
基于“互联网+”背景下李宁品牌战略研究

摘 要

我国是一个体育大国，从上世纪八十年代至今，我国的体育行业不断发展，诞生出一代又一代体育健将，斩获一届又一届奥运会的奖牌，在国内掀起一波又一波体育热潮。近年来，尤其是疫情爆发在家的这段时间内，我国掀起的全民健身热潮成功带动体育用品行业的发展。同时，科技技术的不断发展，我国综合国力的不断提升，使我国正处于经济转型的状态，许多行业也正在转型中，经济的转型致使消费者的消费方式、消费理念也在不断更新，许多消费者更加看重的是产品的品质与美观，对于中高端消费者来说，价格已经成为次要考虑的条件。本文将围绕李宁品牌的发展战略进行分析讨论，首先说明本文的研究背景、目的与意义，接着对李宁当前的发展战略进行分析与发展定位，找到其所存在的问题，基于“互联网+”的背景下优化李宁的发展战略，希望对我国的国产体育用品品牌提供转型与互联网相结合的战略提供一定的帮助。

关键词：互联网+；发展战略；品牌重塑；李宁

Abstract

Is a sports power in our country, since the 1980 s, the development of sports industry in China, was born a generation after generation athlete, won successive Olympic MEDALS, in a wave of a wave of domestic sports boom in recent years, especially the outbreak at home this time, our country's national fitness craze successfully lead to the development of sports industry at the same time, the continuous development of science and technology, the continuous increase of China's comprehensive national strength, the our country is in economic transition state, many industry is in transition, the transformation of economy in consumer spending Consumption concept is also constantly updated, many consumers pay more attention to the quality and beauty of products, for high-end consumers, price has become a secondary consideration. This article will analyze and discuss the development strategy of the Li Ning brand, first explain the research background, purpose and significance of this article, and then analyze and develop the current development strategy of Li Ning and find its existing problems, based on the "Internet +" background Under the optimization of Li Ning's development strategy, I hope to provide some help to China's domestic sportswear brand to provide a strategy that combines transformation with the Internet.

Key Words : Internet plus, Development Strategy, Brand Reconstruction, Li

Ning

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