

韩束化妆品营销策略分析

摘 要

中国的化妆品消费市场活力十足,化妆品隶属快速消耗类型,消费频次高,产品更新换代迅速,日常都要使用,消费人口多,市场前景广阔。这样一来,化妆品企业纷纷都会更加重视产品的营销,多元化的产品营销手段就必然会成为企业在品牌的激烈竞争中能够独树一帜的极为重要的手段。营销策略作为市场营销活动中的一个环节,是支撑市场营销活动的重要力量。将来伴随着国内经济平稳高速发展的趋势,市场总体需求不断丰富,再加上我国人口基数大,整个化妆品行业会很有前景。掌握时代的前沿,细致分析经济大环境,提升科技的力量,着眼产品研发质量,开拓销售新渠道,是所有环节的重中之重,是其在市场竞争中获得成功的关键之处。

所以,整合所有营销策略,统一市场规划和营销方案,才是取得竞争优势的关键所在。本文针对韩束化妆品现有的市场规划和营销方案,进行进一步的剖析和调整,从而提高市场占有率和市场份额。

关键词: 化妆品; 营销策略; 营销手段

ABSTRACT

China's cosmetics consumption market is full of vitality. Cosmetics belong to the fast consumption type with high consumption frequency, rapid product renewal, daily use, large consumption population and broad market prospects. In this way, cosmetics companies will pay more attention to product marketing, diversified product marketing means will inevitably become a unique and extremely important means in the fierce brand competition. As a link in marketing activities, marketing strategy is an important force to support marketing activities. In the future, with the steady and rapid development of the domestic economy, the overall market demand is constantly rich, coupled with the large population base, the whole cosmetics industry will have great prospects. As a new industry, cosmetics industry, grasping the frontier of the times, carefully analyzing the economic environment, enhancing the power of science and technology, focusing on the quality of product research and development, and opening up new sales channels are the most important parts of all links, and the key to its success in market competition.

Therefore, how to integrate all strategies is the key to achieve competitive advantage. In this paper, the existing marketing plan and marketing plan of Hanshu cosmetics are further analyzed and adjusted, so as to increase market share and market share.

Keywords: Hanshu; cosmetics; marketing strategy

目 录

1 引 言	1
1.1 研究背景	1
1.2 研究意义	1
1.3 研究方法和目的	2
2 营销策略理论综述	4
2.1 营销策略的概念	4
2.2 4p 理论	4
2.3 pest 分析	5
2.4 swot 分析	5
3 化妆品行业营销环境分析	6
3.1 swot 分析	6
3.1.1 优势分析	6
3.1.2 劣势分析	6
3.1.3 机会分析	6
3.1.4 威胁分析	7
3.2 pest 分析	7
4 韩束品牌营销现状	9
4.1 韩束公司简介	9
4.2 韩束品牌营销情况	9
5 韩束品牌营销存在的问题	11
5.1 产品功能单一	11
5.2 市场定位不明确	11
5.3 缺乏系统性定价策略	11
5.4 宣传方式匮乏	12
6 韩束发展的营销策略	13
6.1 拓展产品的外延性	13

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