**MEMORANUDM**

DATE: May 29, 2015

TO: Mr. Li Wendong

FROM: Wang Peiyi

SUBJECT: Task Report on MIC Meeting

**INTRODUCTION SUMMARY**

On May 19th you required us to finish a paper about our major, thus I spent almost one week to do it. And I divided this task into 3 phases:

Phase1: Choose the topic of my paper.

Phase2: Search the materials on the internet and some major books.

Phase3: Set down the paper and check it up.

I have now completed all of phases and I need to write done this report to introduce the process of my paper.

**WORK PROCESS**

In the first day I just thought about the topic about my paper, and then when I check the topic, next day I do the online research immediately. After that, I just wrote down the paper, and check that there was no grammar and format mistake, and submitted it on time.

**Choose the topic**

As the world becomes more integrated, the need for people to raise the living quality is becoming more increasing. Inevitably, a number of people will pay more attention to eat. Therefore, baking industry has a light future. But the strong business competition in these bakery business, so what is the best marketing mode for the baking enterprises? Therefore I do this paper to analysis the baked industry marketing mode in the future.

**Do the Research**

Since I really enjoy the news about baked industry marketing mode, in another words I can say that I’m really enjoy the marketing mode analysis, so I find some books I used to read, e Mark. Jumping’s *the Emotional Branding* and Dr. Bernd H. Schmitt’s *the Experiential Marketing.* These are many good ways to analysis the marketing mode. In the meanwhile, I also found some materials about baked industry current marketing mode, and use 85°C and 21cakes to be my cases to forecast the future marketing mode of baked industry. This phase I use 2 days to got it.

**Write the paper**

It’s a really hard thing for me. First I set down a Chinese paper, and then I translate it into English. During the time, I not only translate the meaning correctly, but most important I have to pay attention to the formal paper format. So I set it down use 2 days, but check it down use 2 days.

**CONCLUSION**

Finally, in my paper, I believe that in addition to the emotional packing, design, promotion, advertisement and so on, the crucial thing is the enterprises should be based on the existing materialized produce’s functional experience; from industry specific categories of personality and features, to planning, refining the unique elements of emotional experience, design and implement emotional experience marketing plan. And in the future, the marketing mode of baking industry will combine the online business like 21Cake, and emotional experiences like 85 ° C and Starbucks. It will be a combination of this marketing mode.

During this paper task, I think I have make a progress of my writing and searching skills. I’m so enjoy in this task, I hope I can attend more similar activities in the future.