

Analysis of Marketing Strategy Based on the Entrepreneurial History of Yunnan Changtai Technology Co., Ltd.

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Abstract. With the depletion of traditional fossil fuels, solar energy has become one of the most promising alternative energy sources. Solar water heaters are devices that collect solar radiation and convert it into heat. The world's industrial and economic boom has been followed by rising energy consumption. Therefore, the traditional available energy is gradually running out of energy. Countries are looking for new energy sources such as wind, water, solar, tidal energy and other alternative to traditional energy, and solar energy because of its clean, environmental protection, renewable characteristics to stand out, become all walks of life sought after the leader. Solar water heater should be transported to become a typical representative of solar energy thermal utilization products, after decades of wind, frost, snow and rain, finally has a relatively mature technology, by the majority of consumers love. This paper summarizes the market and industry of solar water heater and analyzes the marketing strategy of a typical enterprise -- Yunnan Changtai technology co., LTD. At the same time, it also explores the problems existing in its marketing strategy. So as to provide a constructive reference and improvement Suggestions for the development of Yunnan Changtai technology co., LTD., and also hope to provide some reference significance for enterprises with similar backgrounds.

Introduction

As the national energy conservation and emissions reduction strategy formulation and the development of the technology of field, a typical representative of the solar energy heat utilization products - solar water heater, is have sprung up all over all over the world, according to relevant data statistics, China's solar water heater market is rapidly increasing at the rate of 10% to 20%, the market prospect is widely. However, there are still some problems that cannot be ignored in the solar energy market, including the need to further standardize the management of products, the product technology content needs to be improved, and the pre-sale, sale and after-sales service system needs to be constantly strengthened and improved. In terms of the current market situation, the development of solar water heater enterprises of different sizes is extremely uneven. Although large and well-known brands of solar energy are selling well all the way, the current situation of marketing construction of other small and medium-sized enterprises is not optimistic. For these small and medium-sized solar water heaters, enterprise marketing strategy research is conducive to the right development of enterprises in this scale, is conducive to the healthy growth of solar thermal industry, especially for the cloud nanchang tai technology co., LTD. 's marketing strategy has important guidance and reference significance.

Introduction of Yunnan Changtai Technology co., LTD.

Yunnan Changtai science and technology co., ltd. was registered and established in industrial and commercial bureau on September 5, 2008, the registered capital is 15 million yuan (ten thousand yuan), the office address is located in the zha village of xiaolanqiao sub-district office in kunming

city 7 jia 2 groups (xiang 7 road to foul river).The company is a collection of research and development, manufacturing, sales, installation in one of the new energy technology enterprises. Committed to the development and production of low-carbon, environmental protection, energy saving new energy and intelligent comprehensive application products. Since its inception, the company has been committed to energy conservation and environmental protection, committed to building a solar energy, heat pump, hot water engineering, solar photovoltaic and other industries well-known brand, and obtain "grade" qualification. Yunnan solar water heater installation and maintenance certificate; National "CCC" certification, ISO9001 quality system certification, environmental management system certification and AAA contract and trustworthy enterprises; Yunnan solar energy association director unit; Permanent secretary of yunnan home appliance lighting association; In 2011, won the bidding for the national home appliances to rural solar water heater products, and obtained a number of patent certificates and honorary certificates [1].The management team of the company are well-trained professionals, who constantly innovate the management of the company, refine the responsibilities, rights and benefits of each post, evaluate the advantages and strengths of each employee, and adjust the post reasonably. The company attaches great importance to the research and development of new products, and has launched a number of new products with distinctive features and new ideas. In terms of design concept, the company has overturned the conventional mode of traditional solar water heater, and achieved zero breakthrough in the industry across the country.

Yunnan Changtai Technology co., LTD. Marketing Strategy Analysis

Analyze the marketing strategy of Yunnan Changtai technology co., ltd. with 4P

The Marketing Theory of 4Ps. With The emergence of The Marketing mix Theory, The 4Ps Theory appeared in The United States in The 1960s.In 1967, Philip kotler further confirmed the marketing mix method with 4Ps as the core in the first edition of his best-selling book marketing management: analysis, planning and control, namely:

Product

Focus on the development of functions, products need unique selling points, put the functional attraction of products in the first place.

Price

The pricing of products is based on the company's brand strategy, focusing on the gold content of the brand [2].That is, different market positioning is accompanied by different price strategies.

Place

Consumers, who are not directly contacted by companies, devote most of their energy to the cultivation and distribution networks of dealers. Therefore, dealers become a bridge of communication between enterprises and consumers.

Promotion

Many people interpret Promotion in a narrow sense as "Promotion", which is actually very one-sided. Promotion shall include a series of marketing activities such as brand Promotion (advertising), public relations and Promotion [3].

Product Strategy Analysis

The main products of yunnantaitai technology co., LTD can be divided into three parts, namely: solar energy part, heat pump part and photovoltaic part.

Solar Energy. The solar energy types produced by yunnantaitai technology co., LTD mainly include the following three types: household solar energy, balcony wall solar energy and engineering solar energy.

Heat Pump. The types of heat pumps produced by changtai technology mainly include household air source heat pumps, engineering air source heat pumps, water source heat pumps and pool heat pumps. The internal components of the air source heat pump include compressor, evaporative heat exchanger, condensing heat exchanger, electronic expansion valve and electronic control system [4].

Photovoltaic Section. There is no doubt that new energy sources such as wind, water, tidal and solar will become the most decisive technological fields in the economic and social development of the new era. One of them, solar energy, is a green, pollution-free, inexhaustible new energy [5]. Therefore, governments all over the world have taken solar thermal energy as an important part in formulating green, ecological and sustainable development strategies. Although the company's main business projects include the above three types, independent research and development, production, sales of solar energy and after-sales service have always been changtai's primary business.

Price Strategy Analysis

Changtai solar's price strategy is mainly of two types: channel price and retail price. All over the country because of the restriction of the objective factors, its installation standard also is not the same, thereby appeared around the retail price is differ, in terms of channel price open, chang tai marketing director, choose the agency system is still known, however, the influence of the traditional sales idea, at present, the provincial agents in the provinces are still rare, but most of the area with flat management mode is given priority to, until the agency at the county level. Accordingly, national channel price also cannot achieve unified. However, as modern communication channels become more and more diversified, especially the popularity of Internet instant communication, the price among various channels gradually loses its confidentiality, which easily leads to the imbalance between intermediate channels or downstream channels, leading to more channel problems.

Place Strategy Analysis

Changtai in the marketing channel mode, more often is the use of bipolar channels, namely: manufacturers → county-level general dealers → township retailers → consumers. Of course, what cannot be denied is individual province still retained provincial general agent, form 3 class channel. However, with the continuous refinement and upgrading of the market, provincial agents increase their prices too much, which leads to blocked competitiveness of the channel in the terminal. Changtai solar's sales channel model is limited by the agency system, such a lack of flexibility in the marketing model will undoubtedly restrict the development of Changtai solar energy in the vast and ever-changing market, especially the current engineering market, such a single channel model is bound to hinder the development of engineering channels. Although the O2O model has broadened the marketing channels of the solar energy market, it has once again given enterprises a glimmer of life. Nevertheless, Changtai solar always sticks to the old single-channel model in terms of channel development, and the new era has not seen any innovation and reform made by Changtai with the changes of The Times.

Promotion Strategy Analysis

The promotion strategy in the marketing strategy refers to using certain means to let the public know something about the enterprise and the products it produces, and actively encourage consumers to publicize the enterprise by means of word-of-mouth publicity through weibo, WeChat and other public platforms, so as to expand the influence, establish a good image and achieve the goal of winning in the competition.

Changtai's current publicity management work is operated by various divisions. Due to the lack of standards in each division, the publicity management of the region is often affected by the personal ability of the distributed business personnel.

Through from the perspective of 4 p theory of Changtai technology co., LTD., is analyzed, it is easy to find the operation of the company in the next, marketing strategy may appear the following

questions: first, in terms of product strategy, Chang tai failed to the production of various series of products to scientific and reasonable combinations, just will all kinds of product sales alone, thus ignore the proper brand combined effects; Secondly, the price strategy of Changtai mainly includes two types: channel price and retail price. Across the country because of the restriction of the objective factors, the install standard is not the same, which occurs around the retail price is differ, in addition, in terms of channel price, Changtai marketing director selection is still known agency system, however, the influence of the traditional sales idea, leading to the channel price won't be able to achieve unity. However, as modern communication channels become more and more diversified, especially the popularity of Internet instant communication, the price among various channels gradually loses its confidentiality, which easily leads to the imbalance between intermediate channels or downstream channels, leading to more channel problems. Third, as far as marketing channels are concerned, Changtai solar energy channel mode mainly adopts bipolar channels, and individual regions will have provincial general agents, forming a three-level channel. However, with the continuous deepening of the market, the provincial agency markup is too much, leading to the channel in the terminal competitiveness blocked. Fourth, in terms of marketing and publicity strategies, Changtai's current publicity and management work is operated by various branches. Due to the lack of standard standards in various branches, the ability of distributed business personnel often affects the publicity and management of the region.

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