

富安娜家纺营销策略研究

摘 要

近年来，互联网快速发展，国内外各行业在互联网中飞速崛起。线下营销模式受互联网营销模式的影响，使各行业线下营销模式受到冲击。很多行业线下营销模式成负数增长，亏损严重。市场的激烈竞争，与及互联网模式发展及冲击，消费者的消费观念随着互联网模式的发展慢慢的转变着。各企业想要在众多的行业竞争中脱颖而出，就需要有着新的营销模式，新的营销策略，而且需要根据企业自身的个性特点，找到准自身的市场定位，从现有新的营销策略中寻找新的营销道路。

本文通过分析富安娜现有营销策略，从富安娜家纺的营销策略概念入手，对富安娜家纺内外部环境进行分析，明确富安娜家纺企业在现有竞争模式中的优势与劣势。主要根据富安娜的营销方式，后勤仓储运营，销售策略实地调研中包括了顾客的喜好需求，消费者在品牌营销中的重要地位，消费者调研覆盖了消费者基本信息、居家信息、购物渠道、产品喜好、服务需求等几个模块，结合消费者调研结果及富安娜家纺品牌个性、品牌渠道传播、品牌销售渠道、品牌管理等现有的营销策略进行研究分析。

关键词：富安娜家纺、营销策略、后勤仓储运营、品牌定位

ABSTRACT

In recent years, the Internet has developed rapidly, and various industries at home and abroad have risen rapidly in the Internet. The offline marketing model is influenced by the Internet marketing model, which has affected the offline marketing models of various industries. Many industry offline marketing models have grown negatively and suffered serious losses. The fierce competition in the market, and the development and impact of the Internet model, consumers' consumption concept has gradually changed with the development of the Internet model. If companies want to stand out in the competition of many industries, they need to have new marketing models, new marketing strategies, and need to find their own market positioning according to their own individual characteristics, and look for new marketing strategies. New marketing path.

This paper analyzes the existing marketing strategy of Fu Anna, and starts with the marketing strategy concept of Fu Anna Home Textiles, analyzes the internal and external environment of Fu Anna Home Textiles, and clarifies the advantages and disadvantages of Fu Anna Home Textiles enterprises in the existing competition mode. Mainly according to Fu Anna's marketing method, logistics and warehousing operations, sales strategy field research includes customer preferences, consumers' important position in brand marketing, consumer research covers basic consumer information, home information, shopping channels, products Several modules, such as preferences and service needs, combine the consumer research results and the existing marketing strategies of Fuanna Home Textiles brand personality, brand channel communication, brand sales channels, brand management and so on.

Keywords: Fu Anna Home Textiles, marketing strategy, logistics and warehousing operations, brand positioning

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