

Marketing Strategy in Post-E-commerce era -Hailan House's New Retail Road

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Abstract. The Chinese clothing retail industry has experienced the traditional retail stage, the big retail stage and the online retail stage, and is in full swing to construct the new retail at present. Since 2018, China's retail industry has begun to face a deeper challenge. Consumers are pursuing high-quality goods and convenient and fast consumption patterns, and the clothing industry is also looking for new retail models. As a Chinese men's wear brand that once topped the Hurun brand list, Hailan House's new retail, which combines online and offline resources, emerged as the times require. Hand-in-hand Alibaba is the starting point for the upgrading of the business model of Hailan House and all traditional clothing enterprises in the digital age. Hailan House from the bottom of the number According to the clear grasp of the dynamic evolution of the domestic clothing consumption market, so as to achieve product development and brand innovation, open a new chapter in the clothing retail industry.

1. Introduction

In the context of increasing consumption, big data, cloud computing and other innovative technologies, the retail industry is undergoing a transformation. Alibaba founder Ma Yun this time out of new business type called: new retail, it is by modern logistics and online, offline, three parties together to create. Clothing industry as a large proportion of the retail industry, in this transformation has also been greatly affected. Some clothing brands sensitive enough to the market environment have begun a new retail layout path, many of which have successfully explored a transformational path. Helan House is one of the best men's wear brands in China, with sales in recent years. Growing, the brand gradually expanded, the popularity of the continuous improvement. Therefore, under the new retail situation, this paper studies the clothing brand marketing mode with Hailan House as an example, which can be used for reference to enhance the competitiveness of clothing brands under the new retail background.

2. The definition and characteristics of "New Retail"

At the Ariyun Congress in October 2016, Ma formally proposed the concept of new retail for the first time in his speech. "in the next decade, 20 years, there will be no e-commerce, only new retail." As a result, "New Retail", as a formal term, has become the representative of advanced retail model.

2.1 Definition of "new retail"

With regard to the definition of new retail, the following views are common: enterprises rely on the Internet to upgrade and transform the production, circulation and sales of commodities through the use of advanced technologies such as big data, artificial intelligence, and so on. And then reshape the structure and ecosphere of business form, and deeply integrate online service, offline experience and modern logistics into a new retail model.

2.2 Features of "new retail"

The new retail has the following three characteristics: heart-oriented: the new retail takes full advantage of the creativity of digital technology, approaches the inner needs of consumers infinitely, and finally realizes the "consumer experience as the center". Revolve around consumer's demand, reconstruct "person, goods, field." Retail duality: any retail subject, any consumer, any product is both physical and physical, digital, starting a two-dimensional thinking of the new era of retail. The outbreak of retail species: with the aid of digital technology, logistics, cultural entertainment, catering and other diversified forms of business have extended out of the retail form, more retail species are about to hatch, eventually extremely It is possible to achieve "retail for all".

Based on the above characteristics, the new retail changes in the clothing industry will be different from any previous retail changes. Through the deep combination of data and business logic, the new clothing retail will truly realize the transformation of reverse traction production of consumption mode. It will insert data wings for traditional clothing retail, optimize asset allocation, incubate new retail species, reshape value chains, create high-efficiency clothing enterprises, lead consumption upgrades, promote new service providers and form a new retail ecology. It is a new opportunity for the great development of Chinese clothing retail trade.

3. "Smart Store" of Hailan House and layout of New Retail

3.1 Hailan House "Smart Store"

The so-called wisdom store is based on the big data solution provided by Tmall, and the two sides will launch a package of cooperation around the new retail business in the new product launch, channel management, big data empowerment, online and offline omnichannel integration.

On August 30, 2017, Tmall and Hailan reached comprehensive strategic cooperation, and the two sides formally signed an agreement on the overall layout and landing of smart stores in Hangzhou. Hailan Group has more than 6000 stores, including more than 4600 men's wear brands, and more than 1000 stores from its women's wear brand Aiju Rabbit. Hailan House's physical stores will be based on Tmall's new retail solution to fully transform the "Smart Store."

According to the public financial report of Hailan House, as of the third quarter of 2018, its total assets were 28.698 billion yuan, its revenue was 13.042 billion yuan, its net profit was 2.628 billion yuan, and its revenue and net profit both increased by about 5 percent from the same period last year. In the first half of 2017, Hailan home in Tmall men's wear ranked second, its nearly a thousand physical stores have achieved Tmall omni-channel access, all-channel transactions accounted for more than 10%.

3.2 New Retail attempt of RFID Technology at Helan House

In the past three years, Hailan House has used RFID technology (radio frequency identification) to make 200 million clothes have their own ID card code, basically realized on-line orders, offline shipments, store data sharing and interworking. RFID technology makes every item offline with identity mark, which lays the foundation for the new retail attempt of HaiLan House in the whole Chinese clothing industry and even in the clothing industry of the world. The RFID technology makes every item under-line carry the identity mark, which lays the foundation for the new retail attempt.

3.3 the new retail layout of Helan House

Alibaba through the new retail transformation of the traditional retail industry, that is, through the terminal stores, through the implementation of research and development, production, logistics, terminal and other industry chain and experience, purchase, payment, take goods and other all-consumer link big data operation to achieve the people, goods, and so on. Reconstruction of the field. The front end is known as consumer behavior data collection, intelligent store scenario experience and omnichannel retail.

Hailan home into the Ali platform, to make up for online demand for brands, fill the online marketing market gap. The company implements the same price strategy of online and offline, implements online purchase, offline exchange, improves shopping experience, and copies offline customer experience to online. Hand-in-hand Alibaba is the starting point for the upgrading of the business model of Hailan House and all traditional clothing enterprises in the digital age. Hailan House from the bottom of the data level more clearly grasp the dynamic evolution of the domestic clothing consumption market, so as to achieve targeted, accurate, efficient product development and brand innovation.

4. "New Retail" Brand and financing Market

4.1 New retail and docking clothing brands

Hailan House cooperated with Ali in omnichannel marketing, Taiping Bird launched "Smart Guide" Smart try-on ", offline experience of online purchase and delivery. At the same time, under the pressure of retail reform and talk about new retail, Tencent is not willing to show weakness, Tencent has set up a smart retail strategy department, unlike Ali toC's new retail model, Tencent essentially does the toB model. Tencent Smart Retail Partners are listed in Table 1:

Table 1 Tencent Smart Retail Co-operative Enterprises

time	event
2017.12	Face Wisdom Fashion launched with Ayama Group
2017.12	More than \$4.2 billion to take a stake in Yonghui
2017.12	Join hands with JingDong to invest VIPSHOP US \$863 million
2018.01	Strategic cooperation agreement with Carrefour
2018.01	10 billion stake in Wanda Business
2018.01	2.5 billion stake in Hailan House
2018.02	Cooperate with Bubu Gao to create "Smart Retail"
2018.04	Yuesi style store jointly with WeChat Pay launches its first smart store
2018.06	Strategic cooperation with Wal-Mart China
2018.09	To reach cooperation with Luckin Coffee
2018.09	To enter into a partnership with Lashabel.

Source: based on public information

Billion euro (www.iyiyou.com)

There is no doubt that apparel companies are cooperating with Tencent's retail solutions to develop their own space, which will undoubtedly further strengthen Tencent Smart's new retail presence. Tencent's pace of smart retail distribution in fashion has not slowed, including at the end of 2017, when Tencent teamed up with JingDong to invest in VIPSHOP, and on January 30, 2018, Tencent took a 5 percent stake in Hailan House for 2.5 billion yuan. Traditional clothing enterprise model has affected its own development, in order to reform itself to adapt to the pace of the times, can not be separated from the new retail.

4.2 New retail financing market

There is a strong investment market in China's new retail industry. Table 2 summarizes the various sectors of China's new retail industry as follows:

Table 2: China's New Retail Investment and financing Market exuberant

Financing party	time	territory	turn	Financing amount
Box horse fresh	2016.3	fresh	A	Tens of millions of dollars.
bingo box	2017.7	Unmanned convenience store	A	100 Million yuan
F5 Future Store	2017.7	Unmanned convenience store	A+	30 million yuan
Fresh daily	2017.9	fresh	C+	\$230 million
Delicious life	2017.10	Self-service vending machine	A1	3000 Ten thousand yuan

Source: Ai Media Consulting

It is clear from the above table that the booming investment market of the new retail industry, the rapid development of the new retail industry is more inseparable from the support of more capital.

5. New retail and manufacturing, new finance, new technology

5.1 New manufacturing

According to the exploration of "made in China 2025", Chinese manufacturing enterprises try to make large-scale intelligent manufacturing of traditional production lines, integrate information technology and automation, and set up the information data system of upstream and downstream value chain including procurement, logistics and service. In order to find the best way to promote the development of the manufacturing industry, the enterprises of the same industry constitute the tight ecosystem and so on.

The rapid development of the new economy provides consumers with more choices and promotes the progress of the manufacturing industry, which is now at the crossroads of the times. In the past, companies could only build their own brands, or contract jobs for Apple and Foxconn. Now, there is a new breakthrough in manufacturing. The change in consumption concept has prompted the manufacturing industry to change from large-scale, standardized to personalized, customized to have its own platform, through which personalized customization, flexible production, accurate grasp of market pain points and improve consumer loyalty, Reduce unnecessary loss in the production process. This is also the feature of "new manufacturing". And with 3D printing, The development of technology, artificial intelligence, new material technology, etc., the production of consumer goods is customized and personalized. In the development of economic transformation, the change of consumption demand will make it possible for consumers to participate in the design and creation process of the product and become the "producer", which has changed the manufacturing mode of the manufacturing industry.

The current manufacturing mode of the manufacturing industry is B2C, but with the coming of the new retail, the future to the production line type manufacturing challenge is huge, the traditional manufacturing industry will inevitably be converted to the C2B, i.e., as needed. The structure of the C2B can be divided into four parts, namely, the creation value of the customer, the personalized marketing, the pull-type distribution pin and the flexible production. The new retail is becoming a powerful booster of the new solid economy, which has played a more and more important role in supporting the transformation of the brand, promoting the economic growth, pulling the employment, driving the tax and even promoting the economic structure adjustment. Retail practitioners need to learn how to serve customers rather than simply Sales of the product.

5.2 New Finance: from Monetary economy to Credit system

With the "New Retail", there are also "new finance". With the progress of science and technology, the integration and development of science and technology and finance, the market of financial elements, the diversification of financial subject and the acceleration of the iteration speed of the financial products, the credit system based on the data has produced the real benefit-finance, that is, the "new finance".

Ma Yun mentioned at the 2016 Ariyun Congress that the birth of "new finance" will accelerate social change, that the past finance will support the development of traditional industries, and in the future, "new finance" will go the other way, supporting 80% of small enterprises. Entrepreneurs and consumers create a real credit system, create inclusive finance, and bring tangible benefits to these 80% of the population.

5.3 New technologies: from mobile Internet to artificial intelligence

The concept of "unmanned retail" is derived from the new concept retail store Amazon Go, in 2016, which is essentially a unmanned solution. Behind the store is an autonomous sensing and learning system, a target tracking and analysis system. Intended identification and trading system in one of the

IoT (Internet of Things, Internet of things (IOT) technical solutions. For example, when using Amoy coffee, customers only need to open Mobile Taobao scan QR code through the gate. Customers only need to get the goods in the store, go through a "payment door" before leaving the shop, in a few seconds through the door, the payment has been completed. This set of technologies The case not only brings the novel and fast shopping and payment experience to the user, can help the merchant to solve the power, reduce the manpower cost, save the inventory space, also collect the user data, pave the way for precision marketing, improve the lawn effect and lead the retail industry into a new field. The new way of buying and paying for an unmanned retail store reflects the characteristics of the "new technology", and the "new technology" and the "New Retail" are put forward, meaning that the leap of the data technology caused by the development of the Internet in the next 30 years will make the Internet the most important infrastructure, and the data will become the energy of all enterprises innovation. The front-edge technologies such as artificial intelligence, cloud computing, big data, etc. will be promoted The motive force of economic and social development. Unmanned retail stores will extract clear user portraits through all-digital retail experience to customers, big data and technology docking, so that businesses more reasonable, accurate management of goods, shelves, and ultimately to provide better service to consumers.

6. Development trend under the influence of "New Retail"

6.1 "Last kilometre" issue

For garment companies, the new retail O2O model often faces the urban distribution problem: whether to continue to choose logistics distribution or door-to-door service in the area closest to the consignee. "the last kilometer" is an important node of facing consumers in logistics, and it is also the key factor of the whole distribution process and even the retail purchase experience of consumers. For this problem, there are the following solutions: self-built logistics center; establishment of community O _ 2O delivery self-feed; home-to-door distribution services and integration of idle resources to provide rapid service.

6.2 O to O New experience

The emergence of new retail is precisely the O2O era consumer pain point bridging. In the context of consumer upgrading, the new era of retail with experience-driven consumption emerges as the times require. Internet giants such as Alibaba, JingDong, Su Ning, Tencent, and so on, have adopted CRM systems, VR,AR and other technologies to enhance the consumer experience, and clothing companies such as Hailan House have teamed up with these Internet giants to open up online and offline retail channels. To achieve a new situation of "O O", form a complete ecological chain of clothing consumption experience, and finally realize the online transformation of offline consumers. The development of O2O model has brought about changes in consumer experience, and this kind of change has been brought about by the development of O2O mode. The change also requires the optimization of O _ 2O mode. Consumers pay more attention to the quality of products or services purchased in the past, and pay attention to the organic unity of people, things and environment. What consumers buy is not only products and services, but also a personalized brand identity that can show their own characteristics. The beauty of a product or service, a ritual that triggers a change in the mind of the consumer.

6.3 Mass market and intelligent logistics based on big data mining

The so-called focus, is not the traditional sense of mass market segmentation, but a large number of vertical niche as the target of the retail market collection. At the key point of updating the commodity category of the traditional retail giants, the new brand of "small and beautiful" has further divided the whole retail market with its meticulous finishing to the consumer experience link. Flowers e-commerce fresh e-commerce cross-border e-commerce and other vertical trend is based on consumer experience and emerging ecommerce category focus market is also expanding.

The logistics link in the new retail era is one of the most important consumer experience sectors in online shopping. Domestic retail giants such as JingDong, Alibaba, Su Ning, Gome and other domestic retail giants have put forward the brand of "smart logistics". It is in full swing to seize the new heights in the field of logistics. In the next five years, JingDong will invest 20.5 billion yuan to build "three headquarters, three platforms, four major industries". JingDong will formally enter the aerospace logistics field. With logistics network support in China's new retail industry, intelligent logistics based on big data and cloud computing will greatly improve the consumer experience of new retail consumers by connecting online sales with offline experiences.

6.4 New Marketing: quality E-commerce Global Marketing

With the gradual increase in purchasing power, consumers have gone from simply pursuing low prices to pursuing quality of life. However, in the current environment of the mixed quality of e-commerce goods, e-commerce users are accustomed to their own advantages of identifying the quality of goods. Therefore, transparent and open supply of goods, source information can bring users a convenient shopping experience. In the future, after the concept of quality of e-commerce is further infiltrated in the user group, the user may be able to leave the screening process to the platform, reduce the time and energy used by himself to screen the goods, and obtain a better shopping experience.

7. Conclusion

Big data and artificial intelligence and other technologies provide a reliable and efficient software base, together subverting retail business form. The cooperation between clothing enterprises and Internet enterprises is the embodiment of industry integration as well as the inevitable trend. The strategic investors represented by Tencent and Ali integrated to acquire shares in offline entity enterprises, and offline entity enterprises are facing transformation and change. Clothing industry as a typical traditional industry, its own integration has been impatient, the choice of which war team is also its own decision. The establishment of the new retail depends on the integration of the whole supply chain, and the fashion clothing enterprises in China, represented by Hailan House, how to use the new retail and intelligent retail to make their own clothes better. Business consumer, steady development is Chinese clothing enterprise should explore the problem.

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