

## "Miao Silver" Analysis of Marketing Product Positioning and Quantitative Analysis

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**Abstract**—Based on the research of Miao silver market value as a blueprint, expect to create enterprises in the form of dissemination of Miao silverware of the historical and cultural value, introduce and use commercial capital, relying on the "invisible hand" of the Miao silver jewelry into the modern life of the consumer, "Miao silver" bigger and stronger, and strive to create a domestic brands line.

**Keywords**—miao silver; analysis of marketing.

### I. PRODUCT MARKET POSITIONING

At present, China's rapid development of silver jewelry industry, more and more silver jewelry enterprises to marketing behavior into the strategic planning. In order to impress consumers, win the market, must shape effectively in order to shape the brand, consumers have a deep impression of the brand must be accurate positioning of products.

"Miao silver" must fully grasp the market, consumers concerned about the jewelry demand, gold and silver jewelry market subdivision after subdivision, do a good job in the small market. Fully personalized products is the key to the success of market segmentation. "Miao silver jewelry must be" differentiated brand positioning, blue ocean market subdivision. "Miao silver jewelry to" full publicity of their personality, unique historical and cultural heritage,. Therefore, the brand communication to the main professional "personalized", attract the attention of consumers, let consumers never forget.

At this point can refer to the same name chindu positioning mode, namely in the high-end products can make the enterprise gain profit, the overall cost of the product even more types of low-end stores pulled low enterprise expansion. After the analysis of questionnaire, "Miao silver jewelry market positioning" for: mainly for the 20-40 year old female population in Tianjin, "Miao silver jewelry mainly embodies the" fashion, lean style. In order to meet the needs of the target group, "Miao silver" project of the core brand is "loyal to the original, fashion savvy". "Miao silver jewelry" project by fashion products to attract consumers, rely on lean process, product of original design enables the product to have the collection value.

### II. "MIAO SILVER" PROJECT TECHNICAL AND ECONOMIC ANALYSIS

#### A. "Miao silver" general description of commercial pattern

"Miao silver jewelry can be used" to run "carry forward the quintessence of Chinese culture, folk art (Miao silver) direct business model exhibition tour" franchise store experience + network store. Display experience shop allows consumers to come into contact with the Miao silver jewelry. The network store, can 24 hours of display and sale of products. Monopoly store experience and network shop to support each other, can improve the "Miao silver" market competitiveness.

#### 1) The choice of construction to join the chain Monopoly experience shop

##### a) The shop location principle

Understanding in stores before the need to store the location of the environment. The following specific factors should be concerned:

- If the area has a strong consumption capacity of customer groups.
- geographical environment is superior.
- traffic.
- is a long-term operating conditions.

##### b) Store decoration, layout design style

"Miao silver jewelry enterprise" store packaging mainly includes door signs, image, packaging design, store decoration products. Enterprise CI recommend the use of silver, pure white and silver, morphing into a certain historical heavy sense of dark grain silver. Comparison of color collocation store all adopt the black silver or black and white silver, extreme contrast such that prudent also very visual impact, the vision of the brand personality to show. (as shown below)



Figure 1. "Miao silver" project store interior design

The door lay dark deep black stone, increase durability. Granite paving business hall, if necessary, may be appropriate to put some with "Miao" characteristics of the carpet. The ceiling with wood decorative edge, also painted "Miao silver jewelry abstract pattern".

Display cabinet lines require simple store, and background color to black and silver or black and white silver suits. Showcase colors should be "provocative" background color, with a different color rainbow color system, equipped with lamp light source, namely the highlight product young fashion, and will not reduce the "Miao silver jewelry" visual quality. Bill payment service area and product display cabinets echoes, bright lights, colors should be consistent with the overall, when necessary, can add the green plant Miao settlements. The mirror is "Miao silver" stores articles. The mirror can be convenient for consumers to buy and try. The store staff uniform dress code for "Miao silver jewelry design improvement" black Miao national dress skirt of visual system.

#### B. "Miao silver" product display principle

Merchandising principle is: elegant, facilitate trafficking. "Miao silver jewelry store" should take the "mix and match" route, thematic display form, island type arrangement and ladder type display each other "mix". This "mix" must bring consumers' goods sell pile of mountain "feeling".

##### 1) The store personnel setup planning

Each store at least a hiring manager, financial a. The clerk asked each of 15 square meters with a clerk.

##### a) The commodity marketing

The high quality of the products is the core competitiveness. "Miao silver jewelry to occupy the high-end products" in place, the manufacturing process of high quality can be the "technical barriers to Miao silver jewelry".

##### 2) The construction of online stores

The rapid development of the adaptation of the Internet in China, "the main functions of Miao silver" online store is:

- (1). The effective set up "Miao silver" brand.
- (2). Fully display the "Miao silver products."
- (3). The network shops can be 24 hours customer service means.

Remove the general network stores should function, "Miao silver" online stores have their own characteristics. Specifically:

1 In the Webpage layout art effect, cultural background and history should highlight Miao silver itself. Advertisement can be specially made Miao silver forging technology play in Webpage in.

2 Must have excellent internal search engine. Rely on some key words can users of the selected customers need products.

3 Anytime "shopping cart" add functionality.

4 Feedback channels with large flow of customers. The convenient customer feedback to provide better after-sales service.

#### C. "The expected financial status of Miao silver" project headquarters

"Miao silver" company invested capital is 500000 yuan RMB, the following table shows the expected nearly two years of financial revenue and expenditure situation: two years ago for fixed assets investment proportion is large, the cost is also high, is expected in 2015 will achieve net income, can obtain higher returns in 2016 16.37%.

#### D. Expected business (Table I):

TABLE I. "MIAO SILVER" PROJECT IS EXPECTED TO INVEST FINANCIAL EXPENDITURE FORM CHANGE ITEM

At the beginning of the period and the period cost allocation of funds, income	In 2014	In 2015
Capital injection	5,00,000	
Rent office / year	18000 (1500*12)	1500*12
The entity shop rent	151200 (14*30*360)	756000(151200*5)
The web site registration	500	
Web site development	2000	800
Website maintenance	800	800
Utilities / year	4800 (400*12)	4800
The staff salary / per person per month	90000 (1500*5*12)	450000(1500*5*12*5)
Advertising costs	1000	1000*5
Dividend		According to the undistributed profit 60%Distribution
Establishment and operation of private brand (annual cost)	40000 (10,000*4)	10000*4
Public welfare activities		10000*5 Or The net profits of the current year7.2%

### E. The profit table (Table II)

TABLE II. "MIAO SILVER" PROJECT IS EXPECTED TO PROFIT FORM CHANGE ITEM

Project	In 2014	In 2015
Business income	2100000 (5000*360)	10500000 (2100000*5)
Less: operating cost	691200	3456000 (691200*5)
Business tax and surcharges	427500	2137500 (427500*5)
Selling expenses	30000	30000
Management fee	72000 (2000*360)	360000 (72000*5)
Financial expenses	2106	10530 (2106*5)
Operating profit	877194	4385970
Total profits	1028394	5261970
Less: income tax expense		1736450.1
Net profit	1028394	3525519.9

### F. Summary analysis

(1) Balance analysis: we can basically achieve the balance in the middle of the 2015, and net profit at the end of 2012.

(2) The profitability analysis: sales net profit rate: sales net interest rate = (net profit / Sales) \*100%  
2014: 41.77%

Gross profit to sales: sales gross margin n (sales revenue - cost of goods sold) /]\*100% sales  
2014: 67.09%

From the financial statements show that the company in 2015 to achieve profitability.

### G. "Miao silver" products and pricing planning

In the portfolio, "Miao silver jewelry can be divided into the following series", as shown in table III:

In the product planning and design basis, "Miao silver" pricing plan as shown in table IV:

TABLE III. "MIAO SILVER" PROJECT PRODUCT PLANNING AND DESIGN

Product positioning	The tentative name of products	Product planning and design
1. The high-end product	"Miao silver" antique series	Miao silver forging process is the non-material cultural heritage, in the folk widely inherited some Miao silver antiques. Enterprises to these not reproducible Miao silver made a series, antique series, named "essence" series. The silver content in 90% above, passed down intact Silver Antique Miao is the enterprise in the exhibitions focuses on products, but are marked "this product is not for sale", under normal circumstances do not sell, but if super high market prices can sell.
2. In the end product	"Miao silver" traditional series	This series is named "national essence" series, is based on the traditional Miao silver forging technology of artificial forged out of the Miao silver jewelry. The silver content in the 30%-89% range, style series, can freely change the different wear method in nested inside, mainly to meet the middle class income female matching also innovation and change the consumption psychology.
3. The low-end products	"Miao silver" Volkswagen series	This series named "populist" series, mainly employ some cutting-edge designer, innovation Miao silver Miao silver jewelry, let more fashion, more modern, this series of Miao silver jewelry more yuan, more time is the modern jewelry designer for improvement of silver ornaments of miao.
4. Unique product	"Miao silver" DIY series, that is "pure" series	Provide creative platform through the online store, consumers can according to the prompt, free your creative jewelry styles and patterns, instant communication tool also provides online store can and jewelry designer communication, proposed by the designer professional modification opinion, two-way communication form Miao silver styles, online the agreed date of shipment, the consumer can be received from their "production" of the one and the only one, the one and only of the Miao silver jewelry agreed date.

TABLE IV. "MIAO SILVER" PROJECT PRODUCT LINE PRICING PLANNING

The tentative name of products	Pricing planning		The retail price and the price policy planning
	Design and planning	The wholesale price	
1. "Miao silver" traditional series	In the end of Miao silver "quintessence" series of products prices mainly set the price. This series is mainly suits, some products can be combined freely in the set match, price basically is a price, set within a single product without price.	Cost*500%——Cost *3000% between	The wholesale price of *50%, do not bargain, the chain store prices by headquarters control, single store can not arbitrarily change.
2. "Miao silver" Volkswagen series	The low-end Miao silver "populist" series product price is lower than the "quintessence" series of products price, proposed by the designer piece price, enterprise to decide the final price.	Cost *150%——Cost *3000% between	The wholesale price of *50%, the bottom line is that the wholesale price of *25%, single right floating, customer purchases much also can enjoy discount.
3. "Miao silver" DIY series, that is "pure" series	Only the sale of "pure" series of price is mainly decided by the company. Because online shops only sell, but also because of the need of consumers and designers involved in the production, in order to make the online store to attract more consumers, mainly uses the "cost price * (1+50%) + to store (or point) freight = retail price" pricing model.	Cost *150%+ to store (or point) freight	Cost *150%+ to store (or point) freight, single store can leave the freight and the cost price 50%.

### III. CONCLUSION AND PROSPECT

Research on business model is the focus of the current study the discipline of marketing. This article is only based on business management majors learn the relevant knowledge, focus on how to make silver Miao "prosperity" market, how to let the market "prosperity" Miao silver forging process. In this paper, the initial establishment of a complete marketing product positioning scheme is complete, but unfortunately there are many problems to be further in-depth study, hope for the future can be in further theoretical research and practical application of systematic and perfect.

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