

三只松鼠休闲食品营销策略优化研究

摘 要

随着中国经济的快速发展和消费结构升级，休闲食品行业飞速发展，国内休闲食品的市场前景广阔，潜力巨大。但由于产品同质化问题严重，进入行业的门槛较低等原因，不仅本土企业之间存在激烈的竞争，还面临着海外休闲食品企业的威胁。三只松鼠股份有限公司亦面临着机会与威胁并存的环境。

论文运用文献研究法、模型分析法等科学研究方法，基于波特五力模型、SWOT 分析等方法和营销 4 Ps 理论，基于对三只松鼠公司目前所面临的内部和外部营销环境的详细分析，以及对市场的划分和市场选择，建议加强产品研发能力，改善产品类别、保障产品质量安全、加强品牌建设的产品优化方案；提出更适合的价格优化方案；打造“电子商务渠道+自营无线 APP+实体门店+城市仓库”的全渠道营销模式的渠道优化方案；以及大数据精准营销、差异化策略、高端化策略等促销优化方案。同时也在人才、资金、机制和科技四方面提出了相应的保障措施。期望在为三只松鼠股份有限公司提升营销能力，获得持续性竞争的同时，也能够为我国休闲食品行业的健康发展提供一定的借鉴。

关键词：休闲食品；三只松鼠；市场营销；策略优化

Abstract

With the rapid development of Chinese economy and the upgrading of consumption structure and the rapid development of snack food industry, the market prospect of domestic snack food is broad and the potential is huge. But because of the serious problem of product homogenization and the low threshold of entering the industry, there is not only fierce competition among local enterprises, but also the threat of overseas snack food enterprises. Three Squirrels Co., Ltd. also faces the environment of opportunity and threat.

Using literature research, model analysis and other scientific research methods, based on Porter's five-force model, SWOT analysis and marketing 4Ps theory, this paper makes a detailed analysis of the internal and external marketing environment faced by three squirrel companies, and puts forward a product optimization scheme to improve product research and development ability, perfect product category, guarantee product quality and safety, and strengthen brand building on the basis of market segmentation and market selection. To create the channel optimization scheme of "e-commerce channel + wireless self-support APP+ offline experience store + urban warehousing ", and the promotion optimization scheme of big data precision marketing, differentiation strategy, high-end and so on. At the same time, the corresponding safeguard measures are put forward in four aspects: talent, capital, mechanism and science and technology. It is expected to improve the marketing ability of three squirrels Co., Ltd., obtain continuous competition, but also provide some reference for the healthy development of China's snack food industry.

Key Words: leisure food; three squirrels Co., Ltd.; marketing; strategy optimization

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。

如要下载或阅读全文，请访问：

<https://d.book118.com/827001032140006143>