

摘 要

水是生命之源，无论是从生物的起源还是目前人类的发展，水都是维持生命不可缺少的重要物质，随着社会的发展，人类的进步，为了追求便利和健康，人们也开始成立公司售卖瓶装水。截至目前，单是中国的瓶装水公司就有 3000 多家，可想而知目前的中国纯净水行业的竞争力有多么激烈，因此，为了提升国家纯净水竞争力，我们也需要时刻调整自身的营销策略，因为良好的营销策略才是一个公司良好发展的基石。

本文以农夫山泉这一品牌为例，主要研究了农夫山泉纯净水采用的营销策略，运用了 SWOT 分析指出了他的优势和劣势，还有其面临的机会和威胁。根据农夫山泉 4P 营销策略，具体提出了农夫山泉纯净水存在的主要问题，在这其中找出农夫山泉纯净水营销策略的不足之处并根据其不足进行优化。

关键词：农夫山泉纯净水；营销策略；SWOT；4P

ABSTRACT

Water is the source of life. Whether from the origin of biology or the current development of human beings, water is an indispensable and important material to maintain life. With the development of society and human progress, in order to pursue convenience and health, people also began to set up companies to sell bottled water. Up to now, there are more than 3000 bottled water companies in China alone. It is conceivable how competitive the current Chinese purified water industry is. Therefore, in order to improve the national purified water competitiveness, we also need to constantly adjust our own marketing strategies, because good marketing strategies are the cornerstone of a company's good development.

Taking the brand of Nongfu Mountain Spring as an example, this paper mainly studies the marketing strategy adopted by the purified water of Nongfu Mountain Spring, and points out its advantages and disadvantages, as well as its opportunities and threats through SWOT analysis. Based on the 4P marketing strategy of Nongfu Spring, the main problems of Nongfu Spring purified water were specifically identified, and the shortcomings of Nongfu Spring purified water marketing strategy were identified and optimized based on their shortcomings.

Key words: Nongfu Spring Pure Water; Marketing strategy; SWOT; 4P

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Chapter One Introduction

Marketing plan planning is increasingly highly valued by modern companies. According to statistics, several large modern companies around the world have also set up special marketing plan planning departments. The marketing plan planning department can accurately position the company's future development and also play a role in boosting the expansion of the size of modern enterprises. At present, social changes are changing with each passing day, and the previous marketing strategy is no longer suitable for the current company operation. We should also use these correctly and accurately according to the current social changes and technological progress, to create a better consumption environment for consumers and stimulate their desire to buy.

The paper analyzes the marketing strategy adopted by Nongfu Spring, and looks for the feasibility of its strategy, which can help the development of other brands, and find out the shortcomings of the marketing strategy of Nongfu Spring to optimize it. It always pays attention to the needs of consumers, and changes its policy to meet the purchase desire of consumers, so as to achieve mutual benefit and win-win between enterprises and consumers.

With the development of the times, the competition in the purified water industry is becoming more and more fierce. Under this kind of work pressure market competition, improving the marketing strategy has become the main task of the development trend of the purified water industry. Consumers' attention is not only focused on drinking pure water for convenience and thirst quenching, but also on things beneficial to the human body such as minerals and vitamins that are rich in it. Or some people, because their identity has improved, should also try some high-end water to highlight their status. Perhaps they do not think that water is good to drink, but simply believe that high-end water matches their identity, Therefore, the purified water industry should also attach importance to the appearance of packaging, identify areas where purified water can be improved from various aspects, and improve its marketing strategy.

Therefore, according to the deficiency of the actual marketing strategy of Nongfu Mountain Spring Purified Water, this paper gives corresponding solutions to promote the healthy and relatively stable development trend of the purified water industry, and provides useful reference for other industries. Let China's purified water industry have a bright and beautiful future.



Chapter Two SWOT Analysis of Purified Water from Nongfu Spring

To understand whether the marketing strategy adopted by Nongfu Shanquan perfectly fits their own needs, it is necessary to analyze the overall environment they face. The main one is SWOT analysis, which can provide us with a comprehensive understanding of the main strengths and weaknesses of Nongfu Mountain Spring, as well as the opportunities and threats it faces, to help us better identify the shortcomings in its marketing strategy.

2.1 Competitive Strengths

The advantages of Nongfu Mountain Spring are mainly in two aspects. The first is the quality of its water source. The water of Nongfu Mountain Spring is used in the Qiandao Lake, which is a state-certified first-class water source. Its pure water reserves are also very rich. In the planning of Jilin, Zheng Bo, the assistant to the chairman of Nongfu Mountain Spring, introduced in detail that the three spring holes in the Changbai Mountain Industrial Base form a spring group and become a river as soon as they flow up, with a daily inflow of 3 tons. Such a large daily inflow is unique in the world. Now, these three springs have been closed for a long time. The mountain spring water can automatically erupt up to 10 meters under the pressure of the rock layer, and directly enter the water supply pipeline, which can completely ensure the total output of the base, which is why consumers trust Nongfu Mountain Spring so much.

The second is its strong brand influence. As we all know, Nongfu Spring is also known by people because of its innovative advertising slogan - “Nongfu Spring is a little sweet”, which not only highlights the taste of Nongfu Spring, but also attracts the attention of a large number of consumers. The advertising strategy of Nongfu Shanquan is really excellent, and its advertising words really reflect the true taste of its products, which has won the trust of consumers.

2.2 Competitive Weaknesses

Although the uniqueness of the water source has brought a certain good reputation to Nongfu Spring, the remote location of the water source has also brought a certain impact on Nongfu Spring Company. The transportation of the water source of Nongfu Spring has become a big problem. The high cost of transportation has led to low profits of purified water. With the

increase of the gross national product, the consumer's consumption concept has also changed. There are many kinds of pure water products. More and more enterprises begin to release different products closely around the different types of consumer's consumption concept. However, the product of Nongfu Spring is very targeted. Nongfu Spring did not make a division for the consumer group when formulating the marketing strategy, However, the result of the lack of segmentation is that the overall goal of the Nongfu Spring Group for the purchase of purified water consumers is not clear. Although the marketing strategy for purified water has been established, the expected effect cannot be achieved, and the sales volume of Nongfu Spring cannot be mentioned to the maximum.

2.3 Opportunities

Nongtianshan Spring focuses on natural mineral water and takes environmental protection, pure nature and physical and mental health as its business philosophy, which is exactly in line with the psychological state of customers who attach great importance to health and life quality, and invisibly creates momentum for the publicity and planning of Nongtianshan Spring. The emergence of a new round of hot sales climax is accompanied by the increasingly docking of China's market and the international market, providing a broad market performance stage for local beverage companies, that is, using famous brands to develop the international market, and changing the development trend of Chinese national beverage brands into international beverage brands. Therefore, Nongfu Mountain Spring can always adhere to this business philosophy and stick to its original intention.

In addition, the water sources used by Nongfu Mountain Spring are also nationally superior, which is also trusted by the majority of consumers. Its special craftsmanship and good brand promotion are opportunities for Nongfu Mountain Spring itself. Seizing these opportunities and making certain upgrades and transformations can also bring a bright development prospect.

2.4 Threats

Because of the increasingly fierce competition in the purified water industry, the biggest threat facing Nongfu Spring is the domestic competitors in the same industry. Pure water brands such as Master Kang and Wahaha are also widely praised in the industry. In the case of competition, Nongfu Spring should also maintain its original intention and compete fairly. With the improvement of living standards, more and more consumers are beginning to pay attention to high-end water. The quality and grade that high-end water brings to people is incomparable

between middle and low end water. In the current high-end water market in China, high-end water imported from abroad is of greater concern to consumers. The main reason why high-end water is expensive is that it has a good water source and contains a lot of healthy substances, making drinking it more reassuring.

Not only are competitors in the industry, but also the beverage industry is threatening the development of purified water. Among the consumers, many young people and children prefer various kinds of drinks. The market share gap between bottled water and carbonated drinks is also growing. Some surveys also show that carbonated drinks become the most popular drink of consumers in summer, while purified water ranks fourth. Nongfu Mountain Spring should identify remedial measures based on current threats.

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