

康师傅方便面唐山市场营销策略研究

摘 要

20 世纪 90 年代,康师傅公司从一个小小的油厂转变为全国知名的食品公司。康师傅公司产品类众多,追求好材料,注重食品安全问题。加上康师傅公司营销渠道的经营管理良好,也一直以诚信作为公司的经营理念,所以深受消费者的喜爱和支持,令他的市场口碑在排行榜上名列前茅。

把方便面行业有代表性的产业——康师傅公司作为研究对象,并结合唐山市市场现状,对营销策略进行分析优化。运用比较分析法,文献研究法,归纳演绎法,4P 理论和 SWOT 模型对公司进行深入研究。分析得出:价格优势不明显,农村占有率少,消费者健康安全认知和环保问,销售渠道口味针对效果不好等问题。提出了创新产品,塑造环保的形象,宣传食品健康,共同发展线上和线下的营销渠道,对农村市场深入开发等建议。营销策划的有效实施,对公司长远发展起到助推的作用,实现自身价值和社会价值。对康师傅公司的研究不仅对企业自身有着重要的作用,还可以把成功的经验分享给其他中小企业,实现共同进步,创造共赢。

关键词: 康师傅方便面; 唐山市场; 营销策略

Abstract

In the 1990s, Master Kong changed from a small oil factory to a nationally renowned food company. Master Kong has many categories, pursues good materials, and pays attention to food safety issues. In addition, Master Kong's marketing channels have been well managed, and integrity has always been regarded as the company's business philosophy, so it is deeply loved and supported by consumers, making his market reputation on the top of the rankings.

Taking the representative company of instant noodle industry-Master Kong as the research object, and combining Tangshan's market status, the marketing strategy is analyzed and optimized. Use comparative analysis, literature research, inductive deduction, 4P theory and SWOT model to conduct in-depth research on the company. The analysis shows that the price advantage is not obvious, the rural share is small, the consumers' awareness of health, safety and environmental protection, and the taste of the sales channel are aimed at the problems such as poor effects. Suggestions were made on innovative products, shaping environmental protection images, promoting food health, jointly developing online and offline marketing channels, and developing rural markets in depth. The effective implementation of marketing planning plays a role in helping and promoting the company's long-term development and realizing its own value and social value. The research of Master Kong not only plays an important role in the enterprise itself, but also can share the successful experience with other small and medium-sized enterprises, to achieve common progress and create a win-win situation.

Key Words: Kangshifu Instant Noodle; Tangshan ; Marketing Strategy

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