

Research on Jiangsu Susi Silk Co., Ltd. Brand Planning

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Abstract

Susi is a leader in China's silk industry and occupies a unique position in the domestic market. Based on the research on the silk products of Susi, the article conducts a SWOT analysis on the product marketing environment, and formulates a comprehensive and scientific feasible plan for Susi. The research results provide a theoretical reference for Susi to improve its operation.

Keywords

Jiangsu Susi Silk Co., Ltd.; Silk Products; Marketing Strategy.

1. Background Analysis

1.1. Introduction to the Development of Susi

Jiangsu Susi Silk Co., Ltd. has been committed to the deep processing of mulberry silk for many years and has a long business history. The company has a mature silk raw material supply end and product supply chain system. The annual output value exceeds 300 million yuan, and the operating income is as high as 450 million yuan. Among them, the "SPCC" trademark won the China Chi Famous Trademark.

2. Consumer Survey

2.1. Questionnaire Design

The sample data in this article comes from the silk market survey questionnaire released by the team. In-depth research on the current situation of the domestic silk product market through online reporting. The questionnaire includes the following contents: consumers' willingness to purchase, consumption channels, advantages and disadvantages of silk products, etc. 142 valid questionnaires were recovered, of which 72.53% of the respondents were under the age of 30, and 76.76% of the respondents were female.

2.2. Analysis of Results

2.2.1. Analysis of Consumer Purchase Intention

Among the surveyed population, 70.54% of the respondents own silk products, but only 52.11% of the respondents have the willingness to buy silk.

For the respondents who are willing to buy silk, further investigate the factors they value when purchasing silk products. The survey found that comfort and quality are the main factors that attract consumers to buy; safety, beauty and price also have a partial impact on consumers' choice to buy silk products. However, most consumers do not pay attention to the brand effect and the convenience of purchase.

2.2.2. Analysis of Consumption Channels

According to the questionnaire results, when consumers buy silk products, they are more inclined to go to clothing brand stores or silk product stores. At the same time, consumers usually consider purchasing silk products through Internet channels. In the survey, 75.89% of

the respondents said that when buying silk, they would encounter problems that it is difficult to distinguish the authenticity of the product and the quality cannot be guaranteed.

2.2.3. Analysis of the Advantages and Disadvantages of Silk Products

Through the investigation, it is found that silk products have unique advantages compared with similar products of other materials. As high as 66.90% of the respondents have a high degree of recognition of the Chinese cultural factors inherited from silk products, so they can pay attention to the connection between silk and traditional culture. At the same time, 64.79% of the respondents believe that the comfort of silk is a major advantage, and 60.56% of the respondents also recognize the natural and healthy characteristics of silk products.

However, silk products also have some disadvantages compared with similar products of other materials. 69.02% of the respondents believe that silk products are not suitable for machine washing and are troublesome to maintain, and 61.27% of the respondents believe that the fabrics made of silk are easy to snag and are not durable. These factors greatly reduce their willingness to buy. However, only 29.58% of the respondents think that silk products are not fashionable enough.

3. The Formulation of the Marketing Mix Strategy of Silk Products of Susi

3.1. SWOT Analysis

Internal advantages: As a comprehensive enterprise of trade, industry and agriculture, Susi focuses on silk, with complete raw materials and complete facilities. It owns a sericulture base and a franchise store.

Internal disadvantages: At first, Susi's business scope was limited to silk. With the rise of the Internet, retail monopoly has gradually declined, accompanied by a lack of innovation.

External Opportunities: The steady development of the domestic economy and the people's pursuit of life have promoted the development of silk enterprises.

External threats: Trade frictions continue to occur, increasing export risks. In addition, the competition of global apparel products has intensified.

3.2. Marketing Strategy Optimization Suggestions

3.2.1. Product Strategy

The goal of Susi is to "innovate the marketing model and promote the construction of Susi ". Susi should break through tradition and integrate into fashion while earnestly grasping the quality of silk products, aiming at domestic first-line silk brands, focusing on the construction of their own brands, and entering the high-end market.

On the one hand, the silk types of Susi are mainly silk quilts, silk masks, silk stockings, etc. Therefore, the direction of product differentiation should be sought on the basis of Chinese silk and clothing cultural resources. For example, it has reached a cooperation agreement with cheongsam and Hanfu merchants to provide high-quality silk fabrics, and print the logo of Susi when selling terminal products. Susi can also cooperate with the Palace Museum, Jiangnan Weaving Museum, etc. to enhance brand awareness.

On the other hand, with the rise of Hanfu trend in recent years, more and more people are willing to learn about Hanfu and wear it. At present, although the Hanfu industry is prosperous, there are still problems such as immature upstream and downstream industrial chains, disconnection between form standards and modern needs. Only when the Hanfu industry is mature can it match the Hanfu boom. And Susi has excellent quality silk and should seize the opportunity to enter the Hanfu market.

3.2.2. Channel Strategy

Susi's sales channels currently have two online channels and offline channels. However, these channels have not been fully utilized for the time being.

With the development of the Internet economy, Susi has developed a variety of online marketing channels. Susi should set up a professional marketing department to strengthen the management of online channels, such as promoting small programs on the WeChat platform, strengthening the correlation between products and related terms on Taobao and Jingdong platforms, etc., to facilitate customers to search.

Susi has few offline brand stores, only one experience store in Suzhou and Suqian. Susi companies should consider opening branches in more cities, especially in first- and second-tier cities with higher consumption levels. In terms of site selection, a variety of places should be considered, such as shopping malls with large traffic, distinctive ancient or Republic-style streets.

4. Conclusion

Susi's current product marketing status is good, but in order to truly win word of mouth and open up domestic and international markets, it is still necessary to make adjustments based on existing analysis and find a more scientific and feasible business strategy. Based on the questionnaire survey, it can be seen that Susi should identify the leading factors of consumers' purchase, continuously improve the comfort and quality of products, and increase consumer stickiness and repeat rate. At the same time, SWOT analyzes the internal advantages, internal disadvantages, external opportunities, and external threats of Susi, so as to clarify the internal environment and external environment, and optimize the company's marketing strategy for this, so as to develop more channels and win more markets.

In today's diversification of consumer demand and the improvement of production technology, Susi should build a platform with silk, carry out reforms and innovations in product design, marketing methods, sales channels, etc., inject new impetus into the traditional silk industry, and create brand characteristics.

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