

摘 要

近几年来，零售行业不断发生变革，传统的零售行业遭遇到了前所未有的冲击，零售行业企业之间的竞争越来越激烈。为了提高企业所占有的市场份额，企业越来越重视促销策略的实行，开展各式各样的促销活动。为了实现企业抢占市场的目标，本文以三福百货公司为研究对象，主要研究了三福百货公司的营销策略，用文献研究法和案例分析法，所用市场营销理论，分析了三福百货公司营销策略的现状进行 SWOT 分析，得出要根据内外部环境对三福百货公司的营销策略进行优化，提出制定相应的质量检验方法、加强员工培训、加大宣传力度、完善网络营销策略的建议，从而分析出最适合公司在服务营销方面的促销策略，期望能够对三福百货公司提供一定的帮助。

关键词：三福百货；零售业；服务营销；营销策略

ABSTRACT

In recent years, the retail industry has been constantly changing, and the traditional retail industry has encountered an unprecedented impact, and the competition between the retail industry enterprises is becoming more and more fierce. In order to increase the market share of enterprises, enterprises pay more and more attention to the implementation of promotion strategies and carry out a variety of promotional activities. In order to achieve the goal of enterprises seizing the market, This article focuses Sanfu Department Store, Mainly studied the marketing strategy of Sanfu Department Store, With the literature research method and the case analysis method, The marketing theory used, Analyzed the current situation of promotion strategy of Sanfu Department Store and the actual situation of Sanfu Department Store and analyzed SWOT, It is concluded that the marketing strategy of Sanfu Department Store should be optimized according to the internal and external environment, Put forward the suggestions on formulating the corresponding quality inspection methods, strengthening the staff training, increasing the publicity, and improving the network marketing strategy, Thus analyze the most suitable for the company in the service marketing promotion strategy, I hope to provide some help to Sanfu Department Store.

Key words: Sanfu Department Store; Retail; Service marketing; Marketing strategy

Table of Contents

Chapter One Introduction	1
Chapter Two Brief Introduction of Sanfu Department Store	3
2.1 Development History of Sanfu Department Store	3
2.2 Development Status of Sanfu Department Store in Domestic Cities	3
Chapter Three SWOT Analysis of Sanfu Department Store	4
3.1 The Strengths of Sanfu Department Store	4
3.1.1 Moderate Cost.....	4
3.1.2 Rich Product Variety and Innovative Styles.....	4
3.1.3 Wide Variety of Products and Fashionable Styles.....	5
3.2 The Weaknesses of Sanfu Department Store.....	5
3.2.1 Small Quantity of Single Item and Easily out of Stock.....	6
3.2.2 Less Media Publicity	6
3.3 The Opportunities for Sanfu Department Store.....	7
3.3.1 Higher living Standards and Increased Purchasing Power	7
3.3.2 Young Consumer groups Dominate and Pursue Fashion	7
3.4 The Threats for Sanfu Department Store.....	8
3.4.1 Fierce Competition in the Industry	8
3.4.2 Price Increasing Limit Consumer Spending	9
Chapter Four Analysis of the Marketing Strategy of Sanfu Department Store.....	11
4.1 Product Strategies	11
4.1.1 High-standard Fashion Trend Positioning	11
4.1.2 Quality Assurance.....	12
4.2 Price Strategies	12
4.2.1 Cost-Oriented Pricing	12
4.2.2 Competition-Oriented Pricing.....	12
4.2.3 Demand-Oriented Pricing	13
4.3 Place Strategies	14
4.3.1 Mobile Network Channels	14
4.3.2 Offline Channels	15
4.4 Promotion Strategies.....	16

4.4.1 Advertising Promotion.....	16
4.4.2 Brand Joint Promotion	17

Chapter Five Sanfu Department Store Development Suggestions.....	19
5.1 Formulating Appropriate Quality Inspection Methods.....	19
5.1.1 Inspecting Goods Regularly to Prevent Customer Losses.....	19
5.1.2 Mall Manager Supervises Daily Work	19
5.2 Strengthening Staff Training	19
5.2.1 Clear Rewards and Punishments Implement Humanized Management.....	20
5.2.2 Induction Training for New Employees	20
5.3 Strengthening Publicity.....	21
5.3.1 Increasing Business Promotion.....	21
5.3.2 Mastering a Reasonable Time Limit.....	21
5.3.3 Budgeting Promotional Costs	21
5.3.4 Establishing Official Accounts on Each Platform	22
5.3.5 Inviting Celebrities to Speak.....	22
5.4 Improving Online Marketing Strategies	22
Chapter Six Conclusion.....	23
Bibliography	24
Acknowledgements	25

Chapter One Introduction

Since the reform and opening up, China's economy has achieved rapid development, the material living standard is gradually improving, and people's spiritual needs are also constantly improving. Especially since entering the 21st century, our country after joining the world trade organization (WTO), got many opportunities on economic development, but also ushered in many of the challenges, as the information age into a stage of rapid development, the Internet technology to mature development, the traditional retail industry encountered unprecedented impact, retail merger, restructuring, and the emergence of new retail, make the more fierce competition between retail.

New retail is a completely different from the traditional retail of a new concept, is a kind of online service, offline experience of new retail mode, is online parallel sales model, and fusion logistics, etc., to provide consumers with better consumer experience, while the traditional retail is only rely on traffic, relying on the past accumulated consumers, rely on enterprise own experience. New retail combines big data analysis to accurately locate customers, and aims to better meet the needs of consumers through the combination of online and offline methods. Ma Yun has also mentioned the "new retail", in his view, the new retail has the possibility to replace e-commerce, Ma Yun, as the leader of e-commerce, is so optimistic about the development of new retail. It is also because of Ma Yun's speech, to the development of new retail a driving force, retail enterprises want to stand out in this competition, enterprises in the choice of promotion strategy is very key.

With the continuous development of market economy, the competition between enterprises has become increasingly fierce, the modern market economy not only requires enterprises to produce conform to consumer demand, inexpensive, cost-effective products, choose the most appropriate and appropriate sales channels, and requires enterprises are good at communication with target consumers, to carry out a variety of promotional activities. Error! Reference source not found.Through the analysis of Sanfu department store, combining the actual situation, summarizes the experience of the company's successful promotion, looking for the company existing promotion strategy, put forward the improvement of the existing promotion strategy and specific implementation measures, to develop more suitable marketing strategy, in order to maximize the interests of the company. So that Sanfu department store in the increasingly fierce industry competition, to continuously optimize and improve the enterprise promotion strategy, improve customer satisfaction, improve customer loyalty, increase consumers for brand awareness, help enterprises to achieve greater market share, enhance the competitiveness of the enterprise, get more long-term development.

Chapter Two Brief Introduction of Sanfu Department Store

This chapter mainly introduces the basic situation of Sanfu Department Store. First, it analyzes the development process of the company, and then the development status of various cities in China. The specific situation is as follows.

2.1 Development History of Sanfu Department Store

On November 19, 1992, the predecessor of Sanfu Department Store, Rongxin Department Store was established, and in March 1994, Sanfu Department Store Co., Ltd. was formally established. At the beginning of its establishment, the company takes "customers, employees and society" as the business purpose, creating value for customers, creating growth opportunities for employees, creating wealth for the society, and always pursues the concept of "customer first", so that the company has a steady and sustainable development in more than ten years. Error! Reference source not found. After more than 18 years of development, by December 2011, it has owned 7 terminal regions, with more than 500 chain stores, one training center and three commodity distribution centers.

2.2 The Development Status of Sanfu Department Store in Various Cities in China

From the inception of the company, Has always taken "customers, employees and society" as the three business purposes, Meet the customer needs, Provide growth opportunities for our employees, Ordinary employees can report to the training target, The supervisor brought the training to learn, When the basic skills of a supervisor, You can be promoted to become a supervisor, They can also be promoted further, Do the reserve store manager, the store manager, Creating wealth for the society, Always pursue the "customer first" concept, After more than 20 years of struggle and development, Fujian Sanfu Department Store Co., Ltd. now has 7 terminal regions (South China, East China, North China, Central China, Southwest China, Northeast China, Hebei), With more than 900 subordinate chain stores, At the same time has 3 commodity bases, 1 online shopping center, 1 Retailers college.

Chapter Three SWOT Analysis of Sanfu Department Store

With the continuous expansion of Sanfu Department Store, this chapter analyzes the advantages, disadvantages, opportunities and threats of the company in its development. The specific situation is as follows:

3.1 The Strengths of Sanfu Department Store

Through the investigation, it is learned that Sanfu Department Store has moderate prices, a wide range of decent consumers, rich products and novel styles, so it can give people a good sense of experience and has certain advantages in development.

3.1.1 Moderate Cost

The first consideration of Sanfu Department Store is the adaptation of product and price. To a large extent, the product price is related to its brand positioning and target consumers. Sanfu Department Store takes the popular consumption route, and its target consumers are mainly middle-income groups, so they are more common in terms of product price. For Sanfu brand, the price is a major marketing feature of Sanfu. Taking the bags and accessories that female users are most interested in as an example, the package price of Sanfu Department Store is about 200 yuan, the price of a few silver ornaments is slightly expensive, and the price of other accessories is more than 100 yuan, which is loved by the majority of consumers. Most of the products in Sanfu are cost-effective products, which have their own advantages in the price, so that consumers can feel the low price for the products. This is also one of the reasons why consumers love Sanfu. While controlling the cost, the product quality is guaranteed to win the trust of consumers, so that ordinary people can also pursue fashion.

3.1.2 Rich Product Variety and Innovative Styles

Company using the membership mechanism for promotion, according to the amount of consumption is divided into silver members, gold, platinum members, different levels of members enjoy discounts is different, in addition to some holidays sanfu department will also launch some activities to attract consumers, such as in our store to buy four goods choose the lowest price of goods free, full reduction activities, a discount two seventy fold, valentine's day couples consumption give small gifts, etc., so, during the holidays three store flow and turnover is much higher than the usual working day. In addition, Sanfu Department Store will also launch some

TikTok challenge activities to attract consumers to shoot interesting short videos to reach a certain amount of likes, which will be corresponding rewards, attracting a large number of loyal users.

In the era of rapid development of information technology, the Internet is becoming more and more popular, and the application of the network is becoming more and more extensive. The use of Tencent QQ, Weibo, wechat and other platforms will also bring benefits to our promotion. Like sanfu department store, will have their own WeChat public number and official weibo, sanfu fashion members will focus on sanfu WeChat public, public number will not regularly push to members of our preferential activities and some coupons, when customers know these preferential promotions, will be into the shop to choose and buy, to promote sales. Also, our official weibo will not be regularly updated, including some new entry, some popular style of products and some forwarding lottery, focus on official weibo consumers in see their interested in goods, will choose nearby store choose and buy, or in our WeChat mall, taobao flagship store of choose and buy.

3.1.3 Wide Variety of Products and Fashionable Styles

Sanfu department target consumer groups is mainly around 30 young consumer groups, so in terms of products, in order to meet the different needs of such consumers, three fu department business category more, is not only pure daily provisions, shoes bag accessories, and cosmetics and men and women leisure clothing, household, etc., follow the 6 "fashion, fashion, value" management principle, emphasize personality, fashion, easy combined with the Chinese wind at the same time, both accessories and clothing many combined with Chinese elements, with concise design interpretation of brand concept.

3.2 The Weaknesses of Sanfu Department Store

In holidays people more uncertain factors lead to emergency processing is bad, the goods item less easily out of stock, less media propaganda, Shangqiu wal-mart in the face of these problems without professional personnel to solve these problems as soon as possible, so many customers will choose the nearby store to buy what they want to buy. These problems also show that the management staff of Shangqiu Wal-Mart did not care much about the feelings of consumers, and did not listen to the feedback information in time. The education mode in the era of Internet economy is developing towards diversification, and marketers must change their business philosophy to adapt to the change of marketing strategy.

3.2.1 Small quantity of Single Item and Easily out of Stock

Sanfu Department Store focuses on fresh food and cheap food and other daily necessities, to

attract price-sensitive customers and drive other consumer products. Due to the lower price of fresh

food, food and daily necessities, consumers buy less. Therefore, supermarkets should enrich the product categories, use different types of products to meet the needs of customers at different levels, launch high-end products, guide appropriate high-income consumers, increase profits, and attract more customers to consume.

3.2.2 Less Media Publicity

The development of the Internet has produced many online stores to increase the competitive pressure. In the competition of department stores in the same industry, Miniso and Muji, which are both retail department stores, ranked 35th and 38th respectively, with a large fan base and high popularity, which has a great impact on Sanfu Department Store, which is mainly based on the real economy.

First, the online channels are not strong enough to provide offline feedback and support. Online channel is a sales channel that can be spread remotely and on a large scale. It not only has the sales function, but also can show the brand value and corporate culture of Sanfu Department Store in the network environment, and has the dual function of advertising and sales.^{Error! Reference source not found.}Now the online sales channels of Sanfu Department stores can create many market opportunities for the company, but they do not really show the value of publicity and publicity, and the ability to activate offline channels is limited. The reason for this is that online / offline connections are not strong, and there are promotions, prices and even product synchronization. Second, there is not enough offline support online. The advantage of the offline channel is that the on-site experience and purchase can eliminate the distance in the logistics time, and directly provide the return, replacement and selection services to the consumers. Online channel sales is achieved through long-distance transportation and delivery, and can sometimes can be combined through offline channel inventory, store pickup, delivery and after-sales service to customers. However, in this respect, the current line of Sanfu Department stores does not support and support online channels. Finally, the lack of online and offline communication and communication. Online stores are operated by professional e-commerce operators of Sanfu Department Store, and there is a lack of communication between the actual operators of each platform, and the communication between online channel operators and offline channel managers.

3.3 The Opportunities for Sanfu Department Store

In the survey of consumers in Sanfu Department Store, we found that customers' living standards and purchasing power are improved, and the shopping group is mainly young consumers to pursue fashion. If the promotion is relatively successful, it will be a good opportunity for

Wal-Mart to transform ordinary consumers into loyal customers. At the same time, it is found that now consumers pay more attention to their own shopping experience, and should form a relationship of not only interests with customers, starting from the personalized needs of customers, increase customers' shopping desire, and form stickiness.

3.3.1 Higher living Standards and Increased Purchasing Power

Although the purpose of Sanfu Department Store is to offer low prices every day, there was no standard implementation of these rules after Sanfu Department Store actually entered the Chinese market. Therefore, for Sanfu Department Store, if the promotion is relatively successful, it will be a good opportunity for Sanfu Department Store to turn ordinary consumers into loyal customers. At the same time, it is found that now consumers pay more attention to their own shopping experience, and form a relationship not only interests with customers, starting from the personalized needs of customers, increase customers' shopping desire and form stickiness.

3.3.2 Young Consumer Groups Dominate and Pursue Fashion

First, Sanfu Department Store and Tencent WeChat share member information with each other. Second, for example, the WeChat membership card checkpoint of the mobile phone instant department store, which can be personalized through the first "wechat customized menu" in China, and you can "access the instant department stores" on wechat anytime and anywhere. Third, please contact the "Sanfu Department Store" micro customer service which is available 24 / 7, and we will contact you as soon as possible. Fourth, "easy shopping + easy to operate = various benefits + rich experience". So far, Sanfu's wechat official account has more than 5 million followers. Sanfu Department Store has set up a wechat customer service team composed of 80 people, which can quickly deal with various user problems. Its goal is to attract more consumers into the store through virtual platforms, and increase the traffic and sales of physical stores. In December 2014, Sanfu Department Store developed "Sanfu Department Store Micro Products", which is an e-commerce transaction software based on mobile terminals, allowing users = consumers + communicators + sellers to directly access the mobile phone store. After the offline shopping scene opened in 2015, Sanfu Department Store launched the new official APP "Meow Street". Customers can use this app to implement mobile self-service payment, smart parking, and other scenario-based functions. Provide after-sales service and shopping mall discount information. So far, Sanfu Department Store has established the standard of online e-commerce, forming a three-dimensional e-commerce model of "online real-time department store + real-time department store wechat + real-time department store wechat + real-time department store". The model of "WeChat + physical store + Miaojie APP" has become the object of imitation by the retail industry.

3.4 The Threats for Sanfu Department Store

After the epidemic in 2020, more and more foreign retail enterprises are gradually increasing the number of new stores in various regions, vigorously developing the online economy, and continuing to share the opportunities brought by China's big market. At the same time, the competition is becoming more and more fierce. The main threats facing Sanfu Department Store are the intensified industry competition and the price growth to limit the public's consumer expenditure.

3.4.1 Fierce Competition in the Industry

Zhong Sheng, general manager of Joerden, once said that the large shopping malls in first-tier cities are already in a saturated state, and by 2025, the consumption power of second-tier and third-tier cities will continue to improve. Therefore, more shopping malls and department stores choose to seek development in scarce markets. After the epidemic in 2020, more and more foreign retailers are gradually increasing the number of new stores in various regions, vigorously developing the online economy, and continuing to share the opportunities brought by China's big market. While bringing opportunities, competition is getting fierce. Some foreign enterprises due to the operating fixed number of year is longer, so has accumulated rich experience, coupled with huge financial support for the original retail enterprises brought opportunities and challenges, and the rapid economic development in China in recent years, China's retail enterprises such as hualian, yong hui, vanguard and some large department stores also accounted for part of the market share. In addition, China's retail industry is more in line with the shopping habits of the people. Under a variety of preferential and promotional activities, the people's popularity is also on the rise, and foreign retail enterprises have also encountered strong rivals. With the improvement of people's life quality and the enhancement of consumption power, consumers present diversified consumption behaviors, and consumer demand has higher requirements, which causes the dispersion of purchasing power to seize the market share of Sanfu Department Store. In addition, consumers' awareness of consumption autonomy is gradually increasing, and the service attitude of the shopping mall staff and the comfort requirements of the internal and external environment of the shopping mall are more and more strict. At present, in the information age, a lot of information is transparent to the masses. In addition to the rapid development of Fujian Province, consumers' needs have become more and complex, and there is a lot of selectivity for consumers. If these problems cannot be timely improved, they will lose many customers.

3.4.2 Price Increases limit Consumer Spending

Whether small supermarkets or large comprehensive stores in the development of new

consumer groups are always used to use many methods of systematic analysis of the customer in

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