

On the Development Strategy Choice and Brand Competitiveness of Dangshan Crisp Pear in Anhui Province

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Abstract

Using SWOT and PEST analysis methods, this paper analyzes the development status of Dangshan crisp pear brand in Suzhou City, Anhui Province, and puts forward future development strategies and countermeasures to improve brand competitiveness. This is of great significance to improve the brand awareness of Dangshan pear, promote the stable development of local agriculture and increase the income of fruit farmers.

Keywords

Dangshan Pear; SWOT Analysis Method; PEST Analysis Method; Brand Competitiveness.

1. Introduction

Dangshan pear, produced in Dangshan County, Suzhou City, Anhui Province, has a long history of development. Dangshan pear is the representative of Dangshan specialty in Suzhou. In the 20th century, Dangshan pear researchers and Zhengzhou Research Institute of Chinese Academy of Sciences devoted themselves to research, won the artificial pollination technology of pear trees, and quickly carried out the practical application of popularization, which successfully improved the fruit yield of pear trees and the enthusiasm of fruit farmers. Since then, the planting area of pear trees in Dangshan County has increased rapidly, and even was selected into Guinness as the largest continuous orchard. However, the good times did not last long. With the improvement of agricultural planting technology, there were more pear varieties, and the competition of Dangshan pear decreased. On the contrary, new pear varieties began to emerge. Since 2018, the price of Dangshan pear has fallen to the altar, down more than 50% year-on-year. Of course, the decline of Dangshan pear market is also related to the damage of export business. You know, 30% of Dangshan pears are exported to more than 20 countries around the world, but due to special events, these pears are sold domestically, and the market fell into a downturn. Crisp pears are very perishable after ripening, so they must be stacked on the ground to delay their decay. But there are still many crisp pears that nobody cares about, only the final result of decay. Although Dangshan pear is so famous, its market is not optimistic, resulting in a large number of pear rot.

The most important thing in Dangshan County is the fruit industry, which is also the main source of income for local fruit farmers. However, with the change of China's fruit market in recent years, there are more and more kinds of fruits, and people's demand for the quality of fruits is also higher and higher. Most people tend to import fruits, resulting in the deterioration of many domestic fruit industries. At the same time, Dangshan crisp pear is also one of many fruit brands, and its market competitiveness is also declining. Although Dangshan pear has a good brand reputation, it still does not have an advantage in the market. Consumers do not have a high recognition and positioning of Dangshan pear [1]. There are more counterfeiters of

Dangshan pear in the market, which leads to the low recognition of Dangshan Pear by consumers and seriously affects the brand reputation of Dangshan pear. In recent years, although the government has formulated policies and strengthened the publicity of agricultural and sideline products, it has also publicized and promoted the crisp pear brand, but the overall effect is not satisfactory. At the same time, affected by the epidemic of New Coronavirus pneumonia, the sales of Dangshan pear were also restricted at the same time, and sales were seriously affected. Recently, in order to solve the sales problem of Dangshan pear, Dangshan government opened a new idea and transferred the way of sales of Dangshan pear to online to alleviate the plight of pear farmers.

In order to promote the development of Dangshan pear and improve the brand competitiveness, this paper makes a data analysis on the development of Dangshan pear, analyzes the factors affecting the brand competitiveness, solves the problems such as unclear regional brand positioning of Dangshan pear, and constructs a more perfect brand mechanism. Provide solutions for the establishment and promotion of Dangshan pear brand, so as to improve the brand popularity of Dangshan pear, improve its brand competitiveness, increase the income of fruit farmers and drive the rapid development of local agricultural economy.

2. Choice of Development Strategy

2.1. SWOT Analysis of Dangshan Pear Development

2.1.1. Advantages

(1) Obvious location advantages. Dangshan County, located in Suzhou City, Anhui Province, is located at the junction of Anhui, Jiangsu, Shandong and Henan provinces. The surrounding transportation is convenient, which provides good transportation conditions for Dangshan fruit industry. Before the 1980s, the planting area of Dangshan pear was small and the traffic was underdeveloped. The sales scope was only limited to nearby areas, almost self-produced and self-sold. Due to Dangshan's special and superior geographical location at the junction of the three provinces, after the economic reform in the 1990s, the transportation developed rapidly, the planting area of crisp pear also expanded many times, and the sales volume increased greatly. Dangshan crisp pear has been sold to major cities all over the country since then. At present, there are more than 100 fruit sales markets near Dangshan County. In addition to Dangshan crisp pears, they are also processed into various pear products (pear paste and cans) and sold to Hefei, Shanghai, Nanjing and other major cities. In addition, the establishment of fruit direct selling market in major cities has also greatly promoted the sales of fruits. For example, the crisp pear direct selling base established in Tangzhai Town, Dangshan County in Shanghai has nearly 2000 tons of fruits sold every year [2]. With the development of the Internet, Dangshan fruit farmers will sell more fruits and related products all over the country through e-commerce live broadcast and the micro business.

(2) Suitable climatic conditions have laid a foundation for the development of fruit industry. Dangshan County is located in the type of warm temperate humid monsoon climate. It has mild climate, moderate rainfall, long frost free period and obvious monsoon climate all year round. There are significant differences in precipitation in four seasons, mostly in spring and summer. The soil in this area can meet the most basic nutritional conditions for the growth of crisp pear and the special acidic substances related to the increase of moisture content of crisp pear.

(3) It has a certain development foundation. Dangshan is a historical ancient city. Dangshan pear has been cultivated for 2500 years. It was recorded that "Dangshan produces pears" in the records of "Xuzhou Fuzhi" compiled during the Ming Dynasty. It can be seen that Dangshan crisp pear had begun to take shape 400 years ago, and the planting area increased greatly after liberation. Especially since the Third Plenary Session of the Eleventh Central Committee, the fruit planting area has increased to 750000 mu, including 500000 mu of crisp pear. The fruit

planting area of the whole county accounts for 77% of the total planting area of the whole county, which is the largest orchard in the world. Dangshan County is also named for crisp pear. In 1994, it was awarded the title of "pear capital of China" by China Forestry Industry Federation. Now it has become a fruit sea oasis attracting worldwide attention.

2.1.2. Disadvantages

(1) Ignore industry and fruit quality. Due to the short bonus period of Dangshan pear in the early stage, the planting boom was formed, and the planting scale of Dangshan pear expanded rapidly. Due to the pursuit of one-sided development and neglect of cultivation management, although the yield increases significantly, once the supply exceeds demand, the price decline of crisp pear is inevitable.

(2) The scientific and technological level is low and a standardized technical system has not been formed. Although local governments and some individuals are committed to the exploration of advanced technologies, they have not formed a systematic technical system, which makes the popularization and promotion of new technologies slow, and the new technologies can not adapt to the development of large-scale production. Although local governments and some individuals are committed to the exploration of advanced technologies, they have not formed a systematic technical system, which makes the popularization and promotion of new technologies slow, and new technologies can not adapt to large-scale production development. For example, large-scale popularization can not be achieved in orchard irrigation, pesticide and insect repellent, and mechanical operation.

(3) Low degree of fruit industrialization. At present, most of the current fruit production is self-employed, with uneven management level and low production level. There is no large-scale production organization for production and no independent brand, so it is difficult to adapt to the circulation pattern of the large market.

2.1.3. Opportunities

(1) Build a smart Logistics Industrial Park. Use advanced means such as cloud computing and big data to integrate major logistics platforms and improve the logistics and transportation system. Provide personalized transportation schemes for different transportation needs, and provide raw material procurement, product custody, cross regional distribution and other services.

(2) Strategic cooperation. The signing ceremony of Dangshan pear strategic cooperation between Dangshan County People's Government of Anhui Province and Hubei Li Shizhen traditional Chinese medicine holding group was held in Xiaochang, Hubei Province. On May 28, 2021, Chen Xinqi, deputy county magistrate of Dangshan County People's government, and fan Jinjin, chairman of Hubei Li Shizhen traditional Chinese medicine holding group, signed the Dangshan pear strategic cooperation agreement on behalf of both parties. Hubei Li Shizhen Traditional Chinese Medicine Holding Group is a modern enterprise group integrating investment, management and operation of the pharmaceutical industry. As a good example of high-quality development in the industry, its mainstream products represented by pear paste are deeply trusted and liked by consumers. At the signing ceremony, representatives of the two sides had in-depth exchanges in the form of a symposium on the Dangshan pear cooperation project. The signing of Dangshan pear strategic cooperation agreement between the two sides not only helps to improve the sales volume of pear, but also improves the income of farmers and contributes to poverty alleviation and key industries. Through the combination of strong and strong, we can strengthen the connection between production and marketing, realize the external direct sales of Dangshan industry, and vigorously promote the rapid development of Dangshan County Economy; At the same time, strictly control the product quality and realize the brand marketing upgrading, so as to expand the brand reputation and popularity; By expanding business opportunities, expanding local production capacity, promoting the

integration of "business flow, logistics, capital flow and information flow", achieving win-win results, injecting strong impetus into the development of regional healthy industries, promoting the common development of local and enterprises, and realizing the new prosperity of industry economy [3].

2.1.4. Threats

External competition intensified. After the short bonus period, Dangshan pear trees were planted in large quantities, resulting in a significant imbalance between supply and demand, supply seriously exceeded demand, and prices fell. Green barriers restrict the export of fruits, and the export volume has also decreased significantly. There are tens of thousands of international restrictive regulations and standards. The detection standards for pesticide residues in pear fruits are strict. For the growth of pear fruits, a variety of pesticides must be used in order to control insects and improve yield, which limits the export of Dangshan pear.

2.2. PEST Analysis of Dangshan Pear Development

2.2.1. Politics

(1) The people's Government of Liangli Town, Dangshan County has approved the project approval application for the construction project of Dangshan Suli No. 1 pear garden base. The project plans to build ditches, bridges, roads, Internet and other infrastructure in Mazhuang village, Liangli town from 2021 to 2022. The project will help Dangshan Suli stabilize the achievements in poverty alleviation on the premise of relying on the Internet, realize further economic development, drive the villagers to become rich and build a well-off society.

(2) In order to promote the development of pear industry and actively promote the development of e-commerce in Dangshan, Dangshan County Government has issued a number of policies. First of all, Dangshan established e-commerce poverty alleviation post stations in each poor village, and actively communicated with major e-commerce to seek development. Secondly, Dangshan government actively carries out e-commerce training to improve the quality of e-commerce operators. Finally, in order to strengthen the brand effect, Anhui provincial Party committee and government promoted the construction of "three standards", and Dangshan crisp pear obtained the national and brand effect under the guidance of the government [4].

(3) Pay attention to long-term development and formulate the "No. 1 pear garden" plan. Recently, Dangshan government issued "Dangshan County Fruit Development Twenty Years Plan" for long-term development, adjusting the industrial structure of the pear garden, aiming to form the Dangshan "No. 1 pear garden" system of "intelligent management, standardized production, marketing and tourism". We shall improve the construction of base development, product preservation, processing and sales logistics chain, and fundamentally develop Dangshan fruit industry for a long time and healthily.

(4) In order to enhance the brand image, the government has increased policy support, encouraged the docking of agricultural products with supermarkets, supported farmers to cooperate with professional organizations, and family farms and enterprises to apply for trademarks. At present, Dangshan crisp pear has won more than 10 national and provincial brand titles, and 15 national Dangshan crisp pear demonstration bases have been built in the county, both trademark and quality tend to be standardized.

2.2.2. Economy

In recent years, Dangshan County, Suzhou City, Anhui Province has actively promoted the development of rural e-commerce and effectively helped fruit farmers solve the problem of unsalable products by using the new business form of rural digital economy and online means such as online sales and live broadcasting; Restructuring the industrial chain and supply chain has become an important way to realize agricultural product sales and brand marketing. Rural

e-commerce has become an important way for farmers to increase their income and promoted the revitalization and development of rural areas.

Based on the "four gifts and one service" double project, Dangshan County, Suzhou City, gives full play to its comparative advantages, establishes a modern agricultural demonstration area in the Yellow River province focusing on the production of crisp pears, takes a series of measures to build brands, vigorously develop the characteristic industry of Dangshan crisp pears, promote agricultural transformation and upgrading, and provide guarantee for Rural Revitalization. The digital orchard management system collects production process information and saves electronic product archives. At present, with the efforts of the whole county, 53 digital orchard demonstration parks and 32 enterprises have been built, with the license to use geographical indication products, and operate on the national and provincial agricultural product quality and safety guarantee platform.

2.2.3. Social

(1) Under the epidemic situation, people at all levels of society attach great importance to agricultural development. The work of "agriculture, rural areas and farmers" has always been an important link in building a well-off society in an all-round way and the top priority of Party committees at all levels and even society. We should build a well-off society in an all-round way, lay a good agricultural foundation, win the anti epidemic struggle, and have corresponding policy support and attention at all levels of society in the production, transportation and sales of vegetables, livestock and poultry, fruits and other products.

(2) The effect of Dangshan pear traditional Chinese medicine was found during the epidemic. In March 2020, during novel coronavirus pneumonia, the treatment of new crowns was carried out by the combination of Chinese traditional medicine and Western medicine. The role of Dangshan pear in Chinese medicine was discovered. The status of Dangshan pear in people's hearts rose sharply, and further promoted the sales of Dangshan pear.

(3) The publicity of agricultural exhibition, Agricultural Expo platform and e-commerce platform, as well as the webcast activity of "I am the county magistrate, I speak for" have improved the popularity and brand credibility of Dangshan crisp pear to a certain extent. For example, Dangshan County Magistrate of Anhui Province took the initiative to bring goods into the live broadcasting room. The county magistrate personally brought goods to the live broadcasting room, which expanded the channels for Dangshan pear consumption and greatly increased his reputation.

2.2.4. Technology

The traditional storage method of Dangshan crisp pear is cellar storage. The traditional storage method is greatly affected by the environment, temperature, humidity, oxygen content and other factors are not easy to control. The loss of pear stored by this method over the years is more serious. Therefore, it is very necessary to increase the number of large-scale controlled atmosphere storage and large-scale cold storage to provide suitable storage temperature and humidity for pear and reduce storage loss; In the early stage, the eating methods of Dangshan pear were relatively simple and unified, mostly direct eating or boiling pear paste, which was not competitive in the market. Therefore, it is necessary to introduce new methods to make Dangshan pear into a wide variety of processed products to improve market competitiveness. At the same time, new technologies should be introduced to industrialize the processing of crisp pear products, improve the processing capacity and processing volume, and improve economic benefits [5].

3. Improvement of Brand Competitiveness

Brand competitiveness is the core of a brand's market foothold and long-term development. Brand is the core competitiveness of an enterprise, which determines the success of an enterprise. It is the unique ability of enterprises and the key to stand out among similar commodities. At the same time, brand competitiveness has the ability to make sustainable profits and the ability to obtain excess profits.

3.1. Factors Affecting Brand Competitiveness

(1) Products. Product quality is the core of brand competitiveness. Product variety, taste, quality and so on are related to product sales. Only by improving product quality can we have the opportunity to win more consumers and users. Product competition is the material basis of competition among commercial brands.

(2) Operation. Taking offline stores as an example, business factors include site selection, sales channels, required equipment, various expenses, business model and operator quality. Many elements of a successful brand are indispensable, so detailed investigation and research should be carried out in the early stage of brand creation. Business factors are often related to the later development of the brand.

(3) Service. Taking "Haidilao" hot pot as an example, it is well known for its super enthusiastic service attitude. They compete and occupy the market by providing various high-quality services for diners, and finally stand out in many hot pot stores and start their own brand.

(4) Price. For the same kind of goods and substitute goods, we can timely adopt sales models such as small profit and quick turnover according to the actual situation, so as to attract consumers, expand product sales and improve product popularity.

3.2. Brand Competitiveness of Dangshan Pear

(1) Efficacy. Pear has the effects of clearing lung, relieving cough, lowering blood pressure and improving digestive ability. Its sugar content is lower than that of apple and watermelon, and it can be preserved for a long time. It can be preserved for several months under suitable conditions and is still fresh, tender and juicy. Many medicines, such as Pangdahai (a medicine for treating throat inflammation), have the ingredient of adding pears, and the autumn pear paste boiled with fresh pears is also deeply loved by everyone.

(2) Price. Pear has the advantages of low transportation cost, convenient transportation and less loss in the transportation process, so the price is lower than its corresponding alternative commodities.

(3) Geographical location. Pear trees are suitable to grow on sandy soil with thick soil layer, fertile soil (high organic matter content for plant growth) and good air permeability. The research shows that crisp pear trees grow best under the condition of soil pH 5.8-7. Dangshan County is located around the Yellow River. The old road of the Yellow River passes through the county. It has flat terrain, loose and deep soil. It has the remarkable characteristics of temperate monsoon climate. It has unique natural conditions and excellent conditions for the growth of pear trees. At the same time, Dangshan County is located at the junction of Jiangsu, Shandong, Henan and Anhui. It is an important transportation hub among the four provinces, which provides convenience for the sales of crisp pears.

(4) Quality. Dangshan crisp pear is a kind of white pear. Strictly speaking, it is a natural hybrid of white pear and Sha pear. It combines the advantages of the two. The fruit is crisp and sweet, with small core, thin and juicy skin, instant pulp and high vitamin content. The hybrid pear trees were barren resistant and had high cold resistance and disease resistance.

4. Countermeasures and Suggestions to Improve the Brand Competitiveness of Dangshan Pear

4.1. Expand Publicity and Make Full Use of its Own Advantages to Expand the Brand Popularity of Crisp Pear

In this digital era, we can give full play to the advantages brought by the network, change the traditional offline transaction mode into an online and offline sales mode, and quickly gather the traffic together. Live broadcasting with goods is the hottest online consumption mode at present. Not only the fruit farmers themselves can publicize and sell their own agricultural products live, but also with the support of the local government, we can hire traffic anchor to bring goods or township leaders to publicize by connecting with the fruit farmers. This method breaks the regional restrictions of traditional sales, and the consumer groups are more extensive. It is no longer confined to its own circle of friends, making up for the shortcomings of traditional offline consumption. The presence of township leaders has virtually enhanced consumers' favor and trust in products. Not only is the live goods, but we need to use the social platforms and media public numbers to publicize the official account so that more people will know and understand Dangshan pear. We can also take advantage of our superior geographical location to develop relevant tourism, improve the popularity of the city, and then hit out the brand of crisp pear.

4.2. Innovate Multi-channel Development, Improve Efficiency and Reduce Costs

Traditional enterprise sales pay more attention to their own products and services, while modern sales began to have a new definition. It is no longer simply limited to offline stores or online takeout, WeChat group and Taobao stores. Online live broadcasting has gradually become the competitive point of major products, and the mode of competition has become more and more diversified. Enterprises can cooperate with chain supermarkets, sign long-term pear product supply contracts, and provide relevant products with quality and quantity; Enterprises create their own social platforms and shopping platform accounts, keep pace with the times and master the current traffic passwords, such as shooting short videos and star endorsements, so as to drain their own brands; Enterprises can also create the brand of pear derivatives, which is similar to the sales model of milk tea shops. They can sell baked pears, pear juice and other fresh drinks. They can also cooperate with bookstores and restaurants to integrate multiple elements and maximize experiential consumption.

4.3. Optimize Varieties and Improve Core Competitiveness

Develop characteristic agricultural bases, build R & D bases for agricultural products, and constantly optimize the varieties of crisp pears. The quality and output of crisp pears have decreased due to the falling and bad fruits caused by the rainstorm and cooling in the past two years. The core competitiveness of fruit categories is the supply chain capability, that is, whether to provide consumers with high-quality products in a long-term and stable manner is the key to brand success, Therefore, we should focus on enhancing its resistance and adaptability to natural disasters.

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