
- (8) Strengthen central government projects promotion to be well known by local government: Some projects are only known by local governments after the announcement. As a result, it is too late to notify local shopping associations or vendors to submit proposals.