



**RESEARCH ON MARKETING STRATEGY FOR QING-FENG STEAMED
DUMPLING SHOP**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY
2018**



**RESEARCH ON MARKETING STRATEGY FOR QING-FENG STEAMED
DUMPLING SHOP**

Thematic Certificate

**To
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This Independent Study has been approved as a Partial Fulfillment of the Requirement of International Master of Business Administration in International Business Management

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ABSTRACT

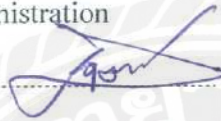
Title: RESEARCH ON MARKETING STRATEGY FOR QING-FENG STEAMED DUMPLING SHOP

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Degree: Master of Business Administration

Major: Business Administration

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25 / 05 / 2018

The change of people's consumption concept makes dining out more rational and regular, and also the requirement for food quality becomes higher than ever, and they put more focus on qualities, brands, specialties, cleanliness, nutrients and fastness. Under the supporting of marketing management theory, this paper compares other successful cases, and proposes optimization measures for Qing-Feng Steamed Dumpling Shop. These marketing management measures will help Qing-Feng Steamed Dumpling Shop establish a correct sense of marketing, strengthen marketing management ability, improve innovation capacity, and make sure the company developing healthily, rapidly and continuously. At the same time, it has a reference value for other companies on market management. So we think that the research on this issue has great meaning both in theory and reality.

Firstly, this paper analyzes the current marketing situation, problems and the reasons of Qing-Feng Steamed Dumpling Shop. The existing main problems are: slow pace of developing new products; lack of marketing activities; low management efficiency. There are two main reasons: the first one is top leaders don't pay much attention on innovation of both products and services; the second one is talents training system is imperfect. Second, in order to making marketing strategies, it analyzes the macro and micro environment, and uses SWOT analysis to research on the strengths, weaknesses, opportunities and threats of Qing-Feng Steamed Dumpling Shop. At last, making

ACKNOWLEDGMENT

I'd like to give my sincere thanks to SIAM University for giving me a learning opportunity in this thesis design. My tutor not only gave me thorough guidance from selection of title, framework design and details correction, but also proposed many valuable opinions and suggestions. His strict academic attitude, highly professional dedication, cautious work style and audacious entrepreneurial spirit have affected me significantly. Moreover, I'm enlightened by his profound knowledge, broad vision and sharp thought. This thesis is accomplished under careful guidance and strong supports of my tutor.

Besides, I appreciate reaching efforts of all of my teachers. Without knowledge accumulation for years, I would be not so motivated and confident for this thesis. I sincerely hope my teachers could give me some comments on my thesis to further improve it.

Additionally, I want to express my thanks to my friends and classmates for strong supports and helps in this thesis. Their assistance has enlightened me a lot. Thank authors of all references. Their studies lay a good foundation for my thesis.

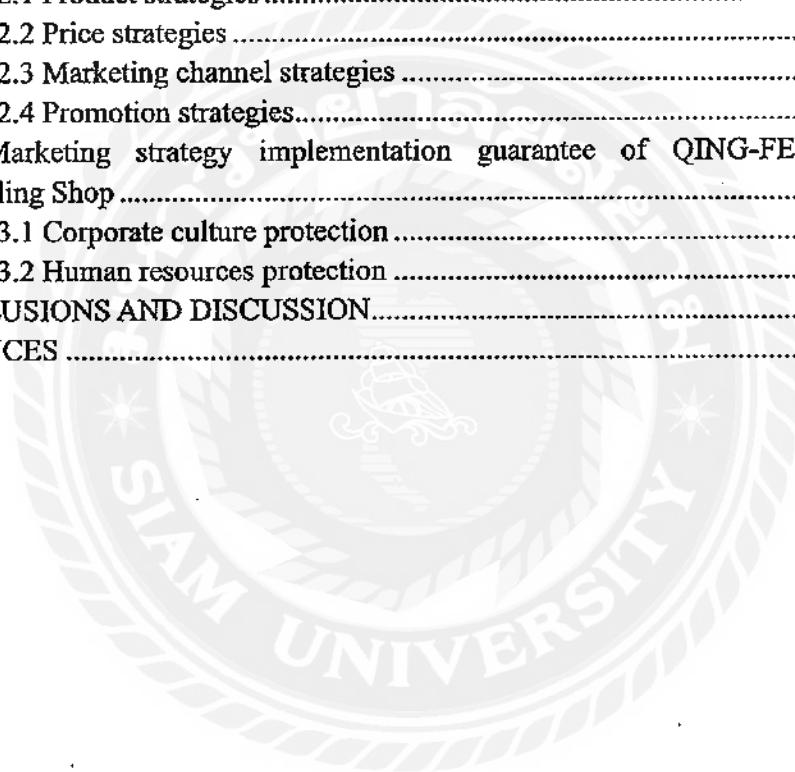
Finally, sincere gratitude shall be given to all reviewers for their time in reading my thesis.

**RESEARCH ON MARKETING STRATEGY FOR QING-FENG STEAMED,
DUMPLING SHOP**

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RESEARCH ON MARKETING STRATEGY FOR QING-FENG STEAMED DUMPLING SHOP

1. INTRODUCTION

1.1 Background and significance of the study

1.1.1 Background of the study

According to statistics from the National Bureau of Statistics, by the end of 2015, China's catering industry had revenue of 434.347 billion yuan, business area of 53.662 million square meters, 25,947 corporate enterprises, and 2,220,780 employees. Chinese people attach great importance to diet, so the fast food industry is an important part of our national economy.

People's changes in the concept of consumption, making dining out more rational and regular, and the increasingly higher quality of consumer demand, the pursuit of quality, brand, features, quality, health, nutrition, and speed. On June 5, 2014, the Ministry of Commerce of the People's Republic of China issued the "Guidance Opinion of the Ministry of Commerce on Accelerating the Development of Popular Catering", which clearly stated that it is necessary to accelerate the development of popular catering, optimize the development structure of the catering industry, and promote the catering industry to return to rational consumption. As of June 2014, China's mass-market catering accounted for 80% of the national catering market, and strived to use 5 years or so to allow this proportion to exceed 85%, and to make the overall level of development catering to the people's catering consumption needs.

Under the guidance of such a big government policy, the fast food industry will soon develop into an important representative force for the development of China's modern catering industry. It will be able to play a role in promoting and leading the industry, and will make positive contributions to the development of China's society and industry. However, the development of the fast food industry in China is still not comparable to that of some developed countries. In China's catering market, fast food is still dominated by Western-style fast food, Pizza Hut, McDonald's, KFC and other well-known international chain catering companies, the scale is very large, is Chinese

Fast food cannot compete. Western-style fast foods are mostly nation-wide and even globally chain-operated. Chinese-style fast foods generally have great limitations. They are limited to the region, the provinces and regions, and there are fewer national chain operations. Most of them cannot be scaled and it is difficult to grow into a famous catering brand.

In the face of Western-style fast food competition, China's fast food industry must achieve scientific development as soon as possible. Under such a big environment, how the food and beverage industry companies should conduct relevant marketing strategies based on the characteristics of their own companies has become a crucial issue. The QING-FENG Steamed Dumpling Shop, an old Chinese fast food company with nearly 70 years of history, has been widely accepted by its distinctive dishes and excellent product quality, and has become an established company with a reputation as a capital city. In the hundreds of years of change, the time-honored brand has inherited and innovated as well as collapsed and declined. The QING-FENG Steamed Dumpling Shop can be passed on to today, and its brand itself is very appealing to consumers. However, in today's rapidly developing economy, it is urgently needed for any company to consider how to innovate and how to keep the company up to date.

1.1.2 Significance of the study

In the fierce market competition, QING-FENG Steamed Dumpling Shop as an old fast-food restaurant, the era of purely relying on word-of-mouth marketing has ceased to exist. In the era of the continuous development of new platforms such as the Internet, old marketing methods before the time-honored brands do not apply to the present. Therefore, if we do not take corresponding measures and do nothing, we can easily forget and decline. Under the support of marketing management theory, this topic proposes a marketing mix strategy for QING-FENG Steamed Dumpling Shop by referring to and comparing excellent marketing cases in the same industry. Through analysis and research, if such a marketing management combination strategy is implemented, it can certainly help companies improve their marketing management capabilities, change traditional marketing concepts, establish scientific development concepts, and improve their ability to innovate in marketing. Ensure that the QING-FENG Steamed Dumpling Shop can develop healthily, quickly and continuously; at the same time, it can also serve as a reference value for other food and beverage industry companies in marketing management. These are of great significance.

1.2 Research content and methods

1.2.1 Research methods and problems to be solved

Under the guidance of marketing management theory, the research methods used in this paper include: Literature research analysis. Use the literature research method to analyze how the QING-FENG Steamed Dumpling Shop conducts marketing activities in a timely and comprehensive manner. Through a large number of literature reading, collection, collation, analysis, research, and with reference to the excellent cases of the same industry, the marketing status of the QING-FENG Steamed Dumpling Shop is analyzed, its existing problems are analyzed, and the corresponding reasons are analyzed. Reasons, under the guidance of marketing management theory and related analysis methods, put forward the corresponding marketing mix strategy, at the same time, also for the QING-FENG Steamed Dumpling Shop put forward the corresponding safeguard measures to ensure the smooth implementation of marketing mix strategy.

SWOT analysis method. The SWOT analysis method was used to comprehensively analyze its advantages and disadvantages, opportunities and threats. Using the SWOT analysis method, we can comprehensively analyze the various situations faced by the QING-FENG Steamed Dumpling Shop, understand its advantages and opportunities, and make up for its shortcomings, face up to its threats, and formulate corresponding development strategies and countermeasures based on the research results.

The problems that need to be solved during the QING-FENG Steamed Dumpling Shop marketing process are:

1. Slow launch of new products and limited consumer choices;
2. Less marketing activities, leading to a decline in corporate visibility;
3. Low management efficiency, resulting in poor customer experience.

1.2.2 Research content

This article analyzes the marketing mix strategy of QING-FENG Steamed Dumpling Shop from the point of view of marketing management. With the support of marketing management theory, it proposes a marketing management for QING-FENG Steamed Dumpling Shop by comparing and comparing excellent marketing cases in

the same industry strategy. Use SWOT and STP analysis methods in combination with data collection and consolidation and environmental analysis to analyze and formulate an overall marketing mix strategy.

The paper is divided into 4 parts:

Chapter 1 discusses the research background, method and content of this article, followed by theoretical analysis and literature review. These researches provide the scientific support and theoretical basis for QING-FENG Steamed Dumpling Shop's environmental analysis and marketing combination strategy formulation.

Chapter 2 focuses on analyzing the marketing status, problems, and reasons of the QING-FENG Steamed Dumpling Shop, and analyzes some of the industry's data. Through these analyses, we can better target these problems and causes to find out the corresponding marketing strategies and make the company develop better.

Chapter 3 mainly discusses the macro environment, micro environment, advantages and disadvantages, opportunities, and threats of the QING-FENG Steamed Dumpling Shop. Through analysis, it is clear that the QING-FENG Steamed Dumpling Shop is located in the entire fast food industry in order to better formulate a marketing mix strategy suitable for its development.

Chapter 4 uses the STP strategy to analyze the market segmentation of the QING-FENG Steamed Dumpling Shop, the target market selected after the market segmentation, and its market positioning. The QING-FENG Steamed Dumpling Shop has formulated a marketing mix strategy suitable for its long-term development, and has proposed the implementation of its marketing mix strategy guarantee.

1.3 Theoretical basis and literature review

1.3.1 Theoretical basis

(1) STP strategic analysis: In 1956, the American market scientist Wendell Smith put forward the concept of market segmentation. Market segmentation divides the overall market into several sub-markets with common characteristics according to consumer desires and demands. Consumer groups in the same market segment are called target consumer groups. By 1986, Tony Lunn subdivided the market in two

ways. One was to subdivide the consumption scenario of the product or service, and the other was to subdivide according to the difference in demand of different consumers. Kotler suggested that companies choose the four dimensions of geography, behavior, culture and psychology for market segmentation. In 2011, Chinese scholar Qi proposed that companies should conduct market segmentation in terms of consumption attributes, preferences, needs, and values. (Qi, 2011)

In selecting the target market, Jennifer suggested that companies consider the following factors: consumer preferences, their own resources, products, services, competitors, etc. In most cases, companies do not have the ability to enter into every child. In the market, each company should choose one or several submarkets suitable for its own development in combination with its own reality. (Jennifer, 2002)

In the 1970s, American marketing scientist Al Rise and Jack Trout proposed the concept of market positioning. Wind Y J. believes that market positioning is a marketing technique that can shape a particular image in the minds of target consumers. This view is accepted by most scholars (Wind, 2008). Chinese scholars Sun Luqian proposed three steps for companies to conduct market positioning: identify the target consumer's needs; define the company's value proposition; and formulate corresponding marketing strategies to support the company's value proposition. (Sun, 2011)

2) Marketing mix strategy theory: Harvard University professor Neil first adopted a marketing mix and identified 12 elements of the marketing mix. Richard Clay maintains further research on this basis, summing up the marketing mix into four elements: product, pricing, channel, and promotion.

In 1960 McCarthy put forward the famous 4Ps theory. This theory holds that when companies engage in marketing activities, they must not only consider the external environment in which the company is located, but also formulate a reasonable marketing mix strategy. On this basis, thorough implementation of the established marketing strategy, if necessary, continue to make amendments and supplements to meet the needs of a complex and ever-changing target market will help realize the company's goals. After this, Kotler improved the theory and put forward 6Ps theory.

1.3.2 Literature review

In the study of old brands, the main tool for measuring nostalgic tendencies is the nostalgic tendency scale constructed by Holbrook in 1993. In 1996, Aaker provided an effective method of brand activation: clever use of associations associated with the brand tradition.

Liu took the time-honored Quanjude as the research object and pointed out that the tradition of the old-name catering companies is the basis for their development. At the same time, they must continue to explore and innovate in order to continue to grow and develop, and put forward the views of experience marketing and service marketing. (Liu, 2006) That most of the time-honored brand enterprises lack modern marketing concepts, have clear habits, inaccurate market and brand positioning, and lack proper marketing strategies (Jin, 2007). Because of many deep-rooted reasons such as the system, many time-honored companies are accustomed to looking at the changing market with inherent concepts and lacking market-oriented modern marketing strategies and concepts (Chen, 2007). Through the SWOT analysis, the old brand companies have unique brand culture, unique "exclusive" and trustworthy advantages of quality and integrity, but also aging business concepts, labor-intensive, low added value, brand the continuous disadvantages of the competition have enjoyed great opportunities and are also threatened by competitors. The time-honored enterprises should speed up product innovation, increase the technological and cultural content of products, improve product packaging, carry out experiential cultural consumption, value-based and psychological pricing, and expand public relations promotion to continuously improve marketing(Xu, 2011). Intellectual property rights are related to the longevity of time-honored brands, and if they do not talk about intellectual property rights, they cannot protect the core competitiveness of time-honored brands. Without the protection of intellectual property rights, the old-fashioned enterprises will inevitably face the chaos of any cottage. (Xiong, 2014)

Research on corporate culture The American professor Terrence Deere and company consultant Alan Kennedy published "Corporate Culture - Customs and Etiquette for Business Survival." They believe that a strong corporate culture is a must-have for successful and successful companies, and all their employees will follow it. They summarized the entire theoretical system into five elements: the corporate environment, values, heroes, cultural rituals, and cultural networks. (Terrence, Alan, 1981)

The soul of source management, the combination of human resources management and corporate culture construction strengthen the competitiveness believes that consumer behavior is more personalized and diverse. Cultural factors are used in the marketing of catering companies. The use of cultural marketing to achieve the development of catering business operations and the promotion of business development are very dynamic marketing methods. The competition between enterprises today is the competition of talents, and the corporate culture is the basis for talent competition. (Li, 2015)

Scholars at domestic and abroad have made a lot of researches on the old name, service marketing, and corporate culture, and have put forward many constructive ideas. From simple word-of-mouth marketing to the improvement of corporate culture and quality of employees, the time-honored enterprises should speed up product innovation and increase the technological and cultural content of products; it is particularly necessary for “old” catering enterprises to continuously develop and innovate on the premise of inheriting traditions. At the same time, we must attach importance to experience marketing and service marketing; attach importance to the construction of corporate culture and integrate human resources with corporate culture construction.

2. QING-FENG STEAMED DUMPLING SHOP MARKETING STATUS AND

PROBLEM ANALYSIS

2.1 Introduction of QING-FENG Dumpling Shop

2.1.1 The history and scale of QING-FENG Steamed Dumpling Shop

Beijing QING-FENG Steamed Dumpling Shop is a well-known fast-food company and belongs to Beijing Huatian Food Group. Founded in 1948, the QING-FENG Steamed Dumpling Shop has a history of nearly 70 years. It was formerly known as “Wanxingju”. The products mainly include buns, rice, and snacks. Because the bun fillings are strictly selected, produced finely and tastefully, the people in Beijing are very fond of it, so the business is also very prosperous. Later, until now, the QING-FENG Steamed Dumpling Shop mainly operated buns and stir-fried liver. In 1956, it was officially changed to the current store name. Due to the Chinese people's eating habits and high quality products, the Beijing QING-FENG Steamed Dumpling Shop has naturally become a brand recognized by the people.

By the end of 2015, the stores had spread to 11 provinces and 34 cities across the country, with a total of 314 chain stores, of which 260 were in the city of Beijing. The stores across the country received a total of 62 million customers throughout the year, with sales exceeding RMB 1 billion.

2.1.2 Corporate culture of QING-FENG Steamed Dumpling Shop

QING-FENG Steamed Dumpling Shop's business philosophy is "quality, cleanliness, service, benefits, experience, and health." The goal has always been to "stick to the road of franchising and create a Chinese-style fast food development."

2.1.3 Product features of QING-FENG Steamed Dumpling Shop

QING-FENG Steamed Dumpling Shop's products are of good quality and have been loved by customers. Regardless of steamed stuffed buns, other liquid foods, side dishes, and other products, the QING-FENG Steamed Dumpling Shop has established strict standards, from raw material production areas, filling deployment, bun weight, appearance, etc. have strict requirements, buns to the customer's table. It is necessary to ensure that the skin is thin and the appearance is beautiful, so that customers feel that it is soft and delicious when eaten. Another important reason is that the operating variety of steamed dumpling shops is relatively rich compared to other Chinese fast food. Steamed buns are stuffed with pork onion, stuffed fresh stuffed pork, stuffed pork, etc. The flow of food is also very rich, there are probably more than 10 species, and there is millet porridge, soy milk and so on. It also added some cold dishes that customers like, such as: crispy fish, soy sauce, frozen pork, kelp, and leek and so on.

2.2 QING-FENG Steamed Dumpling Shop's marketing status and existing problems

2.2.1 QING-FENG Steamed Dumpling Shop's marketing status

China Hotel Association released the "2016 China Catering Industry Annual Report" on May 18, 2016. In the ranking of the top 50 Chinese restaurants in 2016, Beijing Huatian Food Group ranked 13th. In 2015, Beijing Huatian Food Group ranked third, showing the momentum of development ferocious. In the ranking of 2016 China Fast Food Group's top ten; Beijing's QING-FENG Steamed Dumpling Shop came in third. The marketing status of QING-FENG Steamed Dumpling Shop is summarized as follows:

(1) The development speed is fast, and the franchise chain is swift. Since 2005, the QING-FENG Steamed Dumpling Shop has opened the way for franchising. In order to develop into the "most popular" Chinese fast food brand, QING-FENG Steamed Dumpling Shop strives to ensure product quality, and has been steadily moving forward step by step. After so many years of hard work, it has left a good impression on the hearts of the general public. According to statistics, the QING-FENG Steamed Dumpling Shop achieved a rapid growth in sales of direct-operated stores throughout the year, up by 40%. QING-FENG Steamed

Dumpling Shop By the end of 2015, the chain stores had grown to 314 stores in 11 provinces and 34 cities throughout the country, of which 260 were in the Beijing area. According to the official website of the QING-FENG Steamed Dumpling Shop, across the country, all shops receive an average of 170,000 visitors per day, totaling 62 million passengers in the year and sales exceeding RMB 1 billion.

(2) As a popular food and beverage, it will follow the trend of the times. The Ministry of Commerce of the People's Republic of China issued the "Guidance Opinion of the Ministry of Commerce on Accelerating the Development of Popular Catering" on June 5, 2014. In the guidance, it was clearly stated that China's popular catering industry accounts for 80% of the catering market. With the increase of income levels, changes in consumer attitudes and the acceleration of the pace of life, the market for popular catering will have great potential for development in the future. China should guide the transformation of high-end catering, accelerate the development of popular catering, and promote the catering industry to return to rational consumption, so as to optimize the development structure of the catering industry and enhance the level of development of the catering industry in China. The QING-FENG Steamed Dumpling Shop is a Chinese-style fast food restaurant oriented to mass catering, which is in line with the development of the times. As can be seen from the following table (Figure 1), in terms of per capita consumption, the popularity of catering increased by 10.76% in 2015 compared to 2014; in terms of the number of consumers, it has increased by 13.61%. Mid-range catering and mass catering have both increased in both directions. Popular catering has seen the fastest increase, while high-end catering has seen a decline in both levels. These data show that the popularity of catering in China shows a huge market space and development potential. The data in the following table shows the consumption changes of Chinese people in the food and beverage sector in 2015.

| Item | Upscale restaurant | Mid-range restaurant | General restaurant |
|--|--------------------|----------------------|--------------------|
| Per capita consumption has changed from last year. | -4.18% | 7.47% | 10.76% |
| The number of consumers changed from last year. | -2.67% | 8.55% | 13.61% |

Figure 1

(3) The price is cheap and the taste is authentic, which meets the needs of consumers. China's catering market is a decentralized and competitive market, and

customers are extremely sensitive to prices. The catering industry in China has always been undergoing a fierce price war. However, with the rapid economic development and the emergence of the Internet industry, the pattern of China's catering market has entered the reshuffle stage, the high-end catering market has begun to shrink, and the popularity of catering has gradually increased to the mainstream of the industry. According to a survey conducted by the China Hotel Association in the “2015 China Food and Beverage Consumer Market Big Data Analysis Report”(Figure 2), Chinese consumers in the Chinese food market have ranked the “taste”, “service”, and “environmental” three factors before the “price ratio”. QING-FENG Steamed Dumpling Shop has been focusing on product quality for the past 70 years. It has ensured the authentic taste of the products and has been recognized by customers. In terms of taste, QING-FENG Steamed Dumpling Shop has certain advantages. And compared with the same quality of Chinese fast food, QING-FENG Steamed Dumpling Shop's price advantage is also more obvious.

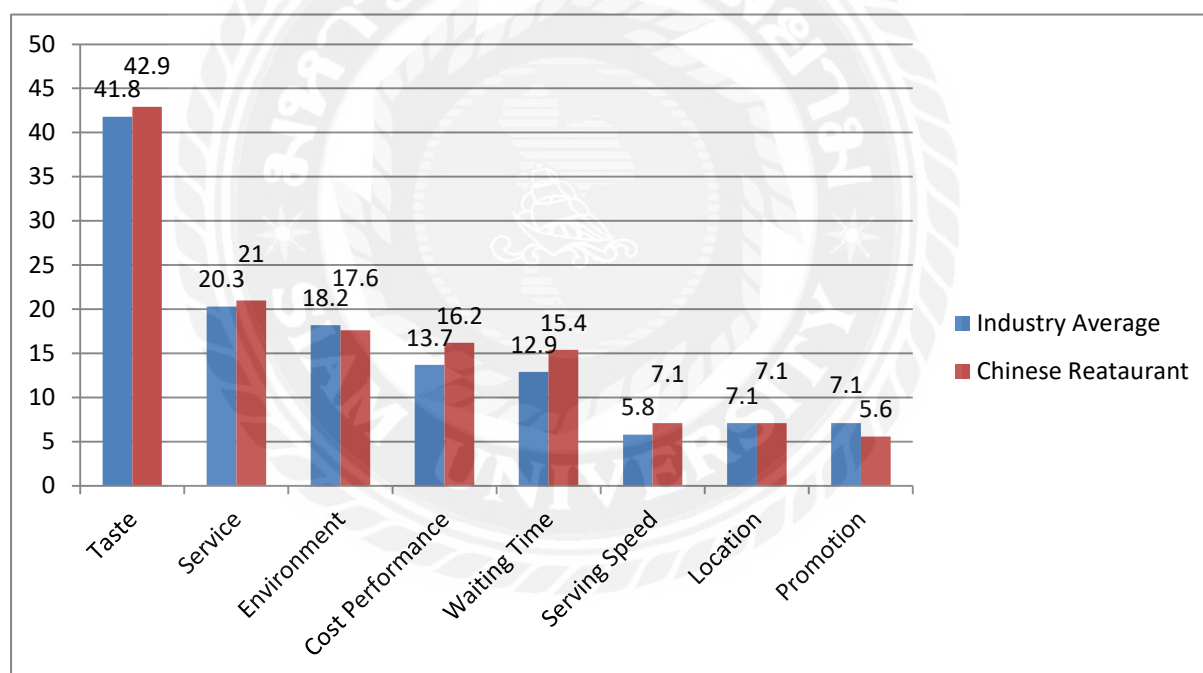


Figure 2 Chinese catering consumer concerns

2.2.2 QING-FENG Steamed Dumpling Shop’s existing problems

(1) Slow launch of new products and limited consumer choice. Overall, QING-FENG Steamed Dumpling Shop is slow to launch new products, and in many cases, new products can be seen in some store posters, but there is no new product in

the store to allow customers to choose. For example, Peony snacks which has been launched for the past year, has related poster publicity in many stores. It looks like a snack with a lot of appetite. But unfortunately, whether it is really delicious or not, many shops cannot eat it until this year. As a result of the investigation, many old customers had a negative attitude toward the launch of new products at the QING-FENG Steamed Dumpling Shop. Young people in particular felt that their products were always the same and there was no product that could make people shine.

Since the brand's products have been passed down for nearly 70 years, most customers have confirmed the taste of the QING-FENG Steamed Dumpling Shop. However, as far as the survey results are concerned, customers are 34% dissatisfied with the speed of launching new products, which accounts for a large proportion. With the increase of brand loyalty and the decrease of brand price sensitivity, after becoming an old customer, everyone still hopes to see new products often; otherwise the products will be relatively single and unattractive. In this era of rapid economic and Internet development, the rise and fall of a company not only depends on excellent products, assured quality, but also continuous innovation, launching new products that customers like. Only constant innovation, continuous innovation in technology and quality can continuously attract new customers, retain old customers, and their brands will be recognized by consumers, so companies can continue to advance.

(2) Less marketing activities, leading to a decrease in corporate visibility. On the home page of the QING-FENG Steamed Dumpling Shop, a special event was set up for QING-FENG, which is reported by the media below. In the media coverage section, we can see that the latest media coverage from the current QING-FENG Steamed Dumpling Shop was on November 25, 2015. It was reported that the QING-FENG Steamed Dumpling Shop was located in more than 260 stores in the urban area of Beijing. Nearly 80,000 hot steamed buns were provided free of charge. Nearly 9,000 sanitation workers enjoyed this breakfast. Under the column of corporate dynamics, the most recent time is August 2, 2016. It is reported that the children have spent the summer vacation at the QING-FENG Steamed Dumpling Shop. From the time of these reports, it can be seen that the marketing activities of the QING-FENG Steamed Dumpling Shop are still relatively small, and there is little publicity in the process of organizing the activities.

Perhaps many people knew or heard that on December 28, 2013, General Secretary of the CPC Central Committee Xi Jinping and his party visited Beijing's

QING-FENG Steamed Dumpling Shop. Of course, many people may know QING-FENG Steamed Dumpling Shop from this time. The state leaders visited the old Chinese fast-food companies to eat breakfast. This is undoubtedly the best marketing for QING-FENG Steamed Dumpling Shop. No wonder some people say that the chairman's small step was a big step for QING-FENG. The word "old" has once again been noticed by the public. What is different from the past is that many times "old names" have been noticed in the past as scandals, and this time the QING-FENG Steamed Dumpling Shop has really taken the limelight. If a company is commercially sensitive, once the celebrity effect is formed and spread, product follow-up should be actively promoted and promoted. After President Xi used the breakfast at the QING-FENG Steamed Dumpling Shop, the "21 yuan package" became a well-known proper term, but the QING-FENG Steamed Dumpling Shop said it would not push the "chairman's package." The "21 yuan package" was spread by the media and consumers through word of mouth and became a well-known package that was not on the menu. However, the QING-FENG Steamed Dumpling Shop did not make good use of this golden opportunity for commercial marketing. Just to deal with the enthusiastic consumers, to ensure that the provision of the package never ceases, the media on various stores in a row to play media reports on President Xi Jinping's meal at the QING-FENG Steamed Dumpling Shop, and nothing more.

(3) Poor management efficiency leads to poor customer experience. After Xi Jinping's chairman had breakfast at the QING-FENG Steamed Dumpling Shop, many people had heard the news to experience and eat, and even some tour groups listed the QING-FENG Steamed Dumpling Shop as one of the attractions, many QING-FENG Steamed Dumpling Shops are lined with long queues. What's more, eating a steamed bun waits for several hours, and you often don't get the kind of stuffing bun you want. Although this was an emergency, many QING-FENG Steamed Dumpling Shop stores were not prepared, but this long queue lasted for more than a few days, and some stores were overcrowded for a long time. This phenomenon explains to a certain extent that the QING-FENG Steamed Dumpling Shop, as a state-owned enterprise, is slow in response to emergencies, chaotic management, and low efficiency. This directly led to a lot of admiring customers who were disappointed after eating buns, had a big drop in heart, and had a bad customer experience.

In 2005, QING-FENG Steamed Dumpling Shop embarked on the road to franchising. After President Xi used his breakfast, the momentum of joining the QING-FENG Steamed Dumpling Shop continued unabated. According to statistics, the QING-FENG Steamed Dumpling Shop achieved a rapid growth in sales of direct-operated stores throughout the year, up by 40%. QING-FENG Steamed

Dumpling Shop By the end of 2015, the chain stores had grown to 314 stores in 11 provinces and 34 cities throughout the country, of which 260 were in the Beijing area. This shows that the QING-FENG Steamed Dumpling Shop franchise has developed rapidly, but at the same time of rapid development, the operation and management of franchise stores has become one of the important problems that companies must deal with. Because the franchise stores are staffed by franchise stores themselves, there is a privileged situation in which employees cannot guarantee quality; lack of effective communication and management are not standardized. The low management efficiency will directly lead to the decline of service quality of restaurant staff and affect the satisfaction of consumers.

2.3 Analysis of the causes of existing marketing problems in QING-FENG Steamed Dumpling Shop

With the development of the times, every enterprise will have a variety of problems. This requires companies to constantly explore, discover and improve their own management and marketing issues, and keep pace with the development of the times. At the same time as QING-FENG Steamed Dumpling Shop is developing a prosperous fire, there are also some problems. The following is an analysis of the causes of the existing marketing problems in the QING-FENG Steamed Dumpling Shop.

- (1) Innovation in products and services is not fundamentally valued by senior leaders.

As an old-fashioned fast food company, QING-FENG Steamed Dumpling Shop should keep pace with the development of the times and accelerate the pace of innovation, so that the time-honored brand with the new technology convergence, for the future faster and better development paving the way. However, QING-FENG Steamed Dumpling Shop's efforts in this area have yet to be improved.

The phenomenon of rapid rise and disappearance of the catering industry is mainly due to the fact that catering companies lack sufficient ability to grasp consumer demand, or those consumers' real needs have not received sufficient attention. Therefore, in today's market-oriented and information-based society, QING-FENG Steamed Dumpling Shop which is an old brand, needs to re-examine its own short board, constantly accelerating the pace of product innovation, providing consumers with new products of high quality and high quality, and ultimately

achieving corporate Long-term profit.

At present, many companies' operators have the marketing concept of "re-selling light services". This problem also exists in the QING-FENG Steamed Dumpling Shop. Did not see the significance of the consumer environment for customers, nor did it see the impact of the value of services on the business, resulting in a high level of "service warfare" in the catering industry, and a "price war". Therefore, QING-FENG Steamed Dumpling Shop should strengthen employees' service awareness and increase customer satisfaction in order to retain old customers and attract new customers.

(2)The personnel training system is not perfect and management efficiency is low, resulting in poor customer experience. By the end of 2015, the chain of QING-FENG Steamed Dumpling Shop had grown to 314 stores in 11 provinces across the country, including 260 in Beijing. According to the official website of the QING-FENG Steamed Dumpling Shop, across the country, all shops receive an average of 170,000 visitors per day, totaling 62 million passengers in the year and sales exceeding RMB 1 billion. It can be seen that the large-scale development of the QING-FENG Steamed Dumpling Shop, but behind this rapid development, there are many problems in the franchise stores, resulting in lower management efficiency and poor customer experience.

The QING-FENG Steamed Dumpling Shop's training for franchisees focused on store managers. For a fast food restaurant, managers are important, but the service staff in the front office is equally important because they will have direct access to products and customers. If the front-line employees are neglected, products and services will easily fail to reach the standard. This will seriously affect franchise operations and lead to a decrease in customer satisfaction. If it is serious, it will lead to failure of franchise operations and extend to the entire franchise system.

The staff training time is "more than 2 weeks." It is obvious that in such a short period of time, the QING-FENG Steamed Dumpling Shop is difficult for the franchisee management to learn the same quality technology and service skills as the headquarters staff. Let us compare McDonald's and KFC, our famous fast-food chain companies. Their training time is more than 8 months, and they all have strict training, assessment, and posts.

The supervision of the QING-FENG Steamed Dumpling Shop is only once or twice every two months, and it is also on-site supervision. It can be said that such a supervision system has almost completely failed. For a scientific and standardized franchise company, the supervisory system is more important in emphasizing the

supervision methods such as “off-site supervision”, “timely supervision”, and “non-periodic supervision”, in order to truly achieve the same tenants.” Even the benign state of the lock, otherwise, the quality of the single store and the entire chain cannot be guaranteed at all.



3. MARKETING ENVIRONMENT ANALYSIS OF QING-FENG STEAMED

DUMPLING SHOP

3.1 Macro environment analysis

3.1.1 Political and legal environment analysis

China is a socialist country and the country's political situation is stable. It can ensure the healthy and sustainable development of the catering industry. The catering industry has a major impact on the national economy and the people's livelihood. In recent years, the state has issued a series of laws, regulations, and guidance on catering, which provide institutional protection for the catering industry.

In order to strengthen the supervision and management of catering services and strengthen the supervision and management of food additives, the "Measures for the Supervision and Administration of Food Safety in Catering Services" implemented since May 1, 2010, and the Food Additives implemented since June 1, 2010 have been formulated. Production Supervision and Management Regulations; Formulated "Administrative Measures for the Inspection and Inspection of Food Safety" implemented on February 1, 2015 and "Administrative Measures on Food Recall" implemented since September 1, 2015. In order to ensure food safety and health and protect people's health, the "People's Republic of China Food Safety Law" (Executive Chairman's Order No. 21) has been enacted since October 1, 2015. In order to standardize and ensure the quality and safety of edible agricultural products, the "Measures for the Administration of the Quality and Safety of the Sale of Edible Agricultural Products in the Market" have been formulated since March 1, 2016. These laws and regulations provide a solid legal guarantee for food safety in catering companies, including the QING-FENG Steamed Dumpling Shop.

In order to comply with the economic development and people's needs, in June 2014, the Ministry of Commerce issued a Guiding Opinion on Promoting the Development of Popularized Catering—"Guidance on Accelerating the Development of Popular Catering by the Ministry of Commerce". It is pointed out that accelerating the development of popular catering can effectively enhance the development level of the catering industry, optimize the development structure of the catering industry, and

promote the catering industry to return to rational consumption. The QING-FENG Steamed Dumpling Shop conforms to the major policies of the country's restaurants and caters to the catering needs of the general public.

3.1.2 Economic environment analysis

According to the statistics of the National Bureau of Statistics, the GDP of the whole year in 2016 was 744.127 billion yuan, an increase of 6.7% over the previous year, of which catering revenue was 3.5799 trillion yuan, an increase of 10.8% over the previous year. The per capita disposable income of the residents throughout the year was 23,821 yuan, an increase of 6.3% over the previous year. The gap between urban and rural residents has continued to shrink, and income has grown steadily. The per capita disposable income of urban residents was 33,616 yuan, a real increase of 5.6%; the per capita disposable income of rural residents was 12,363 yuan, an increase of 6.2% in real terms. The per capita consumption expenditure of residents throughout the year was 17,111 yuan, an increase of 6.8% over the previous year. On the whole, in 2016 China's national economy was operating well and its development speed increased.

According to the 2016 China Economic Life Survey, the income confidence of the Chinese people has been strongly reversed in 2015. 63.97% of respondents expect the incoming to increase in 2016(Figure 3). The confidence of our family's expected increase in income has hit a new high point in the survey. . From the survey data, we can see that China's economic situation is good, residents' income is further increased, income confidence is enhanced, and consumer willingness is increased, which is very beneficial to the development of the catering industry.

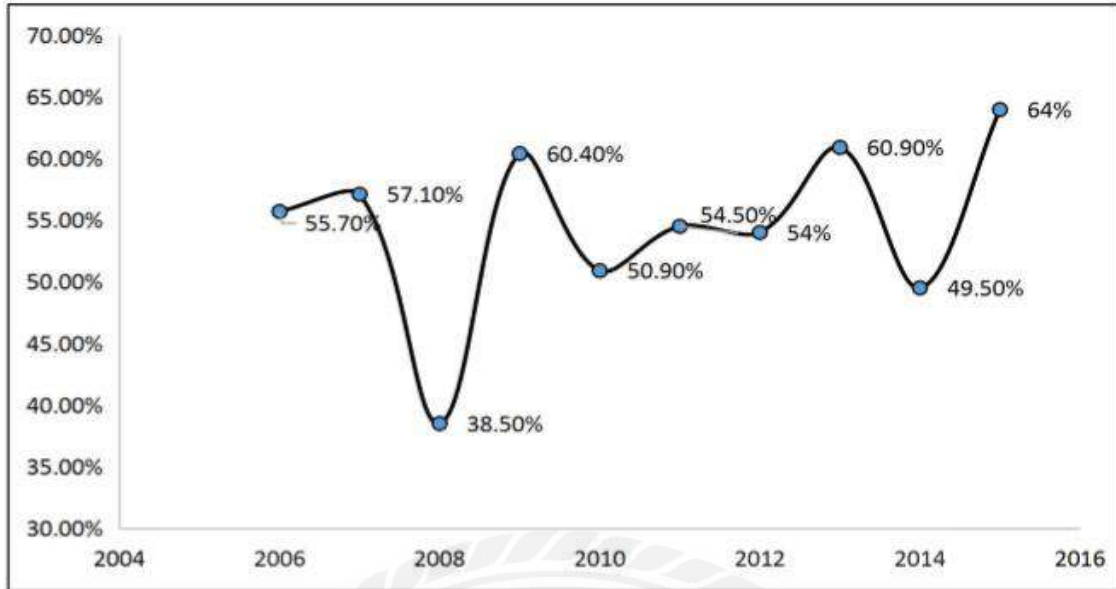


Figure 1 Income confidence curve

3.1.3 Social and cultural environment analysis

China's catering culture has a long history, residents' income levels have improved, the concept of consumption has changed, and the pace of life has also become faster and faster. Popular catering has accounted for 80% of the catering market in China. Therefore, it has a broad space for development and market space. The chart below shows the food and beverage industry meal income in China from 2010 to 2015. As can be seen from the figure (Figure 4), the income from meal expenses in the catering industry is increasing year by year, and the growth rate is rapid.

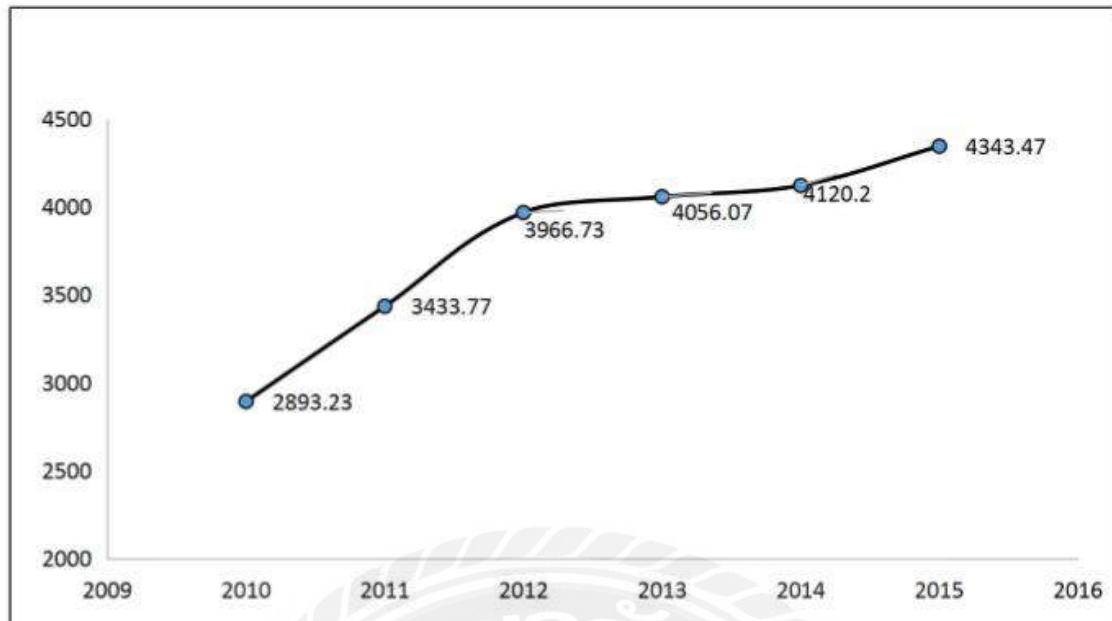


Figure 2 Revenue of catering industry (100 million yuan)

Chinese cuisine focuses on cooking techniques, with a more diverse taste and more flavors. Compared to Western-style fast foods, Chinese-style fast foods are greener and healthier. Nowadays, many people not only pay attention to their tastes, but also pay attention to whether foods are green and healthy, and put forward higher requirements for food quality. In terms of price, the prices of Chinese-style fast foods are generally lower than foreign fast foods, and they meet the needs of different consumer groups with unique flavors, which are inexpensive and inexpensive. At present, there are many low-income people in China. Their daily consumption tends to be more convenient and cheap Chinese fast food. Although foreign fast food has entered China for decades, our long tradition of food culture has long been deeply rooted in the hearts of the people and will not be easily replaced by foreign fast food.

3.1.4 Science and technology environmental analysis

The level of social sciences is rapidly increasing. Technological innovation is also increasingly important for the catering industry. The promotion and application of new science and technology has enabled the catering industry to continuously upgrade its industries and promote the integration of traditional elements and modern technology. At present, the new technology has been applied to all aspects of the catering industry, from raw material procurement, processing, production, ordering, employee performance management, to customer big data and other links.

Technological progress has had a tremendous impact on many industries. In order

to cope with rising costs, companies in the food and beverage industry have also had to spend a lot of money to make the kitchens modern, mechanized, and intelligent. The application of new technologies will not only reduce labor costs, but also effectively attract customers and increase profits. In the near future, science and technology will have a deeper influence on the catering industry. The intelligent service of Chinese restaurants will have greater popularity. The widespread application of “Internet+” has caused many traditional companies to face the pressure of upgrading and transformation, bringing many changes to the various aspects of the catering market, from logistics, customer service, personnel management, and marketing. Therefore, China's catering companies, especially some traditional old-fashioned enterprises, should be more in line with the development of the times, seize opportunities, bring more and better customer experiences to consumers, enhance customer satisfaction, and make their own companies in the development of the trend The farther you go, the stronger you go.

The "2016-2021 China Online Delivery Industry Depth Analysis Report - Competition, Models, and Investment Strategies" shows that as of December 2015, the number of online take-out users reached 114 million, accounting for 16.5% of the overall Internet users, of which the scale of mobile online food delivery users was 1.04. Billion accounted for 16.8% of mobile Internet users. In the trend of rapid development of science and technology, although some catering industry companies are stepping up their efforts to use new technologies to arm their own companies, overall, China's catering companies have a lower overall investment in new science and technology research and innovation. It is also relatively weak. There are fewer reforms on traditional catering links. Many are small and medium sized catering companies. They basically do not have the economic strength to innovate. Therefore, in the entire catering industry in China, the research and development of new technologies have not received sufficient attention and the management and innovation capabilities are low.

3.2 Micro-environment analysis

The analysis of the micro-marketing environment is to better understand the relationship between the company and these related groups and help promote the company's marketing goals. This article analyzes the micro-environment of QING-FENG Steamed Dumpling Shop from the following aspects: internal analysis, supplier analysis, competitor analysis, customer analysis by QING-FENG Steamed Dumpling Shop.

3.2.1 Internal analysis

Each company's marketing is not a separate activity, so the managers of the marketing department need to take care of the other departments of the company together to create customer value for the company. These departments include senior management, human resources, procurement, research and development. Beijing QING-FENG Steamed Dumpling Shop is a wholly-owned subsidiary of Beijing Huatian Food Group Corporation. It opened in 1948 and has a history of nearly 70 years. It is a famous old-brand fast food restaurant.

(1) Analysis of senior management of QING-FENG Steamed Dumpling Shop.

Senior managers determine the company's mission, goals, overall strategies, and policies. They are those who have overall responsibility for the management of the entire organization. They have a general understanding of the organization's policies and evaluate the performance of the entire organization. Corporate executives have the dual identities of staff officers and supervisors. Their main role is to participate in major decisions and be responsible for a certain department.

The QING-FENG Steamed Dumpling Shop has also made a lot of substantial moves in recent years to enhance the competitiveness of enterprises. In order to build the first steamed bun brand in China, QING-FENG Management Committee communicates and communicates with each other on development strategies and operational management issues, and builds a good communication platform for the development of these chain companies. ;QING-FENG Steamed Dumpling Shop has hundreds of franchise chain companies, in order to manage these franchisee chain enterprises, on June 9, 2011,QING-FENG Steamed Dumpling Shop chain business affairs management committee was established.

Although the senior management of the QING-FENG Steamed Dumpling Shop has greatly improved its management capabilities compared to other time-honored companies, the problems that hinder the progress of the company still exist; especially the institutional problems, which are often bloated, Inefficiency and low innovation capacity have all caused old catering companies to get out of the trap. Like many time-honored companies, many managers of the Beijing-based QING-FENG Steamed Dumpling Shop believe that as long as there are old-name signs, there will be a steady flow of passengers. For example, senior management does not fundamentally attach importance to innovation and service awareness. In the era of rapid development of

Internet technology, it cannot keep up with the trend; do not think about changes, it will lead to slower development of the enterprise.

(2) QING-FENG Steamed Dumpling Shop human resources analysis

Human resources are resources that have a significant impact on the business. Today's enterprises attach great importance to the management of human resources. The key to whether an enterprise can become bigger and stronger lies in the quality and quantity of human resources. In order to optimize human resources and improve work efficiency, the QING-FENG Steamed Dumpling Shop should scientifically configure the company's human resources.

With the increase in chain stores, the demand for talent at the QING-FENG Steamed Dumpling Shop is also increasing. From the company's top managers to middle managers to grassroots managers, there are many cooks, waiters, cashiers, etc. These are important talent pools for the company, because each link has important implications for the company. Some managers do not pay attention to service personnel and think that managers are the most important. They do not know that these service personnel will directly contact products and customers, and have a direct impact on customer satisfaction.

The personnel training system of QING-FENG Steamed Dumpling Shop is not perfect. Insufficient training target: QING-FENG Steamed Dumpling Shop training for franchisees mainly focuses on store managers. For a fast food restaurant, managers are important, but the service staffs in the front office and the back kitchen are equally important because they will have direct access to products and customers. If the front-line employees are neglected, products and services will easily fail to reach the standard. This will seriously affect franchise operations and lead to a decrease in customer satisfaction. If it is serious, it will lead to failure of franchise operations and extend to the entire franchise system. . The training time of headquarters staff for franchise managers is too short: The training time for the headquarters is "more than 2 weeks." Obviously, in such a short period of time, QING-FENG Steamed Dumpling Shop is difficult for franchisors to learn the real the same quality technology and service skills as the headquarters staff. Let us compare McDonald's and KFC, our famous fast-food chain companies. Their training time is more than 8 months, and they all have strict training, assessment, and posts.

Therefore, the human resources department of the QING-FENG Steamed Dumpling Shop should focus on the selection of qualified and responsible employees

in the recruitment process. In terms of training, not only should training of management personnel be strengthened, but also the training of grassroots employees should be increased. Training time, improve the training system; in rewards and benefits, pay attention to fairness, but also pay attention to competitiveness, make contributions to individuals or teams to reward, these rewards will not only include traditional compensation items, but also can include some non-material rewards. It can achieve the purpose of motivating employees by implementing a "comprehensive compensation strategy" system. QING-FENG Steamed Dumpling Shop should learn from the experience of other successful business management, aware of the importance of talent management companies, talent management, and ultimately to be able to promote the sustainable development of enterprises.

3.2.2 Shop supplier analysis

Pengcheng Food Branch is the main supplier of QING-FENG Steamed Dumpling Shop Food Center. Tieling Yijun Foods Co., Ltd. is the northeast distribution center of QING-FENG Steamed Dumpling Shop. It provides QING-FENG plus steamed buns for QING-FENG Steamed Dumpling Shop, which can't be less than 200 tons each year, and provides QING-FENG Steamed Dumpling Shop with monthly cannot be less than 100 tons of Ciwujia stuffed dumplings, carrot stuffed dumplings, celery, cabbage stuffed dumplings. At the same time, it also provides meat products with 500 tons of spiced burdock, spiced beef liver, beef belly and elbow flower.

The QING-FENG Steamed Dumpling Shop has strict requirements on suppliers. They have strict requirements on the company's processes and production modes. When selecting suppliers, they were selected after rigorous inspections. Require suppliers to provide raw materials are all from the company's green production base. Tieling Junjun Foodstuffs Co., Ltd. has produced most of its raw materials from Xifeng County, which is environmentally friendly. It adopts advanced technology and production methods. The entire industry chain model and Xifeng's pollution-free ecological environment have won Tieling Yongjun Food Co., Ltd.

Although the QING-FENG Steamed Dumpling Shop has very strict supplier selection, these suppliers have high-quality products, but the raw materials used in the QING-FENG Steamed Dumpling Shop are mainly flour, vegetables, meat, edible oil, seasonings, etc. These materials are suitable raw materials that are relatively easy to buy in competitive markets. Therefore, the ability of these suppliers to bargain is relatively weak. In particular, large chain companies such as the QING-FENG

Steamed Dumpling Shop have a greater choice of raw material suppliers.

3.2.3 Competitor analysis

The competitors of the QING-FENG Steamed Dumpling Shop mainly include foreign fast food such as KFC, Chinese fast food such as large-scale chain catering enterprises such as dogs, and small Chinese fast food companies.

(1) KFC came to China from the United States, mainly engaged in chicken products, followed the Western cuisine characteristics, hamburgers, chicken wings, cola and so attracted a large number of Chinese consumers like fresh things. Based on this analysis, KFC's consumers mainly include young people and students who are easy to accept new things. The price of KFC is generally higher than that of the QING-FENG Steamed Dumpling Shop. Many dishes are fried foods. Nowadays, people are paying more and more attention to the health and nutrition of food. Therefore, these foreign fast foods also focus on local conditions and develop some suitable products as local people's dishes. Therefore, for the QING-FENG Steamed Dumpling Shop, the foreign fast food is relatively competitive.

(2) The dog ignores the steamed stuffed bun is a traditional snack of the Han nationality in Tianjin, and is also a time-honored steamed bun fast food company, which is positioned at the high-end consumption level. According to the development strategy of the dog ignore group, their goal is to rely on Beijing and Tianjin, radiation throughout the country, and at the right time to let the dog ignore the buns to go abroad, the famous old brand "dog ignored" developed into an internationally renowned catering company group. Due to the high price, most of its target customers are foreign tourists, company packages and banquet guests. However, customers generally believe that besides being expensive, besides being expensive, the taste of the dog is not special, and the service is not even. From this we can see that the growth and core technologies are somewhat lacking. Therefore, for the QING-FENG Steamed Dumpling Shop,, the dog is not very competitive.

(3) Small-sized Chinese fast-food companies generally have low prices, are widely distributed, have irregular business operations, and have no guarantee of taste and food quality. Its target customers are low-end, mass consumer groups. Although they have the same customer groups as QING-FENG Steamed Dumpling Shop, they are not the same in terms of taste and quality, and they do not have much advantage in terms of price. Therefore, for the QING-FENG Steamed Dumpling Shop, small

Chinese fast food companies are less competitive.

Due to the low capital requirements of Chinese fast food and the low technical threshold, the barriers to entry and exit are low; now the country's economic environment is good, the public ventures, and innovations, policies encourage innovation and entrepreneurship. Therefore, there will be more companies entering the catering industry. Therefore, for QING-FENG Steamed Dumpling Shop, the potential competitors enter the threat.

3.2.4 Customer analysis

Based on consumers' different spending power, QING-FENG Steamed Dumpling Shop can divide consumers into middle-aged people with higher loyalty, college students in colleges, and white-collar workers who are seeking time efficiency. The customers of QING-FENG Steamed Dumpling Shop are generally individual consumers, and the number of purchases will not be large, so the bargaining power is weak.

3.3 SWOT analysis

3.3.1 Strengths analysis

As a time-honored company with nearly 70 years of history, the QING-FENG Steamed Dumpling Shop definitely has the ability to compete with other similar fast food.

(1) Brand strength

The Beijing-based QING-FENG Steamed Dumpling Shop is a restaurant-based restaurant brand, which is part of the Beijing Huatian Food Group Corporation. It opened in 1948 and has a history of nearly 70 years. At the time, the name was "Wanxingju". In line with Chinese dietary habits, they are loved by the people and become catering companies recognized by the people. In 1991, the famous calligrapher Xu Baitao wrote a plaque for the "QING-FENG Steamed Dumpling Shop".

(2) Excellent product quality

At any time, the quality of a product is the key to a company's survival. The reason why QING-FENG Steamed Dumpling Shop's products are loved by everyone is that its products have excellent quality. QING-FENG Steamed Dumpling Shop has always been adhering to this business philosophy: "quality, cleanliness, service, benefits, experience, and health." QING-FENG Steamed Dumpling Shop has established strict standards for the production of steamed stuffed buns and other products. There are stringent requirements for the preparation of fillings, bun weight, appearance, and time. It is aesthetically pleasing to the customer's feeling that it is soft and delicious when eaten.

(3) Moderate price

Compared with other fast foods, especially compared to fast food, QING-FENG Steamed Dumpling Shop is very affordable. Because QING-FENG Steamed Dumpling Shop has always insisted on the business position is "all ages, affordable, close to the people, service pay." Accurate positioning is very beneficial to the company's development. As of the end of 2015, QING-FENG had a total of 314 chain stores in 11 provinces and 34 cities across the country, of which 260 were in the city of Beijing. The number of shops nationwide received an average of 170,000 person-times per day, and 62 million person-times were received throughout the year more than one billion yuan.

(4) Advanced R&D Center

With the further expansion of the scale of operations, the QING-FENG Steamed Dumpling Shop has also strengthened the management of chain operations. In 2008, QING-FENG Steamed Dumpling Shop spent more than 500 million yuan to invest in the "Beijing QING-FENG Food Science and Technology R&D Center." This R&D center is used to uniformly purchase, process, store, and distribute ingredients from all chain stores. First of all, doing so can guarantee the quality of the product. Second, it also solved the difference in taste. Because in the process of operation, some shops may cause differences in food taste due to uncontrollable factors. Finally, after the implementation of unified distribution, the management difficulty of chain stores has also decreased, and managers will have more energy to optimize services. Therefore, in the past few years, the QING-FENG Steamed Dumpling Shop has developed rapidly, the scale has been expanding faster, and the brand awareness and reputation of the company have been continuously improved.

3.3.2 Weaknesses analysis

Compared with other catering companies, the QING-FENG Steamed Dumpling Shop still has some disadvantages. If we can pay attention to improvement, it will help promote the further development of the company.

(1) Management concept is lagging behind.

There are some problems in the development of the QING-FENG Steamed Dumpling Shop. One of the key issues is the institutional problems. Many companies have hindered the development of the system due to institutional problems. These corporate institutions are overstaffed, their scales have not been expanded, their work efficiency is low, and their ability to innovate has not been sufficient. QING-FENG Steamed Dumpling Shop is a state-owned company and an old company with a history of nearly 70 years. Like many time-honored companies, many business managers believe that as long as there are old-name signs, there will be a steady flow of passengers. In the era of rapid development of Internet technology, it will not be able to keep up with the trend, and will not lead to changes. This will lead to slower development of the enterprise and even push the company to the abyss of closure.

(2) Poor innovation ability.

On the one hand, the product's ability to innovate is poor. QING-FENG Steamed Dumpling Shop has always been operating buns, with its classic traditional flavor steamed stuffed buns, pork onion stuffing, stuffed pork, stuffed stuffed stuffed stuffing, etc., which are in line with the public taste, but in these fillings Based on the above, we should continue to develop new products, retain old customers, and attract new customers. Only after the brand is recognized by consumers can companies continue to develop. On the other hand, in all aspects of management and operations, the ability to apply new technologies is poor. Now is not just a new type of business, many traditional companies are also trying to keep up with the trend of the times, providing customers with all kinds of convenience and improving customer satisfaction. However, many shops in the QING-FENG Steamed Dumpling Shop do not have Wifi, and payment can only be made in cash, which also results in the loss of some customers.

(3) Weak service awareness.

At present, many companies' operators have the marketing concept of "re-selling light services". This problem also exists in the QING-FENG Steamed Dumpling Shop. Did not see the significance of the consumer environment for customers, nor did it see

the impact of the value of services on the business, resulting in a high level of "service warfare" in the catering industry, and a "price war". Therefore, QING-FENG Steamed Dumpling Shop should strengthen employees' service awareness and increase customer satisfaction in order to retain old customers and attract new customers.

(4) The personnel training system is not perfect.

The first is insufficient training. The QING-FENG Steamed Dumpling Shop's training for franchisees focused on store managers. For a fast food restaurant, managers are important, but the service staffs in the front office and the back kitchen are equally important because they will have direct access to products and customers. If the front-line employees are neglected, products and services will easily fail to reach the standard. This will seriously affect franchise operations and lead to a decrease in customer satisfaction. If it is serious, it will lead to failure of franchise operations and extend to the entire franchise system. . Secondly, the training time for headquarters franchise managers is too short. The training time at the headquarters is "more than 2 weeks." It is clear that in such a short period of time, the QING-FENG Steamed Dumpling Shop is difficult for the franchisee's management personnel to learn the same quality technology and service skills as the headquarters staff. Let us compare McDonald's and KFC, our famous fast-food chain companies. Their training time is more than 8 months, and they all have strict training, assessment, and posts. Finally, its supervision system also has serious flaws. The supervision of the QING-FENG Steamed Dumpling Shop is only once or twice every two months, and it is also on-site supervision. It can be said that such a supervision system has almost completely failed. For a scientific and standardized franchise company, the supervisory system is more important in emphasizing the supervision methods such as "off-site supervision", "timely supervision", and "non-periodic supervision", in order to truly achieve the same tenants." Even the benign state of locks, otherwise, the quality of single stores and the entire chain system cannot be guaranteed at all.

3.3.3 Opportunities analysis

With the rapid development of social economy and science and technology, QING-FENG Steamed Dumpling Shop is facing the following opportunity period. Seize the opportunity and the company can further develop smoothly.

(1) The people's living standards improved, and their willingness to consume increased According to the statistics of the National Bureau of Statistics, the GDP for the entire year of 2016 was 744.127 billion yuan, which was calculated at a

comparable price, which was a 6.7% increase over the previous year, and the catering revenue was 3.5799 trillion yuan. 10.8%. The per capita disposable income of the residents throughout the year was 23,821 yuan, an increase of 6.3% over the previous year. The income of residents has grown steadily, and the gap between urban and rural areas has continued to shrink. Taken together, in 2016, China's national economy was in a good state of operation and its development speed increased. According to the 2016 China Economic Life Survey, the income confidence of the Chinese people has been strongly reversed in 2015. 63.97% of respondents expect the income to increase in 2016. The confidence of our family's expected increase in income has hit a new high point in the survey. . From the survey data, we can see that China's economic situation is good, residents' income is further increased, income confidence is enhanced, and consumer willingness is increased, which is very beneficial to the development of the catering industry.

(2) State Construction of a Popular Catering Service System In June 2014, the Ministry of Commerce made corresponding guidance on how to develop popular catering. In the guidance, it was pointed out that we must adhere to the decisive role of the market in allocating resources, the government plays an auxiliary regulatory role, promotes conservation in the catering industry, opposes waste, intensifies efforts to promote the catering industry to upgrade, optimizes the development structure, and transforms development methods. At the same time, it also intensified its efforts in innovation, strengthened the management and control of service quality, and provided the people with safe, hygienic, healthy, green and affordable food and beverage services. As a popular catering company, the QING-FENG Steamed Dumpling Shop is facing a major period of opportunity, adapting to the development of popular consumer trends and improving service quality.

(3) Increased protection of old brands In the early years of the founding of New China, China had more than 10,000 "old Chinese names"; by 1990, the number had decreased to more than 1,600; and by the time of re-determination in 2006, the first batch of The number of "Old China Times" is only 434. Due to the collapse of a large number of long-established companies, since July 2002, plans for the full renewal of the old brand are in full swing. In order to solve the existential dilemma of the time-honored brand, in 2012, Xicheng District of Beijing issued a "Some Opinions on the Protection and Promotion of the Development of Old Brands," with emphasis on strengthening the protection of old-fashioned intellectual property rights, providing support for the old-time enterprises to defend their rights abroad, and supporting old-name enterprises to register trademarks. And trademark extensions. The old name is favored by the majority of the people, and a large part of the reason is that the

time-honored brand has inherited profound traditional culture. How to protect the intellectual property of the old name has become a major problem that the government and all walks of life need to solve urgently.

(4) Continuous industrial transformation and upgrading

The rapid economic development, people's lives are getting richer, and everyone's concept of consumption is also changing. These factors have provided the conditions for the transformation and upgrading of the catering industry. From the original extensive type, empirical mode, etc., to the now widely used mode of intensive, refined and industrialized development. Most of the previous companies only pursued the development of quantity and neglected the improvement of quality. Now, only a company can improve its product quality and management efficiency to ensure that the company continues to move forward. Many large companies have begun to build standardized production equipment for their own companies, establish catering brands, and achieve industrial upgrading.

3.3.4 Threats analysis

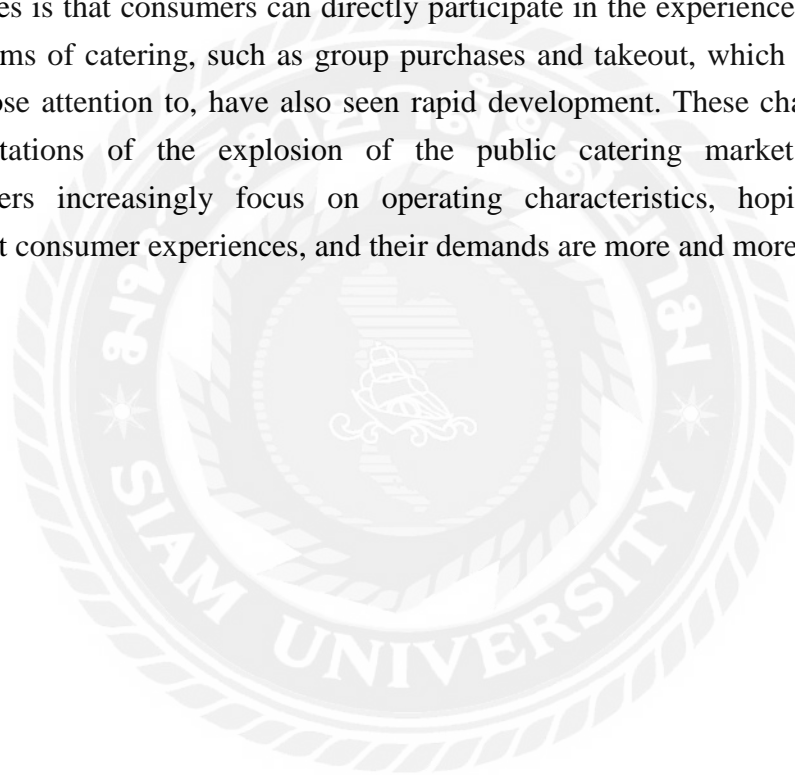
The threats facing QING-FENG Steamed Dumpling Shop are as follows:

(1) The penetration of transnational catering, foreign investment in China to strengthen the reform and opening up further deepened, the investment environment of multinational companies in China has greatly improved. The State Council issued the "Circular on Several Measures for Expanding the Use of Foreign Capital to Open up to the Outside World," which means that foreign companies in China will usher in a more open, fair, and convenient investment environment. It is worth noting that a number of measures not only involve the pre-entry phase of foreign investment, but also include comprehensive and systematic policy measures for the post-acquisition enterprise management phase. The continuous improvement of the investment environment will attract more multinational catering companies to participate in the Chinese market, making Chinese catering companies face greater competition.

(2) The demise of the old name According to the survey data of the China Brand Institute, the time-consuming rate of the old-fashioned enterprises in China from the more than 16,000 in the early days of the founding of the People's Republic to more than 1,600 now is too fast. The situation is even less optimistic. Of these old companies that still exist, 20% of them are only able to maintain their livelihoods. The remaining 70% are struggling and only about 10% can make a profit. The old brands that are currently operating are slowly disappearing. The speed of disappearance is

worrying. They are disappearing at a rate of 5% per year. For example, Beijing's Xicheng District is the oldest gathering area where 95 old brands are clustered, of which only 20% are better developed, 60% are maintaining operations, and the remaining 20% are already facing the end of the collapse. 90 of us have never seen it again and have completely disappeared.

(3) The tendency of consumers to be more discerning in the catering industry under the popular catering market is still to continue popularization, personalization and diversification. In 2014, the fast food industry, which has been favored by the industry, has started to slow down. At the same time, the development speed of the hot pot industry has obviously increased. The common feature of these catering industries is that consumers can directly participate in the experience. In the past, new forms of catering, such as group purchases and takeout, which we have not paid close attention to, have also seen rapid development. These changes are all manifestations of the explosion of the public catering market. Moreover, consumers increasingly focus on operating characteristics, hoping to have different consumer experiences, and their demands are more and more critical.



4. MARKETING STRATEGY FORMULATION AND IMPLEMENTATION

GUARANTEE OF QING-FENG STEAMED DUMPLING SHOP

4.1 STP strategic analysis of QING-FENG Steamed Dumpling Shop

4.1.1 Market segmentation

Market segmentation refers to the classification of customers according to certain characteristics. The customer group of the QING-FENG Steamed Dumpling Shop is classified from three aspects below.

(1) Geographic segmentation market. According to the geographical location of QING-FENG Steamed Dumpling Shop, it has a total of 314 chain stores by the end of 2015, covering 11 provinces and 34 cities across the country, of which 260 are in Beijing, accounting for the majority. The vast majority of them are also in large cities in the north.

(2) Consumer segmentation market. QING-FENG Steamed Dumpling Shop's business philosophy: "All ages, affordable, close to the people, service pay." According to consumer's consumption concept and ability, consumers can be divided into: middle-aged people with higher loyalty, college students in colleges and universities, and white-collar groups seeking time efficiency.

(3) Psychological subdivision. From a psychological point of view, it is mainly people who are pursuing green health and clean hygiene.

4.1.2 Targeted market

The target markets of QING-FENG Steamed Dumpling Shop are the following:

(1) Business District

Customers dining in a commercial area require catering companies to provide their own meals that have their own characteristics, make people look bright, and also meet the daily dietary needs. Of course, in addition to providing novel dishes or services, the location of Chinese fast-food restaurants is also largely related to the

success or failure of a company. The prosperous business district has a large mobility and rich customer base. There are obvious geographical advantages to open a store here, but the rents are expensive, there are many catering companies around, competition is great, and operating pressures are high. Customers appearing in the business district are generally people who go shopping, leisure, entertainment, and dating other than those who work in the business district. The meal time is more pressing. Therefore, it is less important for the level of price and cooking level. What customer's value more is the environment of casual dining, the speed of serving, and whether the dishes are novel and creative, QING-FENG Steamed Dumpling Shop If you choose to open a shop in a commercial area, and you must speed up the development of new products and introduce new products.

(2) Concentration area of company stores

In offices and other areas where the company gathers, due to the large number of companies working here, there will be many employees who are dining in the neighborhood, and they are usually white-collar workers. Some of these white-collar workers are bosses or senior staff. They have strong economic strength. Therefore, they do not care about the price of food and beverages. They pay more attention to the taste and quality of food. Besides the boss and senior staff, there are many ordinary staff who are concerned about prices, but It also pays attention to the speed of serving and the quality of dishes. Therefore, if you are opening a catering company in the area where the company's shops are concentrated, you should pay attention to the following two points:

The operation of the restaurant should be based on medium and high grades, and should have obvious features to meet the needs of the company owner.

A large number of medium and low-grade dishes are provided to meet the needs of the vast majority of ordinary staff. Due to the relatively short lunch time of office workers, how to cope with a large number of customers in a shorter meal time and how to cope with the coldness of the holiday and weekend business has become a problem that companies in this area need to consider.

(3) Residents' Community

Because business districts have a constant flow of passengers, many catering companies have gone to commercial areas and abandoned some of the large community's centralized locations. In fact, the advantages of opening up food and beverage outlets in these areas are obvious. There are enough stable community customers, large enough paving and rents are relatively cheap. Generally, there is still a convenient parking lot. Therefore, opening a restaurant in the community is a good

choice, but pay attention to the following points: The environment in the store should be clean and comfortable, and the variety of business operations should be diversified. Set up some home cooking and steamed stuffed buns, dumplings, and snacks to meet the daily meals and simple gatherings of friends in the community. The pricing must be reasonable and it must meet the people's consumption level. The amount and economic benefits of food have always been the favorite of the people. Hospitality should be cordial and warm.

(4) Around the university campus

To open a shop around the school, the main customers are generally facing the school's staff and students. Here are some things to note about opening a restaurant: The restaurant is not too far from the school. Decoration does not have to be on the high-end level, but it must be neat and clean. The dishes should be diversified, taking care of the tastes and habits of most people. Business hours should be extended to allow students unlimited hours of dining.

4.1.3 Market positioning

(1) Market Positioning in Business District

The business district is facing the entertainment and leisure crowd. Their sensitivity to price is low, but they are concerned about the dining environment and the freshness of the dishes. Therefore, QING-FENG Steamed Dumpling Shop should pay attention to shop decoration, update products in the business district, and provide enough attractive dishes.

(2) Concentration area of company stores

In the area where the company is concentrated, the customers for the meal are generally the staff of the company, and there are strict requirements for the meal time. Therefore, QING-FENG Steamed Dumpling Shop should pay more attention to the dining environment and serving speed.

(3) Residents' Community

In the residential area, the dining customers are mostly residents and friends of the community. Therefore, the QING-FENG Steamed Dumpling Shop should be reasonably priced, with sufficient dishes and good service.

(4) Around the university campus

The dining around the university campus is generally staff and students. Therefore,

the QING-FENG Steamed Dumpling Shop should pay attention to environmental hygiene, rich dishes, and extend business hours.

4.2 Marketing mix strategies of QING-FENG Steamed Dumpling Shop

4.2.1 Product strategies

QING-FENG Steamed Dumpling Shop should improve its product strategy from both product and service aspects.

(1) For products.

QING-FENG Steamed Dumpling Shop In addition to traditional steamed pork onions, pork sesame, vegetarian sesame, fresh shrimp, pork dried vegetables, beef onions, fresh shrimp and other stuffing buns, we should continue to introduce some new products. The development of new products is a long-term work. For example, new products may be launched each quarter or for a specified period of time, including buns with other fillings, or adding other kinds of liquid foods. A suggestion book should be set up in the store to allow customers to provide suggestions and opinions, and to improve and improve products based on customer's suggestions to meet customer needs.

No matter what the stuffing, now the QING-FENG Steamed Dumpling Shop buns are basically a look, with dough of 23 grams, filling 20 grams, buns folded 18-22, seemingly stereotyped. One or two new styles can be developed on the basis of existing bun styles. For example, fresh dumplings stuffed with steamed buns can be packaged into small fish, which is not only easy to look at, but also new, but not easy to mix when serving.

Regardless of the time, product quality is the most important factor for the survival of a company. Whether it is a direct-to-operate shop or a franchise store, we must ensure food safety, strengthen product quality management, strengthen supervision, and eliminate the emergence of food hygiene problems. To achieve food safety, it is necessary to strengthen management in all aspects involved, from raw material procurement, transportation, processing, unified distribution, after-kitchen processing to serving; these links should develop corresponding implementation specifications to ensure food safety and health.

The Centers for Disease Control and Prevention reminded the public to control salt intake in daily life. According to the “Chinese Dietary Guidelines”, it is recommended that the daily salt intake per person should not exceed 6 grams. For people without high blood pressure, reducing salt is good for maintaining normal blood pressure. For hypertensive patients, the higher the blood pressure, the more pronounced the antihypertensive effect of salt reduction. QING-FENG Steamed Dumpling Shop has launched the “Salt-Reducing Salt Fresh Packets” and “Reduced-Salt Winter Bamboo Paste Meat Packets”, which can continue to increase salt-reducing bun varieties on the basis of ensuring the same taste and quality, and strive for an early QING. All the steamed dumplings in the FENG Steamed Dumpling Shop have been reduced to salted dumplings.

(2) For services.

How a company's service level is often depends on the attitude of its management staff to service marketing. Therefore, the sense of service of management personnel should be strengthened. In today's booming commodity economy, customers can buy what they want from many companies. There is almost no essential difference between these products. The difference is that customers want to see what additional value or additional services the company can provide to them in addition to the product itself. Therefore, a company's service strategy should take this aspect into account and try to satisfy the customer's needs. Passing out of their company to them can indeed provide them with additional value that they can value besides the product itself.

A harmonious, clean and elegant restaurant will make customers feel happy and increase their appetite. Therefore, catering operators must consider their influence on the customer's dining mood and dining behavior when arranging the store environment. QING-FENG Steamed Dumpling Shop can improve the restaurant environment from the following aspects: heating in winter, air conditioning in summer, but the temperature should be appropriate, winter should not be too hot, summer air conditioning should not be too cold, but also pay attention to the air-conditioning do not blow at the table; After the guests dine, the waiters should promptly clean up, keep the table clean and tidy at any time, cups and dishes placed neatly; if the restaurant has a bathroom, the bathroom should be cleaned and ventilated to eliminate odors. The bathroom facilities should be intact and repaired in time if damaged.

The quality of service and the level of service of the restaurant are not only related to the reputation of the company, but also related to the survival of the company. The service that satisfies customers is to provide customers with everything they can offer.

QING-FENG Steamed Dumpling Shop should do the following: How to provide customers with warm and considerate services written into the employee specification. The quality of employees determines the quality of service to a certain extent, so it is very important. Service personnel are the key to ensuring quality services. They provide services to customers and demonstrate the added value of the company's products and products. In order to achieve greater customer satisfaction, the role of service personnel is very important. The service of the enterprise is provided by the service personnel to the customer. Only through these service personnel can the enterprise's services be provided. Concepts, corporate values, etc. are communicated to customers. The second is that in a company, service personnel can directly contact customers. In the process of service, they can obtain the customers' suggestions and opinions on the company at the first time. Enterprises can quickly respond to these opinions and suggestions through their services. It will improve customer's satisfaction.

The employees' awareness of service should be cultivated and practiced as part of the corporate culture. It is necessary to let service personnel understand the meaning of customer loyalty to the survival of the enterprise, truly put this awareness into action, and correctly understand the relationship between quality service and customer loyalty. Only when they have this understanding will they actively work hard to provide quality services and help companies increase customer loyalty. Service personnel can directly meet customers face-to-face, so they can quickly grasp the most effective information and they may also make more valuable suggestions to the system. Therefore, service personnel should be encouraged to provide timely and accurate feedback. The most effective way for companies to improve service quality is to encourage them to provide feedback.

According to the survey data in the "2016 Catering Consumption Survey Report" published by the China Cuisine Association, compared to 2015, the proportion of third-party platform's on-site payments increased from 9.9% to 35.6% during the consumer consumption of catering in 2016. This shows that the payment methods of the catering industry are undergoing tremendous changes.

Due to changes in consumer spending habits, many food and beverage industry companies have provided corresponding payment channels. In order to seize the market and increase consumer usage, third-party payment platforms often have some discounts in the payment process, making consumers feel that using a third-party payment platform is more cost-effective. Moreover, electronic payments are faster and more convenient than traditional payment methods. Therefore, the convenient payment method has a huge impact on a catering company, and sometimes it even

affects the consumer's decision whether to dine in this restaurant. So far, many stores at the QING-FENG Steamed Dumpling Shop have not been able to swipe their cards or use other third-party platforms for payment. They can only use cash, which limits the way many consumers pay and greatly affect customer satisfaction. Not only that, some consumers will even give up spending here. Therefore, QING-FENG Steamed Dumpling Shop should step up the opening of other payment methods, such as credit card, WeChat, Ali-pay, JD.com and other payment methods.

Firstly, in order to facilitate the dining of customers in different groups, basic amenities can be provided in the restaurant to facilitate the use of people with special needs. First of all, free Wi-Fi is provided. More and more restaurants are now focusing on providing customers with convenient hardware facilities and more personalized services. Free Wi-Fi exactly meets the needs of customers for ordering meals, waiting for meals, and payment, greatly reducing the threshold for mobile phone ordering and optimizing the customer's restaurant experience. According to a survey initiated by China Food Network, 57.69% of voters indicated that they prefer to use free Wi-Fi when dining. QING-FENG Steamed Dumpling Shop provides customers with free Wi-Fi, making it easy for customers to make friends and enjoy the food and atmosphere of the restaurant during the meal, making the customer an image spokesperson for the restaurant and conducting good word of mouth publicity.

Secondly, child seats are provided. Because the dishes of the QING-FENG Steamed Dumpling Shop are clean and green, many parents will take children to the restaurant. The chairs in the store are not suitable for young children. If you provide a few child seats in the store, you can provide parents with a lot of convenience.

Thirdly, provide free boiled water. Provide customers with free boiling water, this small detail can reflect the restaurant's care for customers and improve customer satisfaction.

4.2.2 Price strategies

(1) Mantissa pricing strategy

For some of the higher-priced dishes, the QING-FENG Steamed Dumpling Shop can adopt the mantissa pricing strategy. This strategy uses a consumer's psychology, making them think that such a price is not very expensive, and believes that the price of the merchant's sales is closer to the cost price, and the attitude of the merchant's pricing is also serious, responsible, and considered by the consumers. . In fact, compared with conventional pricing, it is only one or two cents cheaper in terms of

unit price, but in the mind of consumers will feel a few dollars cheaper. For example, the original price of a certain steamed bun would be 10 yuan, which could be marked as 9.8 yuan, so that customers would feel that the price was much lower and promote the desire to buy. Because a large part of the customers of the QING-FENG Steamed Dumpling Shop are ordinary people and their economic strength is not very strong, they are highly sensitive to price. This end-of-stock pricing method is very attractive to them.

(2) Differential pricing strategy

According to the location of the QING-FENG Steamed Dumpling Shop, different prices are set. For example, in and around schools, stores near residential areas should generally be moderately priced, because consumer groups are sensitive to prices. In the commercial area, shops near the train station can set prices higher. The first reason is that the rents in these places are already relatively expensive and the cost is high; secondly, the customers who come to these shops are not very sensitive to the prices.

4.2.3 Marketing channel strategies

(1) Corporate Website, Store Marketing

The QING-FENG Steamed Dumpling Shop has its own company home page and should be kept up-to-date for long periods of time. The introduction of new products, corporate dynamics, new corporate honors, and policies and regulations that are conducive to the development of the company should all be displayed on the company's home page for the first time so that customers can understand the company's situation in a timely manner. For example, the company's newly launched small fresh meat shortbread and peony roasted wheat should allow customers to see the display at the first sight of the site, giving people a sense of what they see at a glance. In addition, more photos of some of the shop's dishes should be displayed on the company's website. These photos must look clean and appetizing, so that the customer will have the desire to purchase.

In addition to the promotion on the company's home page, marketing demonstrations should also be conducted in physical stores. You can hang a relatively large new product picture in the lobby, or display the company's latest product and package discounts in a striking place on the table. I believe that customers will be very interested in promoting purchase wishes. We must also use the display screen of a good store to continuously broadcast corporate culture, produce new technology, product features, and new products.

(2) Social Platform Marketing

QING-FENG Steamed Dumpling Shop can market products through Weibo, WeChat, forums and other social platforms.

WeChat Marketing: Nowadays, people around us almost all have WeChat for chatting, making friends, working and sharing. Of course, many businesses will not give up such a hot platform; they use the WeChat platform to plan a series of marketing activities. According to WeChat official reports, as of June 2016, WeChat registered users have exceeded 650 million, and WeChat has become an indispensable communication channel for people.

The QING-FENG Steamed Dumpling Shop can set up a WeChat public platform to carry out marketing campaigns for customers who are concerned about the public number on the platform. Because those who are concerned about the public number are generally interested in the QING-FENG Steamed Dumpling Shop, this makes precision marketing possible, and the cost of creating and maintaining a public number is much lower than other marketing methods, but the effectiveness is significantly greater. This is an advantage that other traditional media do not have.

Weibo and Forum Marketing: Both Weibo and Forum are highly open, and they are more interactive than WeChat. In the development process of recent years, it has become a very efficient self-media advertising platform. QING-FENG Steamed Dumpling Shop can open its own Weibo, or create an account in a well-known forum. You can also forward topics related to the catering industry or hot topics that people are concerned about, so that users can interact and increase their attention.

(3) Group purchase and takeaway website marketing

Group purchase: During the period from 2011 to 2014, the annual growth rate of China's catering group purchase transaction volume is over 90%, which is increasing year by year. In 2014, China's food and beverage group purchase turnover reached 44.17 billion yuan, a year-on-year increase of 135.20%. In the first half of 2015, the growth rate was 190.20% over the same period of last year. The turnover of restaurant group purchases was 48.34 billion yuan, accounting for 62.83% of the group purchase market.

Take-out: According to the mobile data monitoring company's Trustdata "2016 Local Life Service O2O White Paper" released by the company in February 2017, China's 2016 takeout market has shown an explosive growth. Compared with 45.9 billion in 2015, the transaction size is approximately RMB 152.4 billion. According to the "Statistical Report on China's Internet Development", as of June 2016, China's

online take-out users reached 150 million, an increase of 36.1 million over the end of 2015, an increase of 31.8% year-on-year, and accounting for 21.1% of the total Internet users. Such a large and rapidly growing group of users marks a huge development space for take-away O2O. It also shows from the side that O2O has gradually become an essential Internet service that is indispensable to online payment and online information. From the above data, it can be seen that the momentum of group purchase and takeaway development is very rapid. Therefore, the QING-FENG Steamed Dumpling Shop must keep up with the trend of development and cooperate with some big group purchase and take-out websites, such as the US group buy, Handle Group buy, JingDong buy, Baidu takeaway, hungry and so on. These websites provide customers with group purchase and take-away services, which are convenient for customers to try out and eat food in the shops, increase sales, and also increase company awareness.

(4) Word of mouth marketing

Word of mouth marketing has low cost and significant results. In an era when there are many information dissemination channels and rapid speed of communication, if a business can use it properly, the effect of successful word of mouth marketing is amazing. Therefore, companies should integrate word-of-mouth marketing into the company's strategic development plan and conduct word-of-mouth marketing from a long-term perspective. QING-FENG Steamed Dumpling Shop should incorporate word-of-mouth marketing into corporate strategic development planning, encourage positive word-of-mouth communication, and avoid negative word-of-mouth communication. Use emotional relationship strategies and economic relations strategies to maintain positive word-of-mouth communication, such as discounts, gifts, points, etc. When facing negative word-of-mouth, companies should take an active and responsible attitude to deal with complaints, and establish a mechanism for rapid processing of negative information. Negative word-of-mouth spread.

4.2.4 Promotion strategies

(1) Cultural Marketing

The core of cultural marketing is people-oriented, mobilize people's enthusiasm and creativity, and pay attention to people's sociality. Enterprises adopting cultural marketing can enhance the feelings between the company and its customers, increase the trust of customers to the company, and increase the awareness of the company. The internal cultural construction of an enterprise must first be well positioned in the market, actively implement the company's policy guidelines and rules and regulations,

and promote scientific and standardized management. Secondly, we combine the policies, rules, and regulations established by the company with the personal development of employees, so that employees can clarify their direction and work more actively. Again, companies should be people-centered. Pay attention to the needs of employees, promote a healthy atmosphere of positive energy, enhance the cohesiveness of the company, and establish a good brand of the company.

Public welfare marketing: The QING-FENG Steamed Dumpling Shop should hold more public welfare activities. Through the public welfare publicity, the company's healthy image will be displayed and the company's popularity will be enhanced. It can provide financial support for these activities, and it can also provide material support, such as sending buns and hot water to sanitation workers. When these activities are carried out, not only must the company's homepage and storefront carry out related promotional campaigns in advance, but also report on the events when they are held, follow-up reports after the event is held, and use public welfare marketing to attract and infect customers and shape health.

Green Marketing: At this stage of online marketing in full swing, catering culture homogenization is relatively common, how can the QING-FENG Steamed Dumpling Shop look unique? This requires companies to develop a personalized marketing program to make it look different. QING-FENG Steamed Dumpling Shop can vigorously publicize the salt reduction campaign to provide customers with healthier, greener foods; pay attention to the protection of the ecological environment, do not pollute the environment, and provide customers with green and organic foods, and create a green food company image. Improve environmental management capabilities. Marketing methods must be consistent with the company's values, and words and deeds must be marketed together to ensure long-term customer trust.

(2) Event Marketing

Event marketing using social media for promotion and communication is not only less costly but also can expand corporate brand image. However, it is not easy to do incident marketing, because it is not just a single idea, but it is a continuous dissemination of events related to the company. Therefore, it is not enough to be creative, but it also requires strong executive planning to back it up. . In order to do event marketing, the following points need to be noted:

A key point in the success of event marketing is the grasp of time. The speed of network transmission is very fast. Often, a hot-spot event will be viral, but it will lose its effectiveness quickly. Therefore, the QING-FENG Steamed Dumpling Shop needs to be prepared in advance so that it can respond quickly after a hotspot erupts and

prepares itself. However, in the pursuit of speed, we must also pay attention to screening, do not blindly follow the trend, to do a deep, meaningful marketing.

When choosing a marketing event, QING-FENG Steamed Dumpling Shop must be cautious, and should pay attention to the measurement of proportions, not to publish some anti-social or sensational remarks in order to put the limelight into the limelight, especially to use "social issues" with caution. Now that the mobile network is well-developed and information is spreading very quickly, everyone has the opportunity to express their opinions and may influence other individuals at any time. Public opinion centers are too scattered and it is difficult for individuals or individual companies to grasp. Therefore, there is also a certain risk of event marketing that simply wants to rely on social media. Therefore, each company should consider the social responsibility of the company while planning event marketing, and must not give up the marketing bottom line. Therefore, when the company conducts event marketing, it should fully understand the circumstances of the incident, identify the entry point, grasp the direction of development of public opinion, and ensure that it can grasp the center of public opinion.

In the event of event marketing, companies must preemptive, with innovative ideas to attract people's attention. If the event marketing only uses hot events, but does not fully consider the marketing strategy, this kind of hotspot is generally not new, and it will not last long to attract people's attention. Therefore, according to their own circumstances, in addition to borrowing leverage, companies should also take the initiative to create momentum, use their own specific activities to reflect the company's brand value, promote them and increase brand awareness. For example, the QING-FENG Steamed Dumpling Shop can make a publicity campaign based on the provision of breakfast for the sanitation workers during the winter solstice, which is a very good event marketing selection.

4.3 Marketing strategy implementation guarantee of QING-FENG Steamed Dumpling Shop

QING-FENG Steamed Dumpling Shop should consider the establishment of marketing strategy implementation protection from both corporate culture and human resources.

4.3.1 Corporate culture protection

In the process of corporate culture construction, QING-FENG Steamed Dumpling Shop should pay attention to the following points:

(1) Fully understand the importance of corporate culture to business development.

Corporate culture is very important. It plays a crucial role in the power of a company. Therefore, the human resources department of a company should cooperate with propaganda so that employees fully understand the role of corporate culture and make the corporate culture fully play its due role. Help companies improve their core competitiveness. Excellent corporate culture can help companies retain talent because it can promote the sense of belonging of employees and recognize the values of the company. Excellent corporate culture can also enhance the cohesion of the company, so that employees from the management level to the grassroots employees are united and work hard to lay a solid foundation for the development of the company. Of course, the corporate culture should also focus on the personal growth of the employees. Therefore, the QING-FENG Steamed Dumpling Shop should combine the growth of the employees with the culture of the company and improve the employees' enthusiasm for work. A successful corporate culture combines the relationship between individuals and work and enhances the company's dedication.

(2) Formulate a standardized enterprise management system.

The QING-FENG Steamed Dumpling Shop should write specific work on how to implement corporate culture into the corporate governance system to ensure that it is implemented. Only by standardizing the management system of a company can it be ensured that corporate culture can be implemented. In order to ensure the effective implementation of the enterprise management system, it must be supported and recognized by the senior management of the enterprise. These managers must first fully understand the importance of the enterprise management system, actively implement the management system in the work, and ensure and promote the management system.

(3) The construction of corporate culture should be closely integrated with the work objectives of each employee.

In the process of building corporate culture, QING-FENG Steamed Dumpling Shop should pay attention to combining the company's goals with individual work goals so that employees can feel their own growth as they grow. Therefore, the company's values cannot rely on empty regulations, but must be implemented in the

specific work of each employee and use scientific management methods to promote, educate, and publicize.

(4) Drawing on excellent corporate culture

The construction of corporate culture is also a learning process. QING-FENG Steamed Dumpling Shop can learn from outstanding companies in the process of corporate culture construction. For example, HaiDiLao has achieved a new level of service marketing in the food and beverage industry and is well worth learning. Good at summing up the outstanding places of other companies, and then strengthening learning, so that this excellent corporate culture gradually become their own corporate culture, and gradually increase their own brand recognition.

4.3.2 Human resources protection

Now many companies attach great importance to human resources management. In order to achieve the optimization of human resources and improve work efficiency, we should rationally and scientifically allocate the human resources of enterprises. QING-FENG Steamed Dumpling Shop should pay attention to the following points when optimizing human resources:

(1) Establish a sound personnel training system.

With the increase in chain stores, the demand for talent at the QING-FENG Steamed Dumpling Shop is also increasing. At present, the QING-FENG Steamed Dumpling Shop's training for franchisees mainly focuses on store managers. Therefore, in the future training, we must also pay attention to the service personnel of the front office and the back kitchen, because they will directly contact the product and the customer, and have direct influence on the customer satisfaction. At the same time, it is necessary to increase training time for franchise managers. The training time at the headquarters is "more than 2 weeks." It is clear that in such a short period of time, the QING-FENG Steamed Dumpling Shop is difficult for the franchisee's management personnel to learn the same quality technology and service skills as the headquarters staff. Comparing with our common fast-food chain McDonald's and KFC, their training time is more than 8 months, and they all have strict training, assessment and employment requirements. Therefore, it is necessary to extend training time for management personnel, increase training content, and improve the training system.

(2) Improve the performance assessment mechanism.

First of all, QING-FENG Steamed Dumpling Shop should formulate a performance appraisal system suitable for the company according to the specific conditions of its own company. Second, management personnel should do a good job in performance assessment communication. In order to ensure the performance assessment, the QING-FENG Steamed Dumpling Shop must first let the employees understand which aspects should be used to work or change the previous work deficiencies in order to increase performance. Therefore, the managers of the QING-FENG Steamed Dumpling Shop should actively cooperate with the human resources department and do a good job of communication so that employees can trust the company's performance appraisal system and believe that they can work hard to achieve the desired performance. In the specific assessment work, the company must also ensure the objectivity and adequacy of the assessment. This requires the HR Department to fully communicate with the management personnel and key members of each department to understand the specific work and assessment key of each department. Finally, salary is strictly set according to the result of performance appraisal. Because performance occupies a large proportion of employees' salaries, careful and rigorous treatment of the results of performance appraisal, linking them to salaries will encourage employees to innovate, improve their overall quality, and promote the development of their businesses.

(3) The combination of human resources management and corporate culture construction.

QING-FENG Steamed Dumpling Shop should also combine human resources management and corporate culture construction. In daily production and business activities, companies will continue to demonstrate their own corporate culture and values to the company's employees and society. Therefore, when human resources management is carried out, it must be combined with the corporate culture so that the company can fully convey the excellent values of the company in its external display and publicity, which will have a positive impact on the company's brand. Human resources management and corporate culture construction are all based on human factors in the enterprise, so they all play a guiding, cohesive and normative role in the development of the company. Therefore, it is recommended that the QING-FENG Steamed Dumpling Shop be able to play a better role when it comes to building a human resources system and pay close attention to the corporate culture.

5. CONCLUSIONS AND DISCUSSION

This article takes QING-FENG Steamed Dumpling Shop as the research object, and draws reference from domestic and foreign outstanding research achievements and cases. Get the following conclusions are drawn:

Firstly, marketing mix strategy is an effective measure to solve the marketing problem of QING-FENG Steamed Dumpling Shop.

QING-FENG Steamed Dumpling Shop's marketing mix strategy: product strategy, price strategy, marketing channel strategy, promotion strategy. The product strategy includes the product part and the service part. The related strategies of the product part are: (1) accelerating the development of new products, (2) improving the appearance of buns, (3) improving quality, and (4) introducing more salt-reducing products. The service strategies in the product strategy include: (1) improving the environment, (2) enthusiastic service, (3) increasing payment methods, and (4) providing facilities. The price strategy includes: (1) mantissa pricing strategy, (2) differential pricing strategy. Marketing channel strategies include: (1) corporate website, store marketing, (2) social platform marketing, (3) group purchase, takeout website marketing, and (4) word of mouth marketing. Promotion strategies include: cultural marketing and event marketing.

Secondly, improving service is the key to the long-term development of the QING-FENG Steamed Dumpling Shop. How a company's service level is often depends on the attitude of its management staff to service marketing. Therefore, the sense of service of management personnel should be strengthened. Grassroots service personnel also play a crucial role in customer satisfaction because they directly contact customers, know customers best, and are the company groups that can directly grasp real information. The QING-FENG Steamed Dumpling Shop should improve its services from the following aspects: (1) improving the environment, (2) enthusiastic service, (3) increasing payment methods, and (4) providing facilities.

Thirdly, the construction of corporate culture and human resources system is a strong guarantee for the successful implementation of the marketing mix strategy of the QING-FENG Steamed Dumpling Shop. Corporate culture construction is one of the key means to improve the core competitiveness of enterprises. Therefore, the QING-FENG Steamed Dumpling Shop should promote its excellent corporate culture to the words and deeds of every employee through scientific corporate management

methods, instead of only staying in empty talk or propaganda. The role of human resources in the enterprise is crucial, and it is the most critical resource in all social resources. The QING-FENG Steamed Dumpling Shop should pay attention to the management of human resources, scientifically and rationally allocate the human resources of the enterprise, and increase the efficiency of work. Realize the optimization of human resources.



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