

King of the Night: Shi-Lin Night Market

The King's Secret: The Sales Tactics that Work

While you are enjoying your food, you must be wondering how they earn money or even make big money for themselves when there are many stores and vendors competing with one another. Here are some factors for making food stands popular.

A) Location

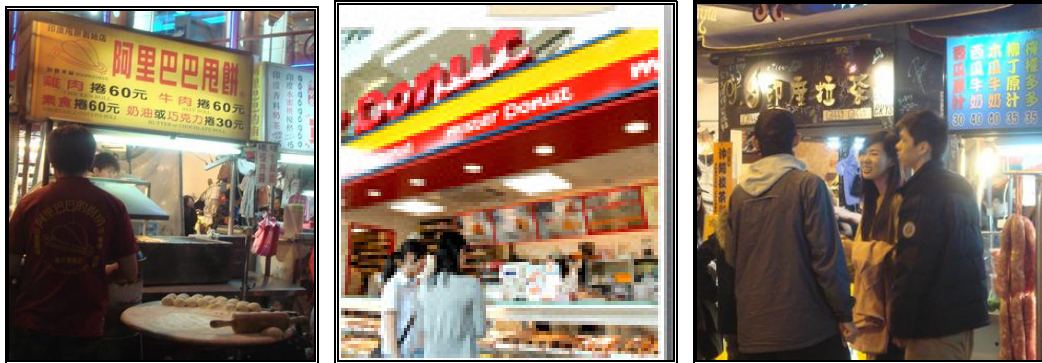
Shi-lin night market is a little bit different from the traditional one because it is somewhat organized by government in recent years. Some may ask why Double Pastry and Oyster omelet and other more traditional Taiwanese foods are not included in the hot food list. The reason is that they are located in the Sight-Seeing night market in another area of Shi-lin night market, which provides customers foods only. Since both central Shi-lin night market and Sight-Seeing night sell foods, understandably the foods sold in a more bustling place or closer to the shopping crowds will have more chances to attract people's attention.

B) Quick Reaction

As a Chinese saying goes, "Time is money". Indeed, this saying can perfectly be applied to the food stand business because if any vendor is lazy or slow amidst the hustles and bustles, the crowd will pass by his or her stand and go for the next one in line. From this we learn that a successful vendor needs to be quick in action and good in quality so as to get more chances of earning big money within a limited time. Take the vendors like Wow Frog Eggs and Shang Hai Fried Bun for example, if they remain slow in responding customers' needs, they are to worry about their total income for the day or that month.

C) Cultural Impact: An Assortment of International Foods

Aside from those famous food we have already known, you could also find some exotic foods in Shi-Lin Night Market. Because of the development of sight-seeing business in Taipei as a global city, the amount of foreign visitors has increased, just as the products become more international and diverse. For example, there are exotic foods coming in, such as Spiral Potato Skewer from South Africa [南非旋轉洋芋棒] described above, Indian Pancake [印度甩餅], Teh Tarik [印度拉茶], and Japanese famous donut chain store “Mister Donuts,” which has already fascinated people in Taiwan.



However, not all the international food could draw people’s attention here. There are still something important in addition to uniqueness. For instance, since the way of cooking Indian Pancake is very special, it always attracts many people to line up there. Yet the stand of Teh Tarik seems not as appealing as Pancake, where there are fewer people stopping by.

D. A Special Stand right in front of City Jungle

Among many food stands in Shi-lin night market, how can one stands out? Here is a great example of the combination of food and fun. Ice cream is not special, but this stand attracts people to play and eat ice cream at the same time. To attract the people visually, first of all, the stand has as logo a big Japanese cartoon character Pikachu. To entertain yourself, you pay for one scoop of ice cream first and press the button to

spin the wheel. Then depending on the luck, the arrow may stay on five, and you might get five scoops!. With this creatively designed game and the big sound produced by the machines while it is running, it is hard for the visitors to resist it. Try your luck!

King's VIP Room for carnival: City Jungle

Apart from the foods, Shi-lin night market is also famous for its fun features. All the fun game machines and playground can be found in City Jungle. Most of them are on B1 and B2 floors of City Jungle. There are multiple choices for people to choose from. If video games are not exciting enough, there are various choices such as bull riding and bumping cars, as well as pinball game for you to experience the war game.



Tired of walking on the night market? If you want to find a spot to relax and have fun at the same time, B2 floor in City Jungle would be the best choice. For instance, modern decoration with big screen that plays music videos would be the dream place to play bowling. Besides, the Bar and sofa in the bowling place can definitely release yourself after your long time walking in Shi-lin night market.

Not a big fan of bowling? What about playing pool or darts? If you live up to the standard they set for players, more coins are gained. A good bargain is that they prepare combo A and B, with different contents in it, for players to take. For example, one of the combos requires you to pay only 300 dollars and you can enjoy and play in the value equal to 360 dollars. Ready for the fun there? HOP IN.

More fun and more surprises

More fun and surprises can be discovered if you spend more time in City Jungle [都市叢林]. It provides not only fun and food but also accessories, clothes, and even pets. For example, in City Jungle there are several sections, where you can buy clothes and accessories. They are divided into Korean street [韓國街], Japanese street [日本街], cell phone accessories[手機吊飾街] and nail-polishing Street[指甲彩繪街]. Go and visit them according to your needs. Because of the variety, it is easy to find what you are looking for and that may even go beyond your expectation.

Fortune-Teller Street: Apart from shopping, City Jungle offers you an answer



to your life. If you feel lost in Shi-lin night market as well as in your life, you can always visit the fortune teller street [命理街] to light up

another light for your life. The fortune teller's street is located on the first floor of City Jungle and more than eight fortune-teller stores provide the services to the visitors there. To serve both foreign and native visitors there, most stores even provide the service with other languages such as English and Japanese. Appealing to the many foreign visitors to Shi-lin night market, the fortune teller street is embellished with Chinese lanterns and calligraphy to offer a taste of both Chinese culture and mystery.

Pet Street: If you are interested in cute animals, there is a section in the City Jungle where many pet stores would be found. When in the section, you will see many cute puppies and cats of different species put in a glass box to catch the passersby's attention. What's more, you can also find the pet fish on the street. Overall, City Jungle satisfies your needs for food, shopping and fun. With the good

spatial arrangement, it is easy and simple to find what you need. Let City Jungle surprise you.