

## Study on Marketing combination Strategy of famous and excellent products

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**Keywords:** Strategy. Famous products. Sales channels. Marketing mix Strategy.

**Abstract:** In the last two years, famous products are popular in China's major cities. In areas where traffic is high and bustling, such as pedestrian streets or large shopping malls, Japanese leisure brands such as "famous products" will come to your eye. From the perspective of strategic management and based on Blue Sea strategy, this paper analyzes and studies the marketing strategy of famous and excellent brand, which is a popular brand. Under the decline of traditional physical retail industry and the popularity of online retail, this paper makes an analysis and research on the marketing strategy of famous products, which is one of the most popular brands in the world. Well-known products in more than two years in the world opened 1600 stores, including 1400 in the country, one time popular in the major cities in the country. The paper analyzes the secret of success of famous and excellent products from the point of view of marketing combination strategy.

### 1. Brief introduction to MINISO

MINISO is the international famous leisure department store brand, is the chain business enterprise. It is a brand founded by a famous designer, San zhai Shun, and a pioneer and leader in the field of "consumption of premium products in the world". Products will "return to nature" as their own brand claim. Led by the global economic development, in Europe, the United States, Japan and South Korea and other fashion markets have blown up the "quality of life consumption" wind, the annual consumption of more than 10 million people.

In various regions of China quickly opened their own world. At present, MINISO has opened and signed thousands of stores around the world, with an average of 80 to 100 new stores a month, growing rapidly. Promote the concept of quality life, and adhere to the brand spirit of "respect consumers", to provide consumers with truly "high quality, creative, low price" products, want consumers to think. The product has the natural simplicity characteristic, takes the low price new sharp line, the quality is fine and follows the global fashion trend. Most of the products priced at 10 yuan 2 9 yuan, by 18 to 35 years old small capital, white-collar and other mainstream consumers. MinISO also opened a new fashion leisure lifestyle collection shop, with catering, fast fashion clothing, Entertainment together becomes the main store of department stores and shopping centers, and while realizing the "fast fashion" consumption proposition of high-quality department stores, it also focuses on creating a brand-new fashion, leisure and shopping atmosphere, so that customers can experience happiness and fashion in consumption. A healthy way of life has won the attention and popularity of consumers.

### 2. The connotation of marketing combination

Marketing mix is an important part of enterprise marketing strategy; it refers to the enterprise controllable marketing means to form a holistic activity. In 1964, American professor Eugene McCarthy summarized the content of marketing mix as "4P". The controllable factor refers to the internal environmental factors such as product (Produce), price, (Price), distribution (Place) and promotion (Promotion), while the uncontrollable factor refers to the political, legal and economic factors facing the enterprise. In the external environment, such as human and geography, the marketing activities of an enterprise are the process of adapting itself to the external environment by constantly adjusting the internal controllable factors, that is, through the planning, implementation

and combination of products, prices, distribution, promotion, and so on. To adapt to the process of external uncontrollable factors, so as to meet the needs of the target customers, and achieve the marketing objectives of the enterprise. The following is a brief introduction to the "4P" strategy. Product strategy, including product design, product planning, product development and product delivery. Specific factors include product characteristics, quality, appearance, brand, trademark, packaging and after-sales service. Distribution strategy, also called channel strategy, mainly refers to the ways and methods used by enterprises to make products arrive in the hands of consumers. Promotion strategy is how to promote customers to purchase goods in order to achieve the strategy of expanding sales. There are four main ways of advertising, personnel promotion, business promotion and public relations.

### **3. MINISO's sales strategy analysis-based on blue sea strategy**

W. Qian Jin and Lenny Mobogne first put the Blue Sea strategy forward. Specifically, it can express if the whole market is compared to the ocean, the sea can be divided into two parts, one is red, the other is blue, and red is the industry that exists in our entire market. That is, we have opened up the industrial field; Blue Ocean said that the industry has not developed, is not yet out of the unknown market. Therefore, our so-called Blue Sea strategy is actually a corporate strategy that transcends the known areas we have opened up and develops the unknown areas of the market.

### **4. Marketing mix Strategy of MINISO**

At a time when physical retailing is facing the winter, MINISO has opened 1600 stores worldwide in more than two years, with sales of more than 10 billion yuan in 2016, and plans to open 6000 stores around the world by 2020, achieving the target of 60 billion. With the impact of the Internet economy, the sales volume of the real retail industry has declined year by year, and under the condition of the difficult operation, why MINISO has become a shining star in the retail industry against the tide of e-commerce, I think it has something to do with its unique marketing mix strategy. Following the author from the product, the price, the market, the diversification management four sides Lets analyze MINISO's marketing mix strategy.

#### **4.1 Product Design to return to Nature and restore the essence of Life.**

MINISO's chief designer, Mitsuzaku, also graduated from the Japanese Academy of Culture and clothing, a world-renowned fashion hall. His design style is famous for its simplicity, nature and richness. The products designed by San shun also operate knives naturally blend the simple design style, and its brand products do not emphasize luxury and grandeur, fashion, but make the products return to nature and restore the true nature of the products. This product design, which returns to nature and reverts to the essence of life, embodies the idea that enterprises benefit from the people, truly bringing tangible benefits to contemporary consumers, but also leaving beautiful nature to later generations of consumers.

#### **4.2 Take the leisure department store product as the main brand.**

MINISO's creative products are mainly based on life and leisure department stores, including creative home, health and beauty, trendy ornaments, office supplies, stylistic gifts, seasonal products and other 8 categories, more than 10 000-product types. Miniso pursues a simple design style. Every product developed from a user's point of view, focusing on the rationality of the product and the durability of its use. And the product quality is strictly managed, from the supplier's screening and quality control, product quality control mechanism improvement, quality upgrading, layer by layer control. They are constantly pursuing the perfection of quality.

#### **4.3 In-depth understanding of consumer demand.**

Quality to win Ye Guofu inspired by the United States, Denmark, Japan, South Korea and other physical retail stores "boutique prices", decided to copy this retail model to China. By analyzing the

different needs of potential customers, the company conducts a market survey based on demographic variables to find out which needs are more important to different prospects. For example, college students who rent out-of-school housing may think that the most important need is to have a space of their own to facilitate classes and study, etc., while newlyweds want to have their own private space, convenient parking of vehicles, satisfactory community management, and so on. Larger families require a beautiful environment. This step should carry out until at least three sub-markets appear. To avoid the common needs of potential customers, the company needs to avoid the common needs of each sub-market or customer group. These common needs are important, but can only be used as a reference for the design of marketing mix, not as a basis for market segmentation. For example, sheltering wind and rain, parking vehicles and safety and so on, almost every potential customer wants. Companies can use it as an important basis for product decision-making, but avoid it when segmenting the market.

## **5. Price strategy**

"Premium low prices" is the competitive mace of MINISO. Among the more than 3000 kinds of goods in its stores, the mainstream prices are between 10 yuan and dozens of yuan, and products of the same quality are cheaper than those products on the market. MinISO's secret is "low cost, low gross margin, low price." Its top priority is low cost.

### **5.1 Low cost.**

MINISO carries out a large-scale purchase, a unit of 10,000, 100,000, million units for a large number of orders, to obtain more voice in the procurement negotiations, to achieve quantitative pricing, reduce the cost of procurement. Secondly, through the "buyout system", suppliers do not have to worry about the sale of goods, completely simplify the management of the enterprise, reduce many unnecessary intermediate links, and greatly reduce the cost of circulation. Third, by eliminating intermediation, products go directly from factory to store, cut off distribution links, save distributor commissions and some marketing costs, and greatly reduce product costs. Finally, the support of a strong logistics system MINISO has logistics centers in each province, products that do not go through any level of distribution. logistics centers that deliver goods and redistribute them quickly, ensuring efficient operation, and because the goods they sell are very popular, thus greatly reducing the inventory of products, Reduce inventory costs as much as possible.

### **5.2 Low prices.**

With low-cost, plus MINISO never high-priced advertising, zero-cost marketing, let costs and prices both reach the bottom line, coupled with the continuous creation of "fashion", the end of the low prices to achieve real results.

## **6. Strengthen market segmentation**

Market segmentation refers to products with different requirements, hobbies, and purchasing power and so on, which will inevitably affect the purchase of products to different degrees. MINISO classifies the products and their prices, and divides the price of the products into products between 10 and 100. Innovative integer price positioning method allows consumers to be fresh. At the same time, the different needs of product types of consumers classified to identify consumer groups with different needs.

To determine the product market scope, the product market scope should base on market demand rather than product characteristics. For example, a residential rental company that intends to build a simple small apartment, starting from product characteristics such as room size, new and old, simplicity, etc., may consider the small apartment to aim at low-income families. However, when it comes to market demand, you can see that many non-low-income households are potential customers. For example, some people have not low income, have spacious and comfortable rooms in the urban areas, but also hope to have another home in the quiet countryside as a weekend leisure

life, so, the company This ordinary small apartment should be seen as part of an entire rental rather than as a housing for low-income families. MINISO should identify the product market and make further market breakdowns.

## **7. Designing a reasonable Distribution Strategy**

The traditional retail sales mostly adopt the long-channel sales mode, most goods sold through the manufacturer-agent-wholesaler-retailer layer by layer, and this kind of long-channel sales mode causes the commodity price to be false high. Although the network retail has removed the intermediate link, has greatly reduced the commodity price, but also exposed the quality is not guaranteed, the after-sales service is difficult, cannot satisfy the shopping experience and so on malpractice. In order to formulate a sound sales policy, speed up capital turnover, reduce current costs and transfer products to consumers in a timely manner. MINISO sells its own products smoothly, and the channel of choice must be the greatest benefit. To this end, the following sales channels have developed:

### **7.1 Direct sales strategy and indirect sales strategy.**

It can divide into direct and indirect sales channels according to whether the products classified through intermediate links or not in the course of trading. Direct sales channel is the enterprise adopts the production and marketing integration management mode, and the product transfers from the production domain to the consumption domain do not pass any intermediate link. Direct sales in time, low intermediate costs, easy to control prices, timely understanding of the market, is conducive to the provision of services and other advantages. but this method is that the producers spend more investment, space and manpower, so the consumption is wide; Indirect sales channel refers to the transfer of the product from the production field to the user's hands. Because of the experience and relationship of the intermediary, the indirect sale can make use of the intermediary's knowledge to simplify the transaction, shorten the trading time, and concentrate the work force, financial resources and material resources to develop the production, to enhance the sales ability of the product.

### **7.2 Long-term channel and online retail channel strategy.**

Sales channels can classify according to their length, which can divided into several different forms of length. In the process of product transfer from the production field to the user, the more sales channels pass through, the longer the sales channels will be; on the other hand, the shorter the sales channels will be. In order to save the circulation cost of the products and accelerate the society in the production process, we should reduce the intermediate link and the network retail channel. However, do not assume that the less intermediate the better, in most cases the role of wholesalers is irreplaceable to producers and retailers. Therefore, the long-term channel strategy or the online retail channel strategy must comprehensively consider the characteristics of the product and the market.

## **8. Optimize customer experience**

### **8.1 Store digital intelligent.**

At present, the Internet of science and technology and information technology continues to develop, digitization, big data era also has a prominent impact on physical stores. Well-known products can integrate into big data, mobile client, mobile payment and other digital to serve stores and customers. Integrate different online and offline resources, collect consumer information, analyze consumer behavior preferences, and establish consumer behavior data.

### **8.2 Line up and down single store self-lifting.**

The famous products in the main offline market can also increase the function of up-and-down single stores, and without increasing a lot of logistics costs, they can attract part of the online

consumers' consumption, and consumers can pay up and down in the app.

## 9. Summary

Based on the comprehensive analysis of MINISO marketing environment and marketing strategy, this paper analyzes the problems existing in MINISO marketing. Firstly, through the analysis of marketing environment, it analyzes the industry environment and consumer behavior of MINISO. Then, from the point of view of marketing, this paper points out the marketing problems that MINISO is facing now, and makes reasonable countermeasures to evaluate the potential and missing factors of MINISO market development. Firstly, MINISO products homogenized, which can found in the thesis. When innovation and improvement of new products. MINISO marketing model is single, to increase. Add MINISO diversification marketing model. The management system is not perfect; the company should standardize the management. The product channel is unreasonable, should design the reasonable distribution channel, lets the product maximizes the benefit to the consumer. In addition, the success of MINISO is due to its successful marketing mix strategy, such as enhancing its market competitiveness, expanding its market scope, and increasing its economic efficiency. The success of MINISO is due to its successful marketing mix strategy.

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