

# Research on the Construction Problems and Optimization Strategies of Commercial Gift Websites

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## Abstract

our happy buy gift network is just starting the website, we must first understand the competitors, and then analyze the competitors, so as to improve the competitive advantage of our website. Use porter's theory of competitive advantage and strategy to improve the advantages of happy purchase network. We search for competitors with search engines and then analyze them one by one. According to the analysis results of our website rivals, what our website finally adopts is differentiation strategy.

## Keywords

competitive advantage; Ascension; Happy to buy.

## 1. Overview of Competitive Advantages

### 1.1. The Meaning of Competitive Advantage

The industrial structure school represented by porter holds that competitive advantage is the core of enterprise performance in competitive market. In the final analysis, competitive advantage comes from the value that an enterprise can create for customers, or the relatively low price when providing the same benefit, or its unusual benefit is used to compensate for the premium, that is, an enterprise can have two basic competitive advantages: low cost or diversity. Generally speaking, a competitor has certain characteristics in some aspects and it has certain competitive advantages. Therefore, it can also be said that competitiveness is a comprehensive ability, and competitive advantage is only the unique performance of some aspects.

### 1.2. Basic Strategic Types of Competitive Advantages

Cost leadership strategy

Cost leadership strategy is also called cost strategy. When the cost leader's price is equal to or lower than that of its competitors, its low cost position translates into high profits.

Differentiation strategy

Differentiation strategy, also known as unique strategy, is to differentiate the products or services provided by the company to form something unique in the whole industry. Differentiation strategies can be implemented in many ways: design or brand identity, technical characteristics, appearance characteristics, customer service, distribution network, and other unique aspects. How should the enterprise implement differentiation strategy? The first is to be familiar with the market, the second is to be familiar with the opponent, and the last is to be familiar with the consumer.

## 2. Overview of the Development of Domestic Gift Industry

The gift industry is an emerging industry in China. Since the 1980s, due to the rapid development of the domestic economy, the demand for gifts has been increasing, whether it is

organizations, enterprises or individuals, prompting the gift industry to develop and grow rapidly.

### **3. Overview of Commercial Gift Websites**

#### **3.1. Existing Competitors in the Industry**

We can use search engines to find out competitors. A search engine is a system that collects information on the Internet according to certain strategies and USES specific computer programs, and provides users with retrieval services after organizing and processing the information. Google, yahoo, 360, baidu, sogou, soso, etc. We enter "gift sites" into these sites and select the top five gift sites, except for the wholesale gift sites that send inquiries, select the top five. Search gift websites in Google, yahoo, 360, baidu, etc. The first 5 competitors that give us to search in these websites are respectively: network of Chinese flower gift, sheng gou courteously net, gift of gift of long, ancient rhyme, cocoa.

#### **3.2. China Flower Gift Network**

The advantage of China flower net: because now send flowers, cake these gifts, is in what festival, what target crowd is very suitable. And now advocate environmental protection, to worship without firecrackers, flowers market scope is larger. And national distribution, greeting card service. The disadvantage of Chinese flower net: gift kind is not very much, advocate flower, it is cake next, other chocolate and toy doll, kind is not much.

#### **3.3. Sheng Buy Polite Net**

The advantages of shenggou polite network: clear classification, big classification has to send elders, send leaders, send love and other big classification, big classification below there are small classification, such as tools set, leather products, scarves, furniture supplies, let customers have a clear goal. There is also the exchange of membership levels and points. Sheng buy polite net disadvantages: a lot of kinds, but lack of now 90 after 80 after the pursuit of non-mainstream gifts.

#### **3.4. Long Service**

The advantage of gift meaning for a long time: first, the website to feel fresh; Second, there are gifts from boutique brands, such as CK, dior, lancome, etc. Third, there is a price zone; Fourth, there are signs of gift hints; Fifth, packaging free, free national express, 30 days return guarantee. Disadvantages of long-lasting gift: although the price of the product is lower than that of the market, the lowest price of the gift is about 100-300. Although there are 15-45 products among them, there are few products in this price range. For some students, it is not attractive.

#### **3.5. Guyun Gift Network**

Guyun gift network advantages: classification is clear, with opening gifts, to solve the difficulties of opening gifts. There is a daily new product section on the home page, which is fluid and shows the new products of today. At the bottom right of the flow chart are sections for recommended and popular gifts.

Gu yun gift network disadvantages: working hours for Monday to Friday, Saturday and Sunday not delivery. I think it is a bad way not to deliver goods on Saturday and Sunday, because now if people can't do other things during working hours, they can only search for gifts online on weekends. And the psychology of consumer is to buy that day deliver goods that day, such ability satisfies consumer psychology.

### 3.6. Cocoa Gift Network

Cocoa gift network advantage: with personalized custom, real doll. Are two categories that no other gift site has. And the home page is also relatively clear, to attract consumers to browse. There's also a special today for shoppers to snap up. Disadvantages of coco gift network: there are few kinds of gifts, and the target group is probably the post-8090 generation. The price of the gift may be a little high for some students.

## 4. Positioning of Existing Competitors' Websites

Site positioning determines the function, structure, page, content and planning of the site.

Next we analyze the location of each website. The gift range of Chinese flower gift net is less. There are flowers, cakes, dolls and special gifts. The main business is flowers, which include cartoon bouquets and business flowers. So the general online flower users generally think of China flower network. It has a shopping guide area, you have to sign up for a membership, and there's a sliding AD on the front page.

Enter sheng buy polite network, the first appeared is "we are not just online mall, or Beijing entity wholesalers" a few big words. Then a few seconds before the mall home page. It has a big classification, such as send leaders, send elders, send loved ones and so on. Then click into a fine classification, sheng buy polite network has a popular classification, a mall latest gift delivery tips, gift mall friendship link, there is a gift zone. Sheng buy polite net sell all kinds of fine gifts. This website also has the point exchange function, and also has BBS.

I personally like this kind of page. Look at more relaxed, do not break colour already, also won't feel drab. And it feels right for the current generation of 8090. It has several kinds of classification, such as one is to send elders, send leaders, send customers classification; There's a subcategory navigation; There is a flow chart of new releases and gift recommendations for various occasions. A large block at the bottom is a schematic of popular comments.

### 4.1. Potential Competitors

Virtual gifts are becoming more and more popular, and they also have memo reminders. Such as our most familiar QQ space. QQ space has a birthday reminder function, and there are holiday reminders. There are many such websites, such as renren and friends. When a friend's birthday approaches, there will be a message to remind him. In addition to potential virtual gifts, there are other potential competitors such as taobao, amazon, paipai, mai bao and so on. These website strength is abundant, professional talent has, and source of goods channel is much. Like taobao.com, many users will shop online in taobao.com, so I believe that buying gifts will first think of taobao.com.

### 4.2. Substitutes

There are many kinds of gifts, in addition to physical gifts and virtual gifts on the Internet, there are also various ways of greeting, such as telephone greetings, email questions, QQ greetings, SMS greetings and so on. Since some people's finances, or giving gifts every year can be a hassle, use these instead.

## 5. Happy Gift Shopping Sites

### 5.1. Advantages of Happy Gift Shopping Website

Happy purchase website with a memorandum of one-stop online gift shopping mall, main types of exquisite gifts. Product series more than ten, varieties of tens of thousands, covering all aspects of life; The product price varies from a few yuan to several thousand yuan, which can meet the consumption of different age groups. Happy gift website with memory, innovation,

humanization, convenient service. Happy shopping is a step ahead of the popular lead, creating growing consumer demand progress.

Miss li is the secretary of the head of a listed company. The head of the company CARES about every employee of the company and CARES about the birthdays of friends in the business. The boss requires the secretary to present gifts in the name of the company on the birthday of every employee in the company. The company has a large number of employees, gift selection is a problem, and it is not easy to remember every employee's birthday, and the boss's business friends. Miss li will tell this matter to a friend, a friend said that now there is a gift website with memo function, and the gift is cheaper than other gift websites. When you sign up, you fill in the information, and when your birthday is coming, there will be a message prompt on your mobile phone, and a message prompt on the website system. As soon as miss li heard about this website, she registered her membership and filled in the information. More than a week later, when the employees were at work, a Courier delivered the package to them. When I opened the package, I found it was a gift, and it came with a birthday greeting card signed with the name of the company. The staff was moved and worked harder and more thoughtfully in the following work. And everyone in the company gets gifts on their birthday. So happy to buy gifts website in the company quickly spread, everyone has registered members, and also told friends around.

## **5.2. Disadvantages of Happy Gift Shopping Websites**

The website just developed, no visibility. So there won't be a lot of consumers, so there won't be any revenue, no profit. And the lack of professionals in this field, the establishment of the website, to the website page section construction, so that consumers see the home page of the website will be attracted. Money is not enough. To build a website, you need to buy servers, domain names, other equipment, and personnel. And the source of goods does not have a good assembly line. If the source is good, you can have a whole assembly line, which can save a lot of money on goods.

## **6. The Competitive Advantage of Happy Gift Shopping Website has been Improved**

Here are three strategies for our website. We will extract a suitable plan from the following three plans.

### **6.1. Cost Leadership Strategy**

Direct purchase from the factory

A lower price for a product of the same quality gives the consumer a higher utility. But our goal is to make a profit. But if the prices are lower than those of the same trade, our profit will be less. Therefore, if you want to keep the price low and the profit is not too small, you should take various measures to reduce the circulation cost to the lowest level in the industry in the links of purchasing, inventory, sales and transportation, and keep the commodity price at the lowest level. We can purchase goods directly from the factory and assist the supplier to reduce the cost so as to reduce the purchase cost.

### **6.2. Logistics Distribution Cost Control**

We can negotiate with more than one logistics company to see which logistics company meets our acceptance conditions. It's like bidding, which bid is more suitable for us. And then we sign an agreement with them. Storage, sorting and distribution, distribution and delivery services are all handled by the same logistics company.

### 6.3. Save Daily Expenses

We can save some trivial things in our daily life. Like don't waste electricity, don't waste office space. Do not exaggerate the packing, for packing costs a large part.

### 6.4. Differentiation Strategy

#### Customer based differentiation

According to the current market situation and characteristics, on the basis of providing basic communication services generally, and in accordance with the different characteristics and needs of different customer groups, provide feasible and extensive differentiated services. According to the customer purchase components, the group customers and individual customers, for the group customers, according to their communication situation and cost bearing method, to provide customized personalized service for the major customers, so as to provide solution-type service and no difference service across regions.

#### Product differentiation

With more and more foreign products flooding into the domestic market, some Chinese begin to like those imported high-end goods, and now foreign TV dramas or movies, especially Korean dramas, are popular with young people nowadays. In addition, there are fashionable decorations in Korean dramas, such as scarves, brooches, necklaces, bracelets, hats and so on. Moreover, some people like to imitate or like the ornaments worn by stars because they like a certain star.

#### Packaging differentiation

The purpose of package design is to make every package speak for itself and become an effective advertisement. More importantly, consumers will know which company they come from when they see any package. Only in this way can packaging strategy design be successful. The enterprise first seeks the printing factory to design the packing, the mass production, designs the packing according to each individual product characteristic.

#### Service differentiation

Our website has memorized memos. In QQ space, renren net, friend net, happy net have remind function. For example, in QQ space, when a friend's birthday approaches, the system will remind you to send virtual gifts. Reminders can appear on these sites, as well as on gift sites, and will be more popular. Because now people pay attention to the people around the birthday or every holiday. As long as you fill in the information when you register, the system message will remind you one week before the birthday. If you really don't have time, you can reply the text message and ask us to handle it on your behalf. We will choose the gift according to your requirements and deliver it to the recipient. But now the person's life rhythm is fast, the work is busy, sometimes will neglect the friend's birthday, for example the boy forgets the girlfriend, forgets the important day, that girlfriend will not be happy, the girlfriend is not happy is a very important question! So it's absolutely right to sign up for our website!!

#### The brand strategy

The so-called brand strategy is the company's brand as the core competitiveness, in order to obtain different profits and values of the business strategy. We can have multiple brands. Obviously, the advantages of multiple brands can make products according to the function or price difference, it is helpful for enterprises to occupy more market share, face more demand of consumers, seemingly competitive relationship between each other, but in fact is likely to strengthen the overall strength of competition, increasing the overall share of market; Avoid the impact between product performance.

## 7. Targeted Strategies

This case illustrates the importance of a focused strategy. In recent years, when many manufacturers are puzzled how to way out of the products, to attract the attention of consumers even at offering up price banner, gree to large and medium-sized cities such as Beijing, guangzhou, Shanghai, chongqing has launched a luxurious air conditioning product - 2000 "digital", it with its intelligent human body induction function, safety and environmental protection of carbon monoxide monitoring function and unique appearance design, by consumers, especially around the middle and high income groups of unprecedented popularity, set off a round of off-season air-conditioning market is one of the few to snap up boom. Because gree has developed new products for consumers. When you open the door and don't touch it, the air conditioner will automatically turn on. When you forget to turn off the air conditioner or the room is empty, the air conditioner turns off automatically.

## 8. Final

Understanding competitors is the core of enterprise competitive intelligence work, and it is the magic weapon for enterprises to seize the first opportunity and win the competitive advantage in the fierce market competition. In order to survive and develop in the fierce competition, enterprises should try every means to understand their competitors and competitive situation. We need to learn from our competitors' good points, then look at their shortcomings, think about our own site, and then improve their own site competitive advantage.

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