

Study on The Brand Marketing Strategy of "Carpenter Tan "

Xiaowen Zhou^{1, a}

¹School of Management, Yulin University, China, 719000

^a2393219363@qq.com

Keywords: Carpenter tan; Marketing strategy; Brand

Abstract. In the current market environment, is already a Carpenter Tan handicraft industry leading enterprises, the brand marketing strategy is a key factor for the success of marketing, based on the analysis of the marketing environment of Carpenter Tan, in-depth study of the existing problems in the carpenter brand marketing strategy, the brand marketing theory, to summarize the successful experience of Carpenter Tan and lessons of brand marketing, puts forward solutions for the encountered problems in the development of Carpenter Tan brand, and provide a brand marketing scheme for decision makers, has a profound significance on carpenter's development in the future.

Introduction

Carpenter Tan is a collection of furniture, carding products, wooden products accessories in one professional group, including Chongqing's carpenter, Carpenter Tan Development Co. Ltd., Carpenter Tan store, starplus jewelry, wood and other subsidiaries. Self adhering to the traditional handicraft China Carpenter Tan essence, adhere to the "quality principles of good governance, through the development of wood" more than ten years, has now developed into a set of grooming supplies, accessories in one of the specialized companies. Carpenter enjoys high market visibility and social reputation. To the end of 2010, has more than 60 patents, more than 200 to more than 1000 stores by the domestic and foreign large and medium-sized city to provide enthusiastic services. "Carpenter" was awarded as "famous trademark" Chongqing City, "Chinese recognized brand", "Chinese commercial credit enterprise", "A Well-Known Trademark in China. Over the years the Carpenter Tan people enthusiastic about public welfare, actively to return society to get All circles of the society praise highly.

Analysis of the Brand Marketing Strategy of Carpenter Tan

Brand Personality. Comb as a necessity in a woman's life, itself a strong human touch, use the longer the human increasingly strong. At the same time, since ancient times people carrying a comb comb melancholy Lenovo, it also arrange again a beautiful meaning. A small comb, along with the progress of human civilization at the same time and gradually formed its own unique culture, but also along the beautiful meaning again, as a gift for a loved one, or their own use and collection, is a good choice. From the market point of view, as the necessities of life, although ordinary, but also has great market potential of caused by industrial civilization. Is the material for the production and use of plastic comb, and with the people of health, anti-static function requirements, comb and comb horns springest, has gradually become the mainstream material. Although the comb On the market there are still some small brands, its function is still only stay in SHUNFA function, single function, poor appearance, and therefore did not form climate, in the high-end market is a blank, "Carpenter" is the first precedent, with unique cultural connotation to create a new brand personality.

Brand Communication. In the industrial civilization is made of plastic or wood comb because the manufacturing process is simple, low cost, so their market price is relatively low, only sell a few dollars, the low-end market. In the production process and technology of wooden comb, comb horns are relatively complex many, from material selection to production process later, put more manpower and material resources, so the price is relatively high, probably between tens of dollars, relatively speaking is the walking route in the end. In terms of sales channels, ordinary plastic comb

or comb, businesses in order to reduce the cost of sales, accelerate the loan recovery rate, basically directly into the wholesale market wholesale and sale. The terminal channels and ordinary plastic comb comb is directly to the vendor, convenience stores, supermarkets and other places. In the process of supermarket sales of wood comb is mainly set in the market place, or shopping malls Are selling crafts shop. Collocation China comb Carpenter Tan in the high-end market is thriving, with the lack of high-grade quality products in the market competition, which provides a favorable broad space for survival. Although carpenter face numerous as the price war strategy of the manufacturer, due to the relative price of Carpenter Tan expensive and resisted, but also become a favored target.

Brand Promotion. Carpenter Tan and other to adjust the price of the products according to the market demand, it is hardly for product promotion, which is the national uniform pricing, all store prices are the same standards, never bargain, all in accordance with the sale price. This type of marketing is not only in conformity with the operation of the stores, can also reflect the brand positioning the price is not bargain with originality. All sales of high-grade brand common characteristics. This carpenter price marketing strategy to consumers to send this information: the carpenter is different from other comb comb comb, Carpenter Tan value for money, consumers can buy

Brand Management. With the development of the industry, the carpenter distribution channel is also constantly expanding, stores all over the country, but the traditional manual processing method has never changed, in order to help development at the same time also exposed some problems such as management confusion. In terms of inventory management, no clear inventory quantity and placement of all rely on subjective operation library staff, in this case, the production of semi-finished products and finished products have no clear distinction, mostly mixed stacked together, even the encoding do not distinguish between the wrong goods, that is often the case. As a result, the efficiency will not only delay the sale of the product, but also reduces the dealer the enterprise trust and satisfaction. Due to the lack of precise warehouse, effective management, so that the raw materials, semi-finished products usually affect the backlog of capital operation. In the warehouse, the product is not reasonable For the abrasion, broken, mildew and other factors, which increased production costs, which will affect the company's funds back together, this kind of phenomenon in the long-term inventory. In financial management, increase in the number of franchised stores, account is no longer simply one-way exchanges, more subsidiary accounts, company need more system overall, accounting summary. This account in the traditional manual management mode is difficult to achieve. In the traditional manual management mode, corporation cannot grasp whenever and wherever possible store sales, reimbursement, expenses and other information, the accounting treatment is not timely, usually only have been found in the problem. In order to loss and has caused the case to understand the situation, the only reasonable measures can be taken even if the correction to avoid losses, but an afterthought.

The Problem of Carpenter Tan Brand Marketing Strategy

Brand Positioning is Not Clear, Brand Recognition is Low. Handmade wood products industry has entered the era of brand differentiation, which belongs to the leading industry although carpenter Mushu's position, but now the face of imitation flood era, Carpenter Tan is not full market investigation, product design and positioning can not be good to meet consumer psychology, failed to grasp the consumer purchase motivation, lack of positioning the product design, no target customer concerns and their level of appreciation, can not let consumers as the evaluation standard of quality.

Lack of Promotional Activities, lack of Terminal Image Building. The price is 18 to comb the Carpenter Tan 200 yuan, individual material comb unit even in more than 200 stores, and all prices are the same price, no discount and promotional activities. But in our daily life in the supermarket, the store to buy a comb price usually within ten yuan, the price difference based on the ordinary plastic comb or a wooden comb compared to Carpenter Tan product has a significant price advantage. It also makes the carpenter products difficult to achieve brand effect in the decentralized

investment limited resources in the terminal. In addition there are many manufacturers of carpenter accidents also aware of this, no delivery plan and promotional activities less.

Ignoring Maintenance Work and Single Sales Channel. Enterprises in the process of the brand operation, since the development of the lack of diagnosis and prediction of brand operation of the brand further, so that enterprises can not in the myriads of changes under the market environment of preventive measures. Although the brand crisis can be realized without chain stores Limited maintenance, but the problem in the actual operation process more, many customers reflect repair and maintenance, the long cycle of poor quality. From the expected development business market, operating costs are likely to rise, the ability of the franchisee to continue to profit will face challenges. Although the "Carpenter Tan" reputation in the domestic market, but in the international market for its identity is relatively weak. There is still a large gap compared with international the other big brands. Carpenter just hit the market of e-commerce channels to broaden the product lack of thought, only store profit model, so as to Our sales circle narrowed, earnings are less natural. So, carpenter to build their own independent e-commerce platform to realize its leap is a big step .

Suggestions for Improvement of The Brand Marketing Strategy of The Carpenter Tan

Accurate brand positioning. Give a reasonable brand, brand positioning clear and distinct personality is a necessary condition for enterprises to build a brand. The brand positioning requires a combination of various factors were analyzed. Including the status of enterprise and enterprise strategic vision, the status of the industry and the overall social development trend. One is to grasp the consumer psychology, grasp the consumer motivation, stimulate consumer sentiment, the market survey seize the opportune moment. The two is that resonates with consumers, positioning should be targeted, targeted customer concerns and their appreciation level. The three is to locate the need to allow consumers to feel, if not let consumers as the evaluation standard of quality, positioning will lose its significance. The advantages of their own enterprises effective integration into the process of brand positioning, so as to create a personalized brand. To improve brand positioning vague target audience is unclear Status quo and make brand change for different consumer groups.

Attach Importance to The Integration of Brand Communication and Enterprise Culture. Carpenter Tan in the promotion process, should vigorously promote the corporate culture, the core value of outstanding brand, combining culture and enterprise products, brand building with the development of enterprise culture. Take a different mode of transmission in different product life cycle, such as advertising hair strength, brand promotion of capital investment and so on to make effective measures to extend the life cycle of the product. For different market cycles should adopt different communication strategies, in the product introduction stage, spend a larger proportion, into the corporate culture of advertising has the characteristics of quasi public, advertising language, increase their awareness of the market. In the early stages of growth, enhance the level of understanding. The growth medium, in-depth market research, customer satisfaction survey and complementary products. Joint promotion activities, synergies. Regular staff training, improve staff quality.

Strengthen the Terminal Image Construction By Appropriate Promotion. The regional market classification, according to different characteristics of the market resources of the launch plans. The sales staff must constantly of product knowledge, sales skills, etiquette training, personal image can directly affect the brand image. Implement the "seize the end, win in the end" strategy and actively shaping, enhance corporate image, to sublimate from the product image to the brand image, product promotion to the enterprise from the brand promotion. The terminal image should strive for unity, the enterprise can make a unified VIP manual, to provide quality customer service service. Contact closely with consumers, enhance the degree of concern the customer brand, to help businesses accurately and timely to get the consumer evaluation of consumers, domestic and international market demand for the latest trends, and even be able to understand the behavior of the market competition. Enterprises in the selection of communication channels need to combine A character of its own, so brand propagation speed and the visibility will be greatly improved. And in

the promotion of brand communication in the enterprise should be good at using the advertising and public relations between the two and the important means of communication, advertising is the most direct communication tool, can directly transfer the information of the brand to the target population, so as to enhance brand awareness. Public relations for enterprises through mining news, held a variety of activities in line with the development of enterprises, but also can improve the brand a lot of information to the public.

Pay Attention to Brand maintenance Work, Broaden Sales Channels. The importance of brand maintenance work, the full implementation of brand management, expand sales channels, the full implementation of the management of brand management strategy of distribution network, its purpose is to increase brand value. If there is no difference between you and other enterprises, is likely to become a popular brand, and will gradually out of the road. So do the brand is a it is necessary to work, which is conducive to the long-term development of the brand and brand planning. If you want to go further, we must do the following three points: first, the product features and brand reputation, this means that enterprises should have their own unique characteristics, in order to attract users, to avoid the brand become a popular mode, strengthen the management effect brand. Second, ability of enterprises to cope with the crisis of the brand, the most important in the brand management is how to deal with the brand crisis, brand crisis management is the first to carry out crisis prevention, crisis prevention To be a good brand image, enhance consumer loyalty, do a good job to protect the brand development, and to focus on innovation and brand. The brand crisis, to strain headquarters quickly formed to deal with the crisis, the rapid start "product recall" system. Third, on account of the nature of the Internet, the traditional thinking and brand promotion Internet brand promotion thinking combined with the use of the Internet thinking. So as to make the brand construction and promotion on the right path.

Conclusion

This paper based on the historical background of Carpenter Tan company and its research products and functions, such as a "family history" and Tan Chuanhua's story, to the final product market. Its main products include three series, carding supplies series, TAN S series, Home Furnishing series products. And combined with the marketing environment and industry competition analysis analysis on the marketing success of Carpenter Tan was studied, mainly from the brand marketing strategy of the four elements of brand personality, brand communication, brand promotion, brand management aspects of the study, the first in the four aspects of the carpenter marketing strategy issues, and strive to put forward countermeasures. Of course, the brand marketing the strategy is not perfect, there are still some problems existing in them, through the analysis puts forward the countermeasures to solve it.

If there is in-depth research in this thesis, can choose from the marketing management of the organization, leadership, control, further analysis, or focus on the problems existing in 4P. Analysis of marketing design competitive case with brand marketing strategy.

References

- [1] Meng Nan. Study on brand marketing strategy and performance of marketing [J]. manager, 2013, (4): 101-106.
- [2] Wang Chenghui. Experience marketing of [J].2011 carpenter, (06): 12-13.
- [3] Wu Qiong, the concept of modern industrial design to revitalize Changzhou comb, [D]. of Nanjing Forestry University, 2014:9-10.
- [4] high iron. Reflections on [J]. Journal of Chengdu University, Carpenter Tan brand planning 2010 (01): 60-61.
- [5] Li Hui. Analysis of brand marketing strategy of Chinese enterprises [J]. modern commerce and industry, 2016, (03): 23-24.
- [6] Meng Huan. Public marketing: the win-win of philanthropy and Commerce [J]. modern commerce, 2016, (02): 67-68.