
摘 要

自古以来，我国在武术方面就有着悠远的历史和独到的见解，大众也对武术等运动有着独特的欣赏与认同。而近年来，儿童教育对每个家庭来说都属于十分重要的部分，而儿童多方面健康发展也是家长所期盼的，针对市场需求，空手道与跆拳道这种课外儿童运动教育便飞速发展起来。可关键在于如何在激烈的竞争中使自己的企业能够脱颖而出，成为大众选择及信赖的目标。鉴于此，制定合理的服务营销策略，实行好服务营销成为了上海健志体育科技有限公司的首要问题。

上海健志体育科技有限公司的营销近况不是十分理想，想要改变现状就需要从服务营销策略上找出问题并改正问题。因此本文对公司的宏观环境及微观环境进行了分析，再结合 SWOT 分析进一步来了解企业的具体情况，并通过 7P 策略，产品、价格、渠道、促销、人员、有形展示、过程分析了公司的现状，最后从服务营销渠道策略、促销策略、人员策略以及过程策略四个方面提出问题，并根据提出的问题给出相应的解决对策。从而改善其经营状况，提高企业竞争优势，同时希望能够为上海市空手道及跆拳道服务培训行业带来一些实质性的帮助。

关键词：市场需求；服务营销；空手道；跆拳道；上海健志体育科技有限公司

Abstract

Since ancient times, China has a long history and unique views on martial arts, and the public also has a unique appreciation and recognition of martial arts and other sports. In recent years, children's education is a very important part for every family, and the healthy development of children in many aspects is also what parents expect. In response to the market demand, karate and taekwondo extra-curricular children's sports education has developed rapidly. But the key problem is how to make their own enterprises stand out in the fierce competition and become the target of public choice and trust. In view of this, it has become the first problem of Shanghai Jianzhi Sports Technology company to find a reasonable service marketing strategy and implement a good service marketing.

The current marketing situation of Shanghai Jianzhi Sports Technology company is not very ideal. If we want to change the current situation, we need to find out the problems from the service marketing strategy and correct them. Therefore, this paper analyzes the macro environment and micro environment of the company, and further understands the specific situation of the enterprise with SWOT analysis. It analyzes the current situation of the company through 7p strategy, product, price, channel, promotion, personnel, tangible display and process. Finally, it puts forward problems from four aspects of service marketing channel strategy, promotion strategy, personnel strategy and process strategy. And according to the problems put forward, the corresponding solutions are given. In order to improve its business situation, improve the competitive advantage of enterprises, and hope to be able to bring some substantive help to the karate and taekwondo service training industry in Shanghai.

Keywords: Market demand; service marketing; karate; taekwondo; Shanghai Jianzhi Sports Technology company

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