

经安钢铁唐山市场营销策略研究

摘 要

当前，随着全球经济一体化的进程逐渐加快、我国社会主义改革开放的程度不断加深，我国钢铁企业面临着非常巨大的挑战和严峻的考验。当前我国钢铁企业的市场营销策略仍然不完善，必须要充分吸收国内各行业在市场营销策略方面的理论和经验，从而提升自身核心竞争力和实力水平，保证企业的长远稳定发展。

经安钢铁有限公司位于唐山市，唐山市作为一个老牌重工业城市，重工业发展时间早，历史比较长，让唐山市钢铁企业在产业结构升级重组中面临巨大的挑战。通过 4P 理论和 SWOT 模型，并且运用结合访谈法、文献分析法、实地考察法对经安钢铁进行了研究，分析得出唐山市场经安钢铁出现的问题，并对当前唐山市场钢铁产能现状以及存在的问题加以描述，思考经安钢铁在唐山市场上的营销策略和今后的发展方向，希望对经安钢铁今后发展有所帮助，从而有利于经安钢铁在今后的发展中更加卓越。

关键词：经安钢铁；唐山市场；营销策略

Abstract

At present, with the gradual acceleration of the process of global economic integration and the deepening of China's socialist reform and opening up, China's iron and steel enterprises are facing huge challenges and severe tests. At present, the marketing strategies of China's iron and steel enterprises are still not perfect, so we must fully absorb the theories and experience of domestic industries in marketing strategies, so as to improve our core competitiveness and strength, and ensure the long-term stable development of enterprises. At present, with the gradual acceleration of the process of global economic integration and the deepening of China's socialist reform and opening up, China's iron and steel enterprises are facing huge challenges and severe tests. At present, the marketing strategies of China's iron and steel enterprises are still not perfect, so we must fully absorb the theories and experience of domestic industries in marketing strategies, so as to improve our core competitiveness and strength, and ensure the long-term stable development of enterprises.

Jingan iron and steel co., ltd. is located in tangshan city. As an old city of heavy industry, the development of heavy industry is early and the history is long. By 4 p theory and SWOT model, and combined with the interview method, literature analysis, field investigation method of the steel are studied, analysis the tangshan market issues by Ann steel, and steel production capacity to the current tangshan market present situation and the existence question, thinking by Ann in tangshan steel on the field of the marketing strategy and the future development direction and hope for the future development by Ann steel help, thus to the steel in the future development of more outstanding. Jingan iron & steel co., ltd. is located in tangshan city. As an old city of heavy industry, the development of heavy industry is early and the history is long. By 4 p theory and SWOT model, and combined with the interview method, literature analysis, field investigation method of the steel are studied, analysis the tangshan market issues by Ann steel, and steel production capacity to the current tangshan market present situation and the existence question, thinking by Ann in tangshan steel on the field of the marketing strategy and the future development direction and hope for the future development by Ann steel help, thus to the steel in the future development of more outstanding.

Key words: jingan iron and steel; Tangshan market; the marketing strategy

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