

东北证券长春营业部营销策略研究

摘 要

我国证券行业经过 20 多年的发展，取得了长足的进步，证券客户群体不断增多，证券行业为投资者提供了不同的投资工具，为投资者提供了差别化的投资选择。随着金融市场的逐步开放，我国金融市场混业经营模式初现，以及实行浮动佣金制度，证券行业从初期的垄断经营转变成为完全竞争式经营，各券商都面临发展和生存的双重考验。因此，制定有效的营销策略，建立科学的营销理念，加强自身核心竞争力，是各证券公司及其所属营业部在经营活动中亟待解决的问题。

本文对研究对象东北证券长春营业部，采用理论与实际相结合的手法，首先运用一些目前发展较为成熟的市场营销理论，对营业部近期的营销现状进行了分析研究，列举出了营业部在当前经营过程中存在的问题，并对营销策略存在的问题略有针对性的提出相应的完善策略，以促进东北证券长春营业部更健康的发展。

关键词：东北证券；长春营业部；营销策略

ABSTRACT

After more than 20 years of development, China's securities industry has made great progress, with an increasing number of securities customers. The securities industry provides investors with different investment tools and different investment options. With the gradual opening of the financial market, the mixed operation mode of China's financial market has emerged, and the floating commission system has been implemented. The securities industry has changed from monopoly operation in the early stage to perfect competition operation, and all securities firms are facing the double test of development and survival. Therefore, formulating effective marketing strategies, establishing scientific marketing concepts and strengthening their core competitiveness are urgent problems for securities companies and their subordinate business departments in their business activities.

In this paper, the object of study in changchun, northeast securities sales department, use the technique of integrating theory with practice, first of all use some current well-developed marketing theory, analyses the office of the recent marketing status of study, listed the sales in the current problems existing in the management process, and the problems existing in the marketing strategy slightly pointed proposes the corresponding perfect strategy, to promote the development of changchun, northeast securities business departments more healthy.

Keywords:A securities company; Changchun sales department; The marketing strategy

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