

# 金湖御景玖珑湾 STP 战略

## 摘 要

房地产行业是世界三大新兴产业之一，无论在国内还是国外都受到了广泛的重视，近些年，随着人们生活水平的不断提高，带给房地产市场新的契机，同时房地产作为新的国民经济，为中国经济的快速发展做出了巨大贡献。宜春银智投资开发有限公司顺应市场发展动向，应势推出金湖御景玖珑湾项目。

该策划方案在房地产行业近年来发展的大背景下，首先通过对宜春地区房地产市场的现状分析，结合宜春地区房地产市场的整体环境分析运用 SWOT 分析法和 4P 策略分析，对金湖御景玖珑湾项目进行营销策划活动，并对活动方案进行费用预算与效果评估。策划方案的分析以及活动的策划，旨在开拓宜春房地产市场，提高金湖御景玖珑湾项目在宜春市场的竞争力，同时提高项目在宜春市场的知名度和影响力。

**【关键词】** 房地产；STP；营销策划；

# Abstract

The real estate industry is one of the three major emerging industries in the world, and it has received extensive attention both at home and abroad. In recent years, with the continuous improvement of people's living standards, it has brought new opportunities to the real estate market. At the same time, as a new national economy, real estate has made great contributions to the rapid development of China's economy. Yichun Yinzhi Investment Development Co., Ltd. has followed the market development trend and launched the Jinhu Yujingjiu Longwan project.

The planning scheme is in the context of the development of the real estate industry in recent years. First, through the analysis of the current situation of the real estate market in Yichun. Combined with the overall environment analysis of the real estate market in Yichun, SWOT analysis and Four-p strategy analysis are used. Carry out marketing planning activities for the Jinhu Yujingjiu Longwan project, and conduct cost budget and effect evaluation of the activity plan. The analysis of the planning plan and the planning of the activities are aimed at exploring the Yichun real estate market and improving the competitiveness of the Jinhu Yujingjiu Longwan project in the Yichun market. At the same time increase the project's visibility and influence in the Yichun market.

**Keywords: Real estate; STP; Marketing planning**

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