

ABSTRACT

Under the background of "Made in China 2025" strategy, China's elevator industry has been showing a sustained development trend. By 2016, the average annual growth rate was over 20%. In 2016, the total elevator output of the whole industry in China reached 776000, a year-on-year increase of 2.1%. The elevator output accounts for more than half of the global total output, and China has become the largest elevator market in the world. And with the acceleration of urbanization in China, China will still be the largest elevator market in the world for a long time in the future.

Although there is a large number of elevators in China, the per capital ownership is only about 1 / 3 of the world average, and the Chinese market is far from saturated. Nowadays, people pay more and more attention to the energy conservation of science and technology, but fail to attach great importance to the safety of elevator, the challenges faced by China's elevator industry will be more severe.

How to build core competitiveness in the future 3-5 years for small and medium-sized enterprises who want to survive, and how to expand market share in the market where large enterprises continue to dominate the industry, are the problems we urgently need to answer. This paper will take Shenzhen Skyots Elevator Co., Ltd. as an example, and try to discuss how to expand the elevator market in China from many aspects, such as the analysis of national policies, the market of elevator industry and the current situation of small and medium-sized enterprises.

Keywords: elevator; elevator market; market development plan; Made in China 2025

基于“中国制造 2025”背景下深圳天奥电梯中国市场拓展计划

摘要

在“中国制造 2025”战略背景下，我国电梯行业一直呈现持续发展的态势。至 2016 年年均增长速度超过 20%。2016 年我国全行业电梯总产量达到 77.6 万台，同比增长 2.1%，电梯产量占全球总产量的半数以上，我国已成为全世界最大的电梯市场。并且随着我国城镇化建设加速，我国在今后相当长的时间内仍将是全球最大的电梯市场。

虽然我国电梯的保有量很大，但人均保有量只有世界平均数的 1/3 左右，中国市场远未饱和。在人们越来越注重科技节能，却对乘梯安全还未能高度重视的当今，中国电梯行业所面临的挑战将更为严峻，想获得生存的中小企业如何在未来 3-5 年内，在大企业继续称雄业界的市场中打造核心竞争力以扩大市场份额是我们迫切需要得出答案的难题。本文将深圳天奥电梯公司为例，从分析国家政策、电梯行业的市场以及其中的中小企业如今的处境等多个方面，试着对如何拓展中国电梯市场展开相关的讨论。

关键词：电梯；电梯市场；市场拓展计划；中国制造 2020

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