

三只松鼠北京市场营销策略研究

摘 要

现如今，全球互联网经济的高速发展进入了一个网络经济的高速发展时代，互联网随之遍布全球，人们的工作和生活随着移动互联网的加入发生了极大的颠覆变化。商业模式的革命和创新，电子商务也随着互联网络迅猛的发展了起来。移动互联网用其独特的技术优势以及其凝聚的思路，吸引着人们看到了大量的传统互联网企业加入，并且改变其自身原有的传统商业模式，继而成功的进行电子商务网络的生产和销售。在这样的市场环境以及这样的机遇下，三只松鼠成为了坚果食品市场的头牌和标兵。

为了更好地达到以下研究的主要目的：一是通过对公司进行分析指出公司在食品营销发展过程中的优缺点和不足，并提出了相应的食品营销发展思路和策略，促进三只松鼠的营销事业持续健康发展；二是为了深入了解一下我国目前食品电商服务行业的发展环境；三是清晰透彻的了解公司能在众多食品电商大佬中脱颖而出的原因；四是通过以下的研究不仅可以指出三只松鼠的成功之处所在，更为其他三只松鼠企业的食品营销发展策略提供了参考和建议。

通过对三只松鼠的市场环境分析，以及对现在三只松鼠的发展状况，通过对三只松鼠的营销模式分析从而总结出三只松鼠其中产生的问题并对三只松鼠提出一些个人的见解以及意见。并对销售中发现的一些潜在问题和建议提供了针对性的解决办法和方案，为三只松鼠公司的进一步营销发展规划提供了参考，并且可以给予其他企业的经验。

关键词：三只松鼠；营销策略；市场营销

ABSTRACT

Now, the rapid development of the global Internet economy has resolutely entered an era of rapid development of the network economy, and the Internet has then resolutely spread all over the world. With the entry of the mobile Internet, people's work and life have undergone great changes. With the revolution and innovation of business model, e-commerce has developed rapidly with the rapid development of Internet. Mobile Internet, with its unique technical advantages and cohesive ideas, attracts people to see a large number of traditional Internet enterprises to join and change their original traditional business model, and then successfully carry out the production and sales of e-commerce network. In such a market environment and under such opportunities, the three nut squirrels become the first row and model of nut food market.

In order to better achieve the following main research objectives: first, through the analysis of the company, the advantages and disadvantages of the company in the process of food marketing development, and put forward the corresponding food marketing development ideas and strategies, to promote the three squirrels marketing career sustainable and healthy development; Second, to have an in-depth understanding of the current development environment of China's food e-commerce service industry; Thirdly, I have a clear and thorough understanding of the reasons why the company can stand out among the leaders of many food e-commerce companies. Fourthly, the following research can not only point out the success of the three squirrels, but also provide references and Suggestions for the development strategies of food marketing of other three squirrel enterprises.

Through the analysis of the market environment of the three squirrels and the development status of the three squirrels, through the analysis of the marketing mode of the three squirrels, the problems of the three squirrels are summarized and some personal opinions and opinions are put forward for the three squirrels. It also provides targeted solutions and solutions to some potential problems and Suggestions found in the sales process, which provides a reference for the further

marketing development planning of the three squirrels company and provides experience for other

enterprises.

Key words: three squirrels marketing;strategy;marketing

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