

Research on brand building and market development of traditional industries -- take the example of Hangzhou fan industry

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Abstract. With the rapid development of information technology, the traditional industry plays an important role in the development of the market, and has been developed rapidly in the tourism industry. As one of the traditional industries of Hangzhou, Hangzhou fan has a long history of development. Today, with the continuous development of the tourism industry in Hangzhou, it has been shown that it has a unique development advantages. This paper briefly analyzes the urgency of the development of traditional industries in Zhejiang, the necessity of the traditional industry transformation and upgrading, and focus on the development and construction of the traditional industry as an example, this paper provides a reference for the development of traditional industries.

The development of traditional industries in Zhejiang

The main features of Zhejiang's economic development are the regional characteristic economy based on the traditional industry, which is the main body of the medium and small enterprises. In the 1990s Zhejiang traditional industry due to the lack of construction of brand of industrial transformation and upgrading of philosophy, many enterprises especially in the traditional industry in the fierce competition in the market, there has been an atrophy and technical team of aging, a number of enterprise bankruptcy even Guantingbingzhuan. By twenty-first Century, the Zhejiang provincial government decided to implement the new strategy, that is, the Hangzhou City, led by some of the enterprises in the economic system reform and industrial structure adjustment. Through the restructuring, the enterprise quickly adapted to the new situation, the implementation of the new system to make the enterprise existing human resources in the new environment to fully play a role, in particular, the government strongly support a number of flexible mechanism, can quickly adapt to market changes in the traditional manual enterprises, which to a large extent, the traditional process industry has injected new vitality.

Since the reform and opening up, the rapid economic development in Zhejiang Province, the province's per capita GDP by 1978 of 381 yuan, an increase of 44335 yuan in 2009, the annual average exchange rate has reached \$6490. In the industry development of Zhejiang, the traditional industry occupies a high proportion of, the general office of the people's Government of Zhejiang Province on 20 industries in the pilot industrial clusters identified in the speed up the massive economic transformation to a modern industrial clusters upgrading guidance "(Zhejiang Zhengban made [2009]72), 12 belong to the traditional industry. At present, Zhejiang has formed a number of traditional industries in the country with a high degree of visibility and market share, and these traditional industries have a strong competitiveness, but also to other provinces of the traditional industry has brought a lot of influence. There is no doubt that the results of these results and the adjustment policies of Zhejiang province to promote enterprises to become bigger and stronger and vigorously promote the brand building, to foster the transformation and development of traditional industries have a great relationship. We know that the transformation and upgrading of traditional industry brand building has become a key to the new stage of economic development, for the development of traditional industries, Zhejiang province has developed a strict protection measures. First, the provincial government to set up special funds to increase support for the traditional industries, the annual arrangement of 2000000 yuan to support the development of traditional process industry. Second, vigorously promote the promotion of traditional products, and encourage the traditional enterprises to participate in various exhibitions at home and abroad. Third, the government investment in the Arts Festival, Expo, seminars, seminars and other forms of market

promotion efforts to increase the traditional industries, so that enterprises to open up a multi-level, diversified product market. The implementation of these initiatives to make the traditional industries have a living water sources, to re radiate new development opportunities, the reform and opening up 30 years, the development of Zhejiang's traditional industries contributed to the rapid development of private enterprises and the prosperity of the national economy. Zhejiang fan industry is one of the most successful enterprises in the development of traditional industries, which is a traditional industry with the brand characteristics of Zhejiang, the following is an example of the industry as an example.

Brand construction of Hang fan industry

The importance of the brand construction of traditional industries

Traditional industry has a long history of development, in the development of modernization is often very easy to be ignored, but not to say that the traditional industries of brand building. China's brand building has been walking in the back of the European and American countries. Nowadays, many enterprises are aware of the importance of brand building, especially with Chinese characteristics, we should make full use of their own advantages, the traditional characteristics of the brand building, so as to enhance their competitiveness. In recent years, Hangzhou city increasing support, take active measures to protect the development of traditional industries, especially since November 2004 has formulated the provisions of Hangzhou traditional craft art protection measures, especially hang fan industry has been included in the development of the traditional technology of the first, and set up special fan Museum. In addition to the development of this measure, the government also through financing, other related policy system, media publicity and public relations activities, for the traditional industry brand building and development and provide a favorable external environment. This is the external factor of the development of traditional industry brand in Hangzhou.

Brand is a fundamental business development, especially the traditional industries want to establish a solid brand awareness, because with the development of science and technology a lot of new products have been released, the traditional products should take the road of brand development, traditional industry brand culture in the minds of consumers, the emotional value of traditional brand is gradually increased, and brand development can promote the traditional products, especially to create a brand's distinctive personality, rich association and unique market positioning, and make it a culture and spirit. This is the tremendous role of the brand, in the eyes of consumers, the brand behind the culture is so strong, so that they can replace the actual function described.

Brand construction of Hangzhou fan

Zhejiang in recent years, the traditional industry brand construction has invested considerable efforts, the brand development of Hangzhou fan is one of the projects supported by the government. Hangzhou fan is Zhejiang famous traditional crafts, the production has a long history, excellent quality, variety, fan is rich in content. Since ancient times, "Hangzhou Ya fan," said. Hangzhou fan culture, has a long history, has a long history, during the period of Ming and Qing Dynasties, hang fan development has reached the pinnacle, fan industry artisans Hangcheng and workshops have more than 50, more than 5000 workers. And has begun to have a special name brand shop, such as Wang Xingji, Lin Fanger, Zhang Ziyuan, Shu Lin, and so are the famous shop shop. Development so far, hang fan in art, technology, materials and other aspects of new innovation and development, and pay more attention to the development of brand.

Today, enjoy the prestigious "Wang Xing Ji" is called the first in the industry, the production of black paper fan reputes, with rain penetration and exposure to not become warped, practical and artistic coexist, had as a specialty of Hangzhou tribute of the imperial court, "fan tribute" reputation. For this has a long history of the brand industry, we are in the process of development is to take measures to increase its publicity efforts, such as "Wang Xing Ji" fan industry established a special website, the establishment of the site not only promote Chinese traditional fan culture, and promote its own brand, in recent years, "Wang Xing Ji" this brand has won the honorary title of famous

brand products in Zhejiang Province, is a gold card Hangzhou traditional industry

Market development of Hang fan industry

As one of the traditional crafts in Hangzhou, hang fan has promoted the development of the handicraft industry in Hangzhou. Today it is based on a new attitude to Hangzhou, to the development of traditional enterprises in Hangzhou to play a role model. Especially the development of "Wang Xing Ji" fan industry has not only been listed in the old established enterprises, but also gradually to the international market. For traditional enterprises can get such a big development, it must reform the old customs and technology, to take a new strategy to seek market development, and for the enterprise to inject new blood to adapt to new aesthetic culture and market demand.

Established Fan Museum, with the aid of tourism to promote the pursuit of market. Hangzhou has set up a variety of traditional craft museums, such as the Hangzhou Fan Museum, Tea Museum, scissors Museum, silk museum, etc.. These traditional industries museum is a major feature of Hangzhou tourism in recent years, but also the development of traditional industries in Zhejiang marketing strategy. The traditional industries make full use of the development of the tourism industry to seek the market, "Wang Xing Ji" fan industry in the marketing strategy is to take the initiative to promote the way, with the Hangzhou tourism industry to promote, in addition, it is also actively involved in the Expo and large-scale cultural exhibitions and other promotional products. "Wang Xing Ji" received a number of domestic and foreign tours, student groups, and with the aid of television and other media production projects and the Olympic program, the use of newspapers and magazines widely publicized. By these ways, touted the after sales soaring, product sales revenue in 2007 1080.19_wan million yuan, the products in 2008 sales revenue up to 1567.73_wan million yuan and 44.9% growth over the same period last year, a value over the years highest, become the leader of the national fan industry. Today, "Wang Xing Ji" fan with an annual output of about ten million fans, in addition to the supply of the domestic market, but also exported to more than 50 countries and regions.

Make full use of high-tech, industrial production

The development of high technology has brought many new products, the traditional industries are facing the veterans, how to make full use of high-tech, so that the traditional industries to upgrade it? This is one of the important problems in the development of the traditional industry is facing the reform technology. Traditional industries for the use of high technology on the one hand from the use of new technology, so as to achieve mass production of industrial production; on the other hand, is the use of new technology, making the product more innovative and more consistent with modern aesthetic. In the development of modern high-tech, hang fan industry is fully with high-tech innovation, such as "Wang Xing Ji" on the basis of old fan of using new technology expand the varieties, some award-winning work to make full use of modern high-tech industrial production, to take such as 2004 "new hall of the West Lake", in 2005 the "two birds Yiri" in 2006, the Chinese Humanistic Olympic design contest fan "sporting event in the world", 2008 to participate in the Expo public art Exhibition "Leifeng Pagoda" for the fans, and so on. These winners were the use of modern high-tech means, using computer color separation and the use of color screen printing, high simulation show the original picture, the entire process boldly adopted new technology batch production. And in 2007 in the characteristics of garden show Olympic like fan using silk surface computer inkjet printing and dyeing process production batch production. During the utility model patent fan frame is divided into two kinds of material for mass production of a total of just over 500, sales have been nearly 90%.

Relying on design innovation, enhance the added value of hang fan

Driven by modern high-tech development, many traditional industries focus on technological

innovation and neglect the design innovation. In fact, the design innovation is another important economic driving force for the development of enterprises. Traditional products can not only be limited to the traditional design, to promote technological design of information technology, promote the design and innovation to improve the international competitiveness, in the past, the traditional industry is often a workshop type, labor-intensive industries, the design is based on the traditional theme is not new. With the development of economy and the use of high technology, people's aesthetic taste has changed a lot, whether it is the value concept, aesthetic culture and life style tends to be diversified. In order to meet the different needs of culture, the traditional products to win the market must be designed and innovative. Such as Hangzhou fan fan design while inheriting the traditional Chinese painting art can also design some conform to the needs of modern aesthetic images, such as cartoon image, reflecting the themes of modern urban life, reflect the current popular things and keep up with the theme of the development of the times and so on. In addition to the design innovation fan fan design innovation, its packaging innovation is also a major feature. Packaging is the external performance of the product image, the design of the new packaging can be greater to enhance the added value of the product.

Conclusion

Zhejiang traditional industrial development is obvious to all, government and enterprise cooperation and jointly promote the transformation and upgrading of traditional industries, the visible traditional industry is not without development of space but how to develop, when many places that tradition has been sunset, Zhejiang but let the old traditional industries sprout. Traditional industry is a long-term goal of Zhejiang industry development, the brand development of traditional industries is the development target, through the full use of new technology, and vigorously develop tourism is its main strategy to promote the development of traditional industries, especially the industry in Zhejiang, the industry is open, innovative direction, and vigorously to the international market is the main direction of its future development.

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