



**A CASE STUDY OF MARKETING STRATEGY OF SHANDONG
BAIYE GROUP**

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SHANDONG BAIYE GROUP**

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

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ABSTRACT

As the living standards of Chinese residents improve, the housekeeping service industry will usher in relatively rapid development, resulting in increasingly fierce competition within the industry. Shandong Baiye Group is an enterprise with a certain scale in the field of housekeeping services. Therefore, studying the transformation and upgrading of Shandong Baiye Group's housekeeping service marketing strategy will help achieve the sustainable development of the enterprise and achieve high-reputation housekeeping.

The purpose is to take Shandong Baiye Group as an example to gain an in-depth understanding of the research field of marketing strategy for sustainable development, and to analyze how marketing strategies in this industry. The objectives of this study were: 1) To analyze the current status of Shandong Baiye Group; 2) To analyze the STP marketing strategy of Shandong Baiye Group.

This paper is based on STP theory, adopted the documentary research method, based on the research purpose and STP analysis, this paper found that: 1) The current status of Shandong Baiye Group provides professional housekeeping services and implements service marketing strategies by introducing diversified service products; however, target market positioning is not clear and lack of segmentation scene

differentiation strategy. 2) Through STP analysis, Shandong Baiye Group was to create brand image in the target market through effective differentiation positioning strategy, strive to achieve joint company's expansion target market. Conclusion: the differentiation of marketing strategy in the housekeeping service industry has become crucial. Recommendations: 1) Shandong Baiye Group's differentiation strategy, like providing differentiation positioning services to occupy an advantageous position in the market; 2) Strategy need to meet consumer demands for quality and professionalism; 3) Building a strategy reputation and expanding market share requires. This will help the strategy achieve greater success in the housekeeping services market.

Keywords: housekeeping service; service industry; marketing strategy



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Declaration

I, Zhao Zheng, hereby certify that the work embodied in this independent study entitled “A case study of Marketing Strategy of Shandong Baiye Group ” is result of original research and has not been submitted for a higher degree to any other university or institution.

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Zhao Zheng

Mar. 1, 2024



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Chapter 1 Introduction

1.1 Background of the Study

The service industry plays an important role in the modern economy and has a vital impact on social development and people's quality of life (Rajagopal & Davila, 2020). The growth and development of the service industry not only has a positive role in promoting the entire economic system, but also provides people with a variety of services and conveniences, meeting people's needs at different levels.

The service industry includes various fields such as tourism, catering, health care, finance, education, logistics, information technology and plays an important role in promoting economic growth and job creation (Rajagopal & Davila, 2020). Compared with manufacturing, the growth of the service industry can better reflect the economic prosperity and innovation capabilities of a country or region. The service industry refers to an industry that specializes in providing various daily life services to families, such as cleaning, nanny, confinement nanny, part-time workers (Ambardar et al., 2023). With the development of society and the improvement of people's living standards, the housekeeping service industry has gradually emerged and grown in China. The marketing strategy of the housekeeping service industry refers to a series of marketing strategies and activities developed and implemented by housekeeping service companies to build their characteristics and advantages and improve market competitiveness.

According to the "Research Report on the Current Situation and Development Prospects of the housekeeping Service Industry from 2022 to 2026", the "Opinions on Promoting the Quality and Expansion of the housekeeping Service Industry" issued by the General Office of the State Council pointed out that the housekeeping service industry refers to families as its service objects (Ambardar et al., 2023). A service industry in which professionals enter the residences of family members to provide or provide care for pregnant women, infants, the elderly, patients, disabled people, etc. as well as paid services such as cleaning and cooking in a fixed place to meet the needs of family life care.

Different from other daily service industries, the service industry in China has a strong informal economy and shows some particularities in its industrial development model, working methods and labor relations (Rajagopal & Davila, 2020). Compared with formal employment in the formal sector, housekeeping service has obvious characteristics of informal employment and non-standard labor relations (Ambardar et al., 2023). First of all, the vast majority of housekeeping workers are not employed in organized "units" but work in unorganized households. Home is a place of living, not

a place of work. Workers work here, and their work content and labor remuneration mainly depend on the personal relationship and personal emotions with the employer. The "Opinions of the General Office of the State Council on Promoting Innovation and Transformation of Physical Retail" states that enterprises should actively promote strategic changes and transform business models to improve service quality based on changes in the internal and external environment; enterprises are encouraged to make full use of the Internet and big data technology to realize their goals. Innovation, using new technologies to transform and upgrade the company's development strategy, improves the company's management efficiency and service level (Centobelli et al., 2020). This opinion highlights the importance and urgency of strategic transformation, upgrading traditional enterprises based on their characteristics, and seizing relevant external opportunities.

The housekeeping service industry is a part of the service industry that specializes in providing various daily life services to families, such as cleaning, taking care of children and the elderly, cooking, shopping, etc. In modern society, the importance of the housekeeping service industry cannot be ignored.

With the development of society, family members work long hours and are under great pressure, making it difficult to find time to deal with housework. The housekeeping service industry provides professional home service personnel who can help solve some trivial matters in the family and improve the quality of life of family members. However, the housekeeping service industry has developed rapidly in recent years, and society's demand for housekeeping services is increasing. At the same time, there is also some chaos in the housekeeping service industry. Some housekeeping staff conceal personal information and do not provide standardized services by the contract. Incidents such as stealing employer money and abusing children and the elderly occur from time to time, and there are even extreme cases of poisoning and killing an older adult and arson, taking the lives of a family of four (Choy et al., 2021). Housekeeping enterprises are small-scale and scattered and resort to fraud, deception, seizure of housekeeping work certificates, fabrication of false information, and misleading consumers. These phenomena have caused damage to the safety of people's lives and property, seriously disrupted the order of the housekeeping service market, and brought many negative impacts to the healthy and orderly development of the housekeeping service industry. "Employers are worried, and nannies are unhappy" has become a dilemma for developing China's political industry. Especially the nanny arson incident in Hangzhou in 2017, we also realized that it is urgent to regulate the housekeeping service industry, and there is an urgent need for a complete and true credit system for housekeeping service to improve the quality and credit level of housekeeping service personnel and make it easier for consumers to find reliable housekeeping services. The company helps housekeeping companies manage their employees scientifically and efficiently and promotes the healthy and high-quality development of the housekeeping service industry.

Overall, the importance of the service industry and the importance of the housekeeping service industry reflect people's demand for convenience and comfortable life, and also promote economic development. The housekeeping service industry also creates job opportunities and provides economic growth points for society. More and more people are engaged in housekeeping service, creating employment opportunities for the society and promoting economic development.

As a leading company in the housekeeping industry, Shandong Baiye Group has been committed to providing high-quality and efficient housekeeping services to meet customers' needs. Through continuous innovation and improvement of service models, we have ensured service quality and efficiency and won unanimous trust and praise from our customers. Therefore, this paper selects Shandong Baiye Group as the case object. It has certain practical significance to investigate it. Combining the STP theory and STP analysis tools in management, it conducts a specific study on the marketing strategy transformation of Shandong Baiye Group. Provide experience and reference for other similar industries.

1.2 Questions of the Study

As China's modernization process accelerates, urban residents' living and consumption levels improve, and the ownership of home appliances and housing increases, the housekeeping service subdivision industry has broad development space for the home maintenance service market (Chang & Ma, 2015). Shandong Baiye Group is a typical national chain enterprise that provides home maintenance services in traditional housekeeping services. With the development of the Internet, Shandong Baiye Group has been challenged by changes in the internal and external environment and the impact of other emerging Internet companies. Its development is Restricted, and the market size has stagnated. Even if a service agreement is signed, the text format needs to be standardized, and all parties' responsibilities, powers, and obligations are unclear, resulting in many conflicts and disputes in the housekeeping industry. It is particularly important to establish a credit-based housekeeping service platform. At the same time, the pace of market and demand changes is accelerating, consumer consumption patterns are changing, and cross-border competition is increasing, which has brought new challenges to Shandong Baiye Group's strategic model.

Therefore, this paper is based on the basic theory of management and combined with the Internet background to analyze how Shandong Baiye Group improves service efficiency, how to create platform services, how to respond to new external challenges and seize new opportunities, etc., mainly by raising questions, analyze problems, and solve problems as the main research ideas, which is related to the healthy and stable development of enterprises and the foundation for improving the development of the housekeeping service industry.

The research questions are as following:

1. What is the current status of Shandong Baiye Group?
2. What is the STP marketing strategy of Shandong Baiye Group?

1.3 Objectives of the Study

The purpose of this study is to analyze and evaluate the transformation of the marketing strategy of Shandong Baiye Group.

It can be specifically divided into two aspects:

- 1) To analyze the current status of Shandong Baiye Group.
- 2) To analyze the STP marketing strategy of Shandong Baiye Group.

1.4 Significance of the Study

1.4.1 Theoretical significance

Through STP theory as the theoretical basis, this paper on Shandong hundred industry group, for example, in the system analysis of Shandong Baiye industry group under the premise of housekeeping service strategy strategy for its strategy construction, can effectively improve product quality improve the company's product image, increase product competitiveness, through the literature, theory combined with the actual research marketing strategy transformation strategy and put forward Suggestions, further make the related research in this direction of theoretical content richer.

1.4.2 Practical significance

The target company of this paper, Shandong Baiye Group, is an old housekeeping company that has obtained ISO9001 double certification of the national quality management system in the dual fields of housekeeping services and home appliance cleaning and has obtained 15 industry patents. It is located in a fiercely competitive market and has developed in the past. The main driving force is the dedication of the founder's Communist Party members and the fighting spirit of migrant workers of the employees. We will continue to adhere to the concept of "customer first, service first," constantly innovate and improve service models, improve service quality and efficiency, and provide customers with better High quality and efficient housekeeping service.

Shandong Baiye Group stood out in the annual selection of Chuangchuang Group in 2023 and won the honor of "The Most Influential Enterprise in the Housekeeping Industry."(Ambardar et al., 2023). This honor is an affirmation of Shandong Baiye Group's outstanding contributions and outstanding achievements in the field of housekeeping. Therefore, this paper analyzes the practical problems existing in the Shandong Baiye Group, puts forward suggestions for optimizing and improving organizational culture, and clarifies specific implementation plans and guarantee methods, which have practical guiding significance for the future development of the target company.

1.5 Scope of the Study

This paper takes raising questions, analyzing problems, and solving problems as the main research ideas. It is based on marketing word-of-mouth analysis, combined with the concept of big data and persuasive communication theory, and comprehensively uses literature review methods, data analysis methods, and cross-research methods to analyze the situation in the market. Under the background of economic research, relevant research on expanding the strategy-building marketing strategies of China's political service industry is reviewed to find solutions to the strategy-building and marketing problems of China's government service industry. Establishing a theoretical framework for this paper has practical significance.

The research content of this paper is as follows: Chapter 1: Introduction. Explain the background and significance of this research Chapter 2: Theoretical basis. Chapter 3 :clarifies the research method and STP analysis of Shandong Baiye Group. Chapter 4: The current situation and existing problems of strategy building and marketing in China's government service industry. Chapter 5: Summary and discussion, which mainly explains the limitations of the research and suggests the optimization of strategy building and marketing strategies for the Chinese government service industry. Overall, a detailed analysis has been carried out. Development problems existing in the Chinese market have been discovered. A more appropriate, specific, and comprehensive strategic plan, implementation path, and safeguard measures have been supplemented to provide certain references.

Chapter 2 Literature Reviews

2.1 Introduction

Chapter 2 of the study is a review of related research literature, including STP theory, housekeeping service development present situation, housekeeping enterprise development factors, and a clear research framework in the Shandong industry group in the process of strategic transformation and upgrading needs according to the actual situation to make specific adjustments, as well as the housekeeping service industry strategic transformation development experience related literature for reference.

2.2 STP theory

The STP marketing model (segmentation, targeting, positioning) is a common strategic method in modern marketing, See Figure 2-1 for details(Fournier & Avery, 2011;Gebauer et al., 2013). It is one of the most commonly used marketing models in practice, and marketing leaders attribute it to efficient, streamlined communication practices.STP marketing focuses on commercial effectiveness, selects the most valuable market segments for the enterprise, and then formulates marketing mix and product positioning strategies for each customer group.



Figure 2-1 STP introduction

Through STP analysis, the market can be segmented into smaller markets, and then from Find the target market in each segmented market, and finally find your own market positioning in the target market (Rajagopal & Davila, 2020). Furthermore, STP theory can enhance market advantages to a certain extent, allowing products to gain competitiveness and thus have a certain position in the market.

The STP model is useful when creating marketing communications plans because it helps marketers prioritize propositions and then develop and deliver personalized, relevant messages to appeal to different audiences (Chung & Byrom, 2021). The three-step funnel consists of market segmentation, market positioning and product positioning.

2.2.1 Market segmentation

Market segmentation is the act of dividing the market into different customer groups and outlining the outlines of market segments based on the different needs of buyers for products or marketing mixes (Evans et al., 2012). Data shows that the size of China's housekeeping services market has increased from 277.6 billion yuan in 2015 to 1,014.9 billion yuan in 2021, an increase of nearly 4 times, and will continue the growth trend, and is expected to increase to 1,164.1 billion yuan by 2023 (Ambaradar et al., 2023). As the scale of the industry continues to expand, the revenue of China's housekeeping industry continues to grow as a proportion of the country's GDP, and its ability to absorb employment is becoming increasingly strong. The number of employees will reach 37.6 million in 2021 (Choy et al., 2021). As a sunrise industry and a people's livelihood industry, China's housekeeping service industry has promising development prospects.

Market segmentation is conducive to discovering new market opportunities and in-depth research. potential demand, targeted development of new products; conducive to the formulation of targeted marketing strategies; conducive to the formation of unique professional competitive advantages of enterprises.

There are four major categories of segmentation variables based on segmenting the consumer market: including geographical segmentation, demographic segmentation, psychological segmentation, and behavioral segmentation. User portraits can be formed through market segmentation. On the one hand, portraits of demographic characteristics (information characteristics): specifically gender, age, income, children, education (culture), marital (family) status, occupation, geographical distribution, and constellation (Jahanshahi et al., 2011).

2.2.2 Target market selection

Target market selection first requires the evaluation of market segments, including the size, development prospects, current sales, growth rate and expected profits of the market segments. Only if it has a certain scale and sufficient development potential is it worth investing (Chang & Ma, 2015). It is necessary to analyze the strength and threat of these five group forces; finally, it is necessary to consider The company's goals and resources, combined with the company's unique resources and competitive advantages needed to develop this market, select products and services that are in line with the company's long-term goals and are sure to provide high value.

There are five modes of target market selection. The first type: single market concentration, that is, only choosing a market segment to provide one product to one customer group. This model is highly specialized and has a solid position, but the risk is high; the second type: selective specialization, That is, choosing different customer groups, entering several market segments to provide different products, with little or no contact between market segments, this model disperses risks but at the same time disperses energy; the third type: market specialization, that is, providing multiple A product focuses on meeting the various needs of a specific customer group. This model is professional and has stable demand. However, if customer demand suddenly decreases, it will have adverse effects (Chang & Ma, 2015). The fourth type: product specialization, that is, producing one of a variety of products to meet the needs of various customer groups. The fifth type: complete coverage, that is, providing all products needed by all customer groups.

2.2.3 Market positioning

After selecting the target market, if you want to differentiate yourself from other companies in the same market segment and gain competitive advantages, you need to position your own products, strategy and corporate image, and design and create personalized products based on demand characteristics. and image, thereby establishing a distinctive position in the minds of target customers. As the core of marketing strategy, positioning is also the most basic prerequisite for formulating marketing mix strategy. According to Coenegrachts et al. (2021), the essence of positioning is to "determine...the position in the customer's mind". The positioning process is divided into three major steps: the first step is to determine the competitive reference frame for identifying and analyzing competitors; the second step is to select and summarize points of difference (including finding the best common ground) and make key actions (Jahanshahi et al., 2011). The third step, positioning communication, is to occupy the unique mental position of consumers and the outside public by conveying different value points.

During the research-based market segmentation phase, your goal is to determine the basis for segmenting your target customers and identify the important characteristics that differentiate each segment. Survey data shows that 93.8% of Chinese consumers have used housekeeping services in 2022. Chinese families have strong demand for housekeeping services, especially in the aspects of "elderly care" and "child care", and the scale of demand will continue to rise. Between 2018 and 2021, the online penetration rate of housekeeping service users increased from 47.8% to 80.2%. The trend of online booking of housekeeping service consumption has increased significantly, and online demand has become an important source of demand in the housekeeping industry.

When developing your targeting and positioning strategy, you must assess the potential and commercial attractiveness of each segment and then develop detailed product positioning for each selected segment, including based on the amount of knowledge you have about the segment. As martech continues to evolve, so do the opportunities for segmentation, targeting, and positioning, and it's useful to take advantage of every opportunity to touch, interact, convert, and engage customers (Ambardar et al., 2023).

2.3 The literature of marketing strategy

Marketing strategy is a construct that lies at the conceptual heart of the field of strategic marketing and is central to the practice of marketing. It is also the area within which many of the most pressing current challenges identified by marketers and CMOs arise. Strategy marketing is not like a PPC campaign or week-long sale that tries to create an immediate return on investment. Strategy marketing is a slow-and-steady strategic activity, based on the company's very essence and authenticity, so it should be seen as a long game. The concept of STP theory is to use strategies for marketing, which can allow consumers to clarify the value of their products so that consumers can not only save time and costs during the purchase process but also help consumers select good products. Strategy marketing: The function of strategy marketing is to increase product value and image value (Rajagopal & Davila, 2020). Furthermore, STP theory can enhance market advantages to a certain extent, allowing products to gain competitiveness and thus have a certain position in the market.

Good strategy marketing can create industry barriers and improve the position of strategy companies in the market. Consumers can express consumer needs and product quality requirements from the product's value (Chung & Byrom, 2021). Strategy sales have distinctive characteristics, which are reflected in their particularity. Because different products use different strategy marketing methods, the process of creating a strategy requires the participation of well-organized processing enterprises and other organizations to cooperate. Contributes to the good potential of the strategy. The competitive development of any industry generally goes through four periods:

quantity competition, quality competition, channel competition, and strategy competition (Singh & Crisafulli, 2016). At different times, companies need different winning strategies and tactics.

With the changes in the business environment, Kung et al. (2021) noticed consumer-oriented marketing strategies. Jabeen et al. (2023) studied the marketing strategy of China's national government service strategy building from the perspective of consumer demand. Develop a diversified marketing system. The first is to use new media platforms to provide service content and methods that are suitable for users' employment types, psychological prices, quality requirements, etc., and push recommendation interfaces. The second is to provide diversified service methods. Housekeeping services are abstract and scalable. Housekeeping companies must improve the service operation system and extend the housekeeping industry chain. Leverage the strength of housekeeping human resources to increase the number of users in a snowballing manner, purchase housekeeping strategies and other extended products, and form a multi-channel marketing system. Based on user portraits as the starting point, Tiwari et al. (2023) have proposed five innovative service development strategies for the housekeeping industry, providing a feasible reference for the development of the housekeeping service industry under the background of big data.

During the period of quantity competition, the entire market is still in its infancy and early stages of development. The market is a complete seller's market, and supply exceeds demand (Ambardar et al., 2023). During this period, the only magic weapon for a company to win is production capacity. How many products it can produce means how much competitive advantage the company can gain. In the period of quality competition, the market has gradually matured, consumers have further deepened their understanding of products, and they have higher and higher quality requirements. During this period, companies must be able to provide products and high-quality products to remain invincible in the competition. The current fierce market competition has led to lower profit margins in many industries. The gross profit rate of 8% is of great significance to the survival and development of enterprises (Ashley et al., 2011). With the development of the social economy, the winning factors of quality competition - technology, information, capital, and other factors gradually lose their role as barriers, and the market begins to transform into channel competition. In the period of channel competition, a complete and effective distribution channel system becomes the basis for enterprise competition. As an important weapon, channel competition is accompanied by competition in multiple fields, such as terminal market segmentation, product differentiation, and packaging personalization. When most companies have a strong distribution channel system, competition will evolve into competition between strategies, which is the highest level of corporate competition (Chang & Ma, 2015). In the period of strategy competition, although price, differentiation, and channel strategies are still important components of corporate marketing strategies, these strategies can now become companies' winning formula.

2.4 The literature of the housekeeping service marketing strategy

On the one hand, is product strategy. Product diversification is the basis for customer satisfaction. All types of intermediary agencies must be based on the market, continue to innovate, and develop at multiple levels and in multiple varieties. Diversified service structure system; reforming traditional service items, not only providing home cleaning, home escort, and other services but also providing higher-level services such as beauty, hairdressing, home beautification, family party services, and so on.

Another aspect is price strategy. Appropriate pricing can better coordinate the relationship between practitioners and employers. In addition to humanistic goals and determining the company's profitability, the pricing goals include internally attracting senior practitioners through strategies such as increasing salaries to meet market demand; externally, employers must be able to accept service pricing so that they feel value for money. The pricing method can adopt differential pricing. Adopt different price positioning for different service items and different levels of service personnel. In response to the demand for high-end housekeeping services from high-income families, skimming pricing can also be adopted appropriately.

Coenegrachts et al. (2021) did much research from the micro level, analyzing existing problems from multiple perspectives, such as housekeeping service personnel, housekeeping companies, users, and governments, and then put forward suggestions and opinions at the individual level, but most them are theoretical. These research results show that in the era of big data, there needs to be more research on the development patterns, influence, industry management, administrative regulations, and other aspects of the housekeeping service industry combined with information technology. How do we break the barriers between disciplines and industries? Research is an urgent problem that needs to be solved. Looking at the existing problems in the housekeeping service industry, first, regular training of housekeeping workers, such as the training of awareness, perception, experience and other emotional expression abilities, communication and interaction skills, service attitude, innovation ability, and other qualities, in order to provide high-quality services (Jahanshahi et al., 2011). The second is to teach service standards and service skills. It is necessary to hold more skills improvement classes for housekeeping service workers to provide "refresher" training for the majority of housekeeping service workers, improve their professionalism and service skills, and promote the prosperity and development of the housekeeping service industry.

Looking at the current research status of housekeeping and foreign housekeeping service strategy-building marketing strategies, Bahl and Chandra (2018) invested a lot of time and energy to analyze the marketing status of well-known housekeeping and foreign housekeeping service strategy-building and how companies can optimize their

marketing strategies in the context of the market economy—effective advice on strategy building marketing strategies. There are certain differences in the marketing environment at home and abroad. Based on regional hot spots, Tah et al. pay more attention to models such as the Internet celebrity economy, dual micro platforms, and new retail. Donner and deVries. (2021) focuses on the application of big data technology, as well as popular social platforms such as Facebook and Instagram; marketing strategies are very important for the development of enterprises, and marketers also need to adjust and improve marketing strategies according to changes in the marketing environment.

In addition, the distribution channel strategy also needs to be clear. Distribution decisions primarily consider where and how to serve customers (Ekawati & Yasa, 2018). Since housekeeping services and service objects cannot be separated, customers must be satisfied during the face-to-face service process. Dai et al. (2020) did more research on the theoretical level of the housekeeping industry, tending to case studies, empirical research, and comparative analysis, paying attention to the macro-influencing factors that affect the housekeeping industry and the differences in housekeeping service methods and focusing on the development of the housekeeping industry. Economic significance and social benefits, but there needs to be more information technology analysis of user portraits to push housekeeping information accurately, improve service quality through feedback mechanisms, and establish a service strategy. Therefore, the first is to proactively look for customers, collect market demand information, select appropriate service targets, communicate in-depth with customers, clearly understand the real needs of customers, recommend trained service personnel to customers, and allow customers to try out and provide feedback for better understanding.

To serve customers well, the second is to attract customers to come to you through the good reputation formed in the past and unique professional high-end services. The third is to establish online direct sales channels, build your own website and related web pages, and publish special service content and resumes of service personnel. The characteristic is to describe the work experience of service personnel in detail and provide a response mechanism. It also facilitates customers to quickly and conveniently find suitable services. The housekeeping staff you request can better serve your customers.

It provides the basis and decision-making reference for enterprises to carry out market positioning and formulate innovation and development strategies. Zott et al. (2011) carried out research on the construction of internal control system of Chinese housekeeping service enterprises, and built a relatively complete internal control system according to the five elements of internal control. Ashley et al. (2011) studied the strategic development of housekeeping service enterprises in their respective provinces; Zhang Jinnan discussed the standardization of housekeeping service

enterprises (2015); Rosenbaum et al. (2017) studied the leader development mode of housekeeping service companies from the perspective of human resources.

Nain (2018) studied the risk management of O2O business model of housekeeping enterprises, and proposed to prevent many internal and external risks through five steps of company target setting, risk identification, risk assessment, risk response, risk monitoring and reporting; Winter et al. (2020) studied the marketing strategy of housekeeping companies. It can be seen that with the homogenization of the housekeeping service industry in terms of products and technologies, the form of sales channels is also easy to be model by competitors to achieve the sustainable development of enterprises. This is the inevitable economic and social development, is in line with the law of economic development.

2.5 The literature of the service industry marketing strategy

Foreign scholars have actually started researching housekeeping services a long time ago, but searching the literature found that there are not many studies on the operations of housekeeping companies. For example, Buhalis and Sinarta (2019) analyzed the complexity of the housekeeping service industry believed that there is a difference between high and low awareness in the housekeeping service industry, and used this theory to help housekeeping service companies provide more professional services to customers.

With the vigorous development of China's housekeeping industry, more and more housekeeping scholars have begun to study the housekeeping industry.

Willard (2012) proposed four major challenges faced by the O2O model in the housekeeping industry, including low user loyalty; Kastalli and Van Looy (2013) used the Smith model to study housekeeping industry policy; The association of housekeeping work with women's traditional household labor, defined as a "labor of love" rather than as real work, and its centrality to southern slavery, have contributed to its low status. As a result, housekeeping work has long been structured by class, racial, and gendered hierarchies. Nevertheless, housekeeping workers have time and again done their best to resist these conditions. Wijaya (2013) conducted a parallel study of government regulation and industry self-discipline Research on the supervision system of the housekeeping industry; Employing housekeeping workers has become very common in the urban areas of many cities where a large number of women go out for jobs. The housekeeping workers save much of the time and energy for the working females of modern cities.

On the other hand, housekeeping workers have proved to be a necessity for non-working women also. In urban areas, they commonly engage housekeeping workers to help them in carrying out their household chores, partly due to physical

inability and partly due to lack of inclination to perform household chores. Employing housekeeping workers has now become a lifestyle statement as it is considered odd not to keep one and instead do all housework oneself. McKenzie (2017) used Haofang Online as a case study to study the Internet model of the housekeeping industry; Kotler et al. (2019) conducted in-depth research on improving the quality of housekeeping services that adapt to the development of the modern housekeeping industry, the housekeeping work sector is an n-dimensional sector where too many issues are unresolved and together they pose a serious problem for the future development of our country; Nuseir (2022) believed that to fundamentally reconcile the contradiction between supply and demand of housekeeping, it is necessary to restrain relevant entities from the micro level of the industry, and to establish effective and effective institutional guarantees from the macro level.

Therefore, a review of previous studies shows that the results of these studies are mixed and provide research opportunities.

2.6 Conceptual Framework

STP analysis was proposed by Randhawa et al. (2017) and can be used for competitive analysis of organizations and individuals. The development strategy of an enterprise is jointly determined by the internal resources and external environment of the enterprise. This analytical model is helpful for this study, combined with clarifying the independent variables and dependent variables of the study, as an identification framework, to finally determine the relationship between the factors, as shown in Figure 2-2:

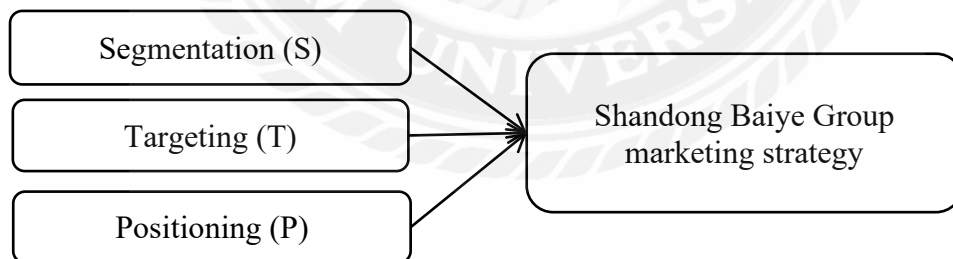


Figure 2-2 Research Framework

2.7 Company Background

Shandong Baiye Group is a comprehensive service company dedicated to providing high-quality housekeeping services, headquartered in Shandong Province. Shandong Baiye Group was established on September 02, 2015 (Singh & Crisafulli, 2016). The company's business scope includes: environmental protection technology development; Development and sales of bathing equipment, energy-saving equipment and cleaning equipment; Production and sales of cleaning equipment; Wholesale and retail of auto fittings and auto parts; Non-academic short-term adult continuing education training, excluding certification, excluding pre-licensing training of education and vocational certificates recognized by the state; Housekeeping; Cleaning service; management consulting; Corporate image planning; Computer technology services; Home appliance maintenance and cleaning services; Cleaning service; Building exterior wall cleaning service; Professional contracting of river and lake renovation projects, operating with the qualification certificate; Landscaping and maintenance; Since its establishment, the company has always adhered to The business philosophy of "integrity, service, professionalism and innovation" provides customers with a full range of housekeeping services.

Shandong Baiye Group has an experienced and highly skilled housekeeping service team, employing various professional housekeeping service personnel, including cleaners, confinement nannies, nannies, nannies (Kung et al., 2021). The company pays attention to talent cultivation and conducts regular training to ensure that employees have rich experience and professional knowledge to provide customers with high-quality housekeeping services.

The housekeeping services provided by the company include but are not limited to home cleaning, confinement nanny, long-term and short-term nanny, elderly care, home care (Bahl & Chandra, 2018). The company always insists on providing customers with high-quality and personalized services, tailoring service plans according to customer needs, so that customers can enjoy a comfortable and convenient housekeeping service experience. Shandong Baiye Group will continue to adhere to the service tenet of "customer first, honest cooperation", continuously improve service levels, and create more happiness and comfort for customers.

Chapter 3 Research Methodology

3.1 Introduction

This study adopted a documentary research method. This paper uses literature research to conduct special research and applies communication and big data marketing theories to marketing strategies in China's government service industry. This paper mainly conducts desk research through online searches, extensive reading of physical documents, and access to relevant literature to form a scientific understanding of the research field or facts. This paper will collect literature on marketing strategies and persuasive communication in the housekeeping service industry, analyze and organize relevant materials, discover the shortcomings of previous research, and look for relevant theories as the theoretical basis for the research. The paper analyzes the existing research results, summarizes and determines the appropriate research theoretical framework, clarifies the research direction of this article, forms basic research methods, and provides a theoretical basis for future research (Rajasekar & Verma, 2013).

The main research methods of this paper are:

First, by carefully studying the existing literature, most scholars believe that defining a successful product strategy is the core principle of housekeeping strategy enterprises. The study of Shandong Baiye Group's Segmentation strategy has segmented the market and identified different market segment groups. Most scholars believe that this helps the group better understand the needs and characteristics of different markets and provides a basis for positioning.

Secondly, Shandong Baiye Group's Targeting is by selecting one or more market segment groups as the target market, determining the segmentation characteristics of the target market, and analyzing the market opportunities and competitive environment. Through systematic analysis of literature that clearly positions the target market, we can further better develop products and formulate marketing strategies, and improve market competitiveness.

Finally, Shandong Baiye Group's Positioning conveys a clear strategy image and concept to the target market, helping consumers better understand the company's positioning and characteristics. Through differentiated positioning, the group can establish a unique competitive advantage in the market, attract more consumers and increase market share, which is crucial.

Overall, the insights gained from this comprehensive exploration make a substantial contribution to the ongoing discussion of strategy theory and tactics. This paper delves into the practical implications of STP theory through real-world examples and case studies. The integration of empirical evidence provides a tangible and authentic dimension to the research, enhancing its relevance and applicability to the field and it provides a solid theoretical foundation for future research efforts, promoting a deeper understanding of the complexity of STP theory and its practical significance in the contemporary business environment.

3.2 Research design

In this chapter, through the introduction and analysis of the development status of Shandong Baiye Group, and through the use of STP analysis tools. There be seen from the analysis results, Shandong hundred industry group should grasp the external macro environment and mature technology opportunities such as the Internet, better use of their own advantages, as far as possible to reduce the influence of disadvantage or disadvantage into advantage, as well as possible to avoid external threats. As the market environment continues to change and competition becomes increasingly fierce, it has become particularly important for companies to formulate effective market strategies and enhance competitiveness. As an enterprise with a certain reputation and scale in Shandong, Shandong Baiye Group must use its resources and strength to formulate market strategies that meet market needs and achieve sustainable development. This is a problem that must be faced.

This study aims to analyze the current market strategy development status of Shandong Baiye Group, understand the theoretical basis of market strategy and STP analysis by consulting relevant literature and information, and provide theoretical support for the research. Using STP analysis tools, Shandong Baiye group's market is segmented, target markets are selected, and products are positioned, and corresponding market development strategies are formulated to explore how the company can achieve market share growth and enhance strategy value and competitiveness by segmenting the market, selecting target markets, and positioning products.

First of all, the current situation of Shandong Baiye Group's market strategy development is to understand the company's current position and competitive advantages in the market by analyzing the company's market positioning, product portfolio, channel layout.

Secondly, use STP analysis tools to segment the market of Shandong Baiye Group, select target markets and position products, and formulate corresponding marketing strategies.

Finally, the market strategy development suggestions are based on the research results to put forward suggestions suitable for the market strategy development of Shandong Baiye Group to help the company further enhance its competitiveness and market position. It helps enterprises understand market demand and competitive environment, formulate more effective market strategies, and enhance market competitiveness and strategy value. At the same time, it also provides reference for other similar companies to promote the development and progress of the industry, build O2O platform business model, the Shandong hundred industry group into a bench-marking enterprise in the industry.



Chapter 4 Findings and Conclusion

4.1 Current market strategy of Shandong Baiye Group

Shandong Baiye Group is a comprehensive housekeeping service company dedicated to providing high-quality housekeeping services, headquartered in Shandong Province (Dai et al., 2020). Since its establishment, the company has always adhered to the business philosophy of "integrity, service, professionalism, and innovation" to provide customers with a full range of housekeeping services.

Shandong Baiye Group has an experienced and highly skilled housekeeping service team, employing various professional housekeeping service personnel, including cleaners, confinement nannies, nannies, etc (Choy et al., 2021). The company pays attention to talent cultivation and conducts regular training to ensure that employees have rich experience and professional knowledge to provide customers with high-quality housekeeping services. Shandong Baiye Group is a well-known comprehensive enterprise group, mainly involved in food processing, financial services, real estate development and other fields. In terms of market strategy, Shandong Baiye Group continues to expand its business territory and enhance strategy influence and market competitiveness through diversified development, win-win cooperation, innovation-driven and other methods.

1. Diversified development: Shandong Baiye Group is involved in food processing, financial services, real estate development and other fields. Through diversified business layout, it has diversified its income sources and improved the company's profitability and risk resistance.

2. Win-win cooperation: Shandong Baiye Group focuses on win-win cooperation with partners, establishes partnerships with large domestic and foreign enterprises, shares resources in technology, market, capital, etc., jointly develops markets, and achieves mutual benefit. Win-win.

3. Innovation-driven: Shandong Baiye Group focuses on innovation-driven development, increases investment in scientific and technological innovation, continuously improves product research and development capabilities and production technology levels, launches new products and services that meet market demand, and continuously enhances strategy competitiveness.

At present, Shandong Baiye Group has not yet formed industry norms and standards in the subdivision field of home maintenance. Shandong Baiye Group can make use of its own advantages to establish industry standards. At the same time, it can use the O2O platform model to bring it closer to standardization, expand the

market share of Shandong Baiye Group, and enhance its core competitiveness (Choy et al., 2021). Shandong Baiye Group wants to become a unicorn in the industry while expanding the market, it must transfer the core competitiveness of the enterprise to the essence of its products and services, create industry standards, create industry fee standards, really play the role of the platform, and bring better service experience to users. However, there is a lack of differentiation strategies, resulting in no focus on a specific scenario to develop different products and marketing strategies. It is generally difficult for the housekeeping service industry to enter the formal supervision and regulation of the government. taxation system. housekeeping services are generally provided directly by housekeeping service workers to household employers. Even through the intermediary of Shandong Baiye Group's housekeeping service, the color of the private transactions is still relatively strong. In addition, the temporary and unstable nature of the services makes it difficult to apply relevant national laws and policies, it is also difficult for the country to establish a complete tax system for the housekeeping service industry.

With limited resources, enterprises are unable to take into account the overall market, nor can they focus on a specific market to carry out in-depth work. At present, the housekeeping service industry lacks the corresponding institutional norms and legal protection. Servants are informal employees not protected from existing laws such as labor law (Ashley et al., 2011). With the exception of a few housekeeping companies that implement employee management, most users, waiters, and housekeeping companies do not sign service agreements at all, and a small number of signed service agreements are not standardized. The responsibilities, rights, and interests of the parties to the contract are not clear, and their rights and interests are protected. Shandong Baiye Group marketing service team personnel, personnel currently only content planning, activity planning, graphic design, media team 1, these are all platform jobs, ability is relatively limited, no specifically for retail or financial or commercial cleaning configuration professional marketing manager, which leads to marketing team personnel lack of business, lack of understanding of the industry, unable to do the integrated marketing based on the scene, lead to marketing strategy is single, unable to meet the needs of customers, marketing action cannot well match with business, marketing activities conversion rate is low.

It is necessary to strengthen publicity and education, renew ideas, and remove people's ideological shackles, which is the premise of vigorously developing the housekeeping service market. first, Leaders and staff of government departments at all levels should change the discriminatory view of the housekeeping service industry, Fully understand the significance and role of the socialization of housekeeping labor, The development prospect of the marketization of housekeeping service (Ambardar et al., 2023).

In general, Shandong Baiye Group shows the characteristics of diversified development, win-win cooperation, innovation-driven and other characteristics in terms of market strategy. It continuously expands business areas and enhances corporate competitiveness and market position. In the future, Shandong Baiye Group will continue to adhere to this development strategy, continue to innovate and develop, and achieve more stable and sustainable development.

4.2 STP marketing strategy analysis of Shandong Baiye Group

In this chapter, the internal and external environment is integrated, and the internal and external conditions are analyzed by STP model. Segmentation, targeting, and positioning is an audience-focused rather than product-focused approach to marketing communications, which helps deliver more relevant messages to commercially appealing audiences, it provides a basis for the strategic formulation of Shandong Baiye Group under the background of the later Internet.

STP analysis refers to market segmentation, target market and positioning analysis, and is suitable for formulating market strategies. In the Chinese housekeeping industry, STP analysis can be performed as follows:

Segmentation:

Market segmentation is the division of a market into different market segments or consumer groups. For Shandong Baiye Group's housekeeping service market, there may be multiple market segments, such as home cleaning, elderly care, childcare, etc.

Segment-specific criteria may include location, income level, age, household type, etc. Through in-depth research and analysis of market segments, the needs, behaviors, and preferences of different market segments can be identified. So there are three aspects to market segmentation:

- Population segmentation: Segment the market by region, city size, population density, income level, age and other characteristics, such as first-tier cities, second-tier cities, emerging cities, etc.

- Demand segmentation: According to different consumer needs, the market can be segmented into different fields such as home cleaning, infant care, and elderly care.

- Industry segmentation: Segment different housekeeping service providers according to their characteristics, such as scale, service types, price strategies, etc.

Targeting:

The digital transformation of the housekeeping service industry is advancing rapidly, and the online trend of user demand is extremely obvious. Relevant

companies will rely on online channels such as Internet housekeeping platforms and local life platforms to acquire customers and achieve digital transformation. In addition, empowered by digitalization, the industry will use technological means in the future to achieve intelligent and sustainable talent selection, talent cultivation, and personnel management.

Market positioning is to determine the positioning of one's own products or services in specific market segments based on the needs and competitive environment of different market segments. For the housekeeping service market of Shandong Baiye Group, one or more market segments can be selected for positioning.

Market positioning can be achieved by providing specific housekeeping services and differentiated service features. For example, for the home cleaning market, we can provide professional cleaning technology, environmentally friendly cleaning supplies and personalized services; for the elderly care market, we can provide experienced caregivers, a warm service environment and all-round care.

In addition, there are several aspects that need to be paid attention to:

- Positioning the high-end market: Position the target market among high-end consumer groups and provide high-quality and high-standard housekeeping services. Such market positioning can attract wealthy people who are more willing to pay higher prices.

- Positioning the middle and low-end market: Positioning the target market among low and middle-income groups and providing relatively low-priced housekeeping services. Such market positioning can meet the needs of ordinary consumers.

Positioning:

Positioning analysis is based on the following aspects:

- Service quality positioning: Emphasis on providing high-quality, professional, and reliable housekeeping services to build strategy image and customer loyalty.

- Differentiated positioning: Differentiate yourself from competitors by providing unique housekeeping services, such as customized service plans, efficient and convenient reservation systems, service personnel with educational backgrounds, etc.

- Price positioning: Based on the target market's consumption power and competitors' price levels, formulate corresponding price strategies, such as high-price strategy, mid-price strategy, or low-price strategy.

Market pricing is to determine the price strategy for products or services based on market demand, competition and product or service characteristics. The pricing strategy of Shandong Baiye Group's housekeeping service market should take into account the market competition, the income level of consumers and the degree of demand for housekeeping services. At the same time, cost analysis also needs to be conducted to ensure the reasonableness of the price and the profitability of the service.

To sum up, the STP analysis of Shandong Baiye Group in the housekeeping service market can be conducted based on market segmentation, market positioning and market pricing. By in-depth understanding of the needs and competition of market segments, we can determine our positioning in specific market segments and formulate appropriate pricing strategies to achieve competitive advantage in the home services market. Through STP analysis, housekeeping companies can better understand the needs of the target market and formulate corresponding market strategies to enhance competitiveness and achieve long-term growth goals.

4.3 Chapter Conclusion

The chapter results show that the implementation of a marketing strategy has an impact on Shandong Baiye Group's housekeeping service projects, and this result can be applied to the development of products and services to better meet customer needs. As an emerging industry that is constantly developing, the housekeeping service industry's marketing strategy plays an important role in its development process. However, compared with other industries, the housekeeping service industry still has some problems in strategy marketing. There are many problems in the marketing strategy of the Shandong Baiye Group, including low awareness, unclear strategy positioning, unstable service quality, insufficient marketing strategy and online platform operations, and insufficient intra-industry cooperation and resource integration. In response to these problems, it is recommended that the housekeeping service industry increase strategy publicity and promotion, clarify strategy positioning, strengthen employee training and management, increase investment and operation of online platforms, and strengthen intra-industry cooperation and resource integration to enhance the strategy. Influence and industry competitiveness.

This paper will outline the problems existing in the industry and give corresponding recommendations.

Chapter 5 Recommendations

5.1 Conclusions

This paper takes Shandong Baiye Group as the research object, combines the situation of Shandong Baiye Group's housekeeping services in the China market, uses the marketing STP theory to conduct market segmentation, and determines three target markets. Conclusion as below:

1) The current status of Shandong Baiye Group's housekeeping service industry is provides professional housekeeping services and implements service marketing strategies by introducing diversified service products; however, target market positioning is not clear and the lack of segmentation scene differentiation strategy. Carry out strategic transformation according to the different needs and consumer groups of the housekeeping service market.

2) By analyzing Shandong Baiye Group's marketing strategy, through STP analysis, Shandong Baiye Group's was to create brand image in the target market through effective differentiation positioning strategy, strive to achieve joint company's expansion target market, and improve advantageous market competitiveness of Shandong Baiye Group. This is an important reference., focuses on providing high-quality household cleaning services, and provides some reference for traditional housekeeping service companies that have not yet transformed or are undergoing transformation.

At the same time, it is hoped that the specific safeguard measures proposed by Shandong Baiye Group can be extended to other companies in the industry, and can provide certain theoretical and practical reference for the successful completion of strategic transformation and upgrading in the industry context.

5.2 Recommendation

The housekeeping service industry has undergone tremendous development and changes in the past few years. With the improvement of people's living standards and pursuit of quality of life, the demand for housekeeping services has become more and more diverse and personalized. Therefore, the differentiation and upgrading of marketing strategy in the housekeeping service industry has become crucial, and promotion efforts to improve public awareness and understanding of the industry.

Here are some suggestions.

First of all, strategy differentiation competition requires the transformation and upgrading of Shandong Baiye Group's development strategy. As the competition in the housekeeping service market becomes increasingly fierce, differentiated competition between strategy has become particularly important. Through transformation and upgrading, strategy can provide unique services and value to differentiate themselves from competitors. For example, introducing technological innovation and providing services such as online reservations and intelligent management can enable strategy to occupy an advantageous position in the market (Ferasso et al., 2020).

Secondly, changes in consumer demand require the transformation and upgrading of Shandong Baiye Group's development strategy. Modern people's demand for housekeeping services has changed from basic services such as simple cleaning and babysitting to more professional and personalized services. Consumers expect higher quality services and better user experience. Therefore, strategy need to transform and upgrade to meet consumer demands for quality, reliability, and professionalism.

Finally, building a strategy reputation and expanding market share requires the transformation and upgrading of Shandong Baiye Group's development strategy. In the home service industry, strategy reputation and reputation are important competitive assets. Through transformation and upgrading, strategy can provide better services and better user experience, thereby enhancing strategy credibility and reputation. This will help attract more consumers and build a solid customer base (Ambardar et al., 2023). In addition, the housekeeping service market has huge potential, but there are also certain market gaps(Ambardar et al., 2023). Through transformation and upgrading, strategy can expand market share, meet the needs of more consumers, and increase market share.

The strategy differentiation of marketing strategy in the housekeeping service industry is necessary because it can meet consumers' needs for high-quality and personalized services, enhance strategy differentiation competitiveness, establish good strategy credibility and reputation, and expand market share. This will help the strategy achieve greater success in the home services market.

5.3 Discussion and Implications

Housekeeping service is a rising industry and a livelihood project. Service is an inevitable requirement for people to pay attention to the quality of life. housekeeping service is closely related to family services, which affects people's sense of gain and happiness. The rapid economic and social development requires the support industry of family services to expand housekeeping demand, increase employment, serve people's livelihood, and promote harmony, and other aspects are playing an increasingly important role. In the daily operation, management and development

process of an enterprise, any link may encounter credit risk. Once credit risk occurs, the enterprise will face credit risk. Being affected by credit risk will also pose a serious threat to the development of an enterprise. It can be seen that for ordinary enterprises, reputation is crucial. The application of big data information sharing has created the development of the digital economy and the Internet economy. In this context, it is particularly important to establish a credit-centered market transaction mechanism, analyze market demand and own production capacity through big data, develop products that meet market expectations, accurately launch them on the market, and carry out marketing activities.

Precisely because the housekeeping service industry is a special service industry that serves family life, the core goal of its marketing strategy is to enhance consumers' awareness and favorability of the strategy through strategy building and promotion, thereby increasing market share and profits. Therefore, this article conducts an in-depth analysis of the marketing strategy of the Shandong Baiye Group's housekeeping service from the aspects of strategy positioning, strategy formulation, and strategy STP analysis. After all, as a service industry, how to make consumers know, understand and like the strategy is very important, and the current methods of marketing strategy are becoming increasingly diversified. These methods allow consumers to no longer have a superficial understanding of the strategy but to establish more interactive relationships and increase the sense of participation in the strategy. Therefore, housekeeping service companies need to incorporate strategy concepts, which can effectively improve the overall service level of housekeeping service companies, promote the healthy development of housekeeping service companies, and occupy a place in the increasingly fierce market.

First of all, strategy positioning is an important and clear aspect of strategy marketing in the housekeeping service industry (Ham & Lee, 2011). The housekeeping service industry covers multiple subdivisions such as household cleaning, housekeeping, nannies, confinement nannies, and childcare nannies. Shandong Baiye Group's housekeeping service projects in different subdivisions need to be positioned differently to meet the needs of different consumer groups. The key is to determine the target market, analyze the characteristics and consumer needs of the target market's consumer groups, and find differentiated competitive advantages to establish a unique strategy image. strategy positioning needs to focus on market research and analysis of consumer needs, find gaps in the market or areas that need improvement, and meet consumer needs by providing personalized services.

Secondly, marketing strategy is an important means of strategy marketing in Shandong Baiye Group. marketing strategy aims to increase strategy awareness and image recognition and attract more consumers to choose your strategy. When carrying out marketing strategy, the housekeeping service industry can use a variety of means, such as online promotion, offline promotion, word-of-mouth communication, etc. Online promotion includes using social media, search engines, e-commerce platforms,

and other channels for strategy publicity and promotion; offline promotion can increase strategy exposure through advertising, charity activities, cooperative promotions, word-of-mouth communication relies on customer satisfaction. Set up project teams for key market customers or projects, and the project manager is responsible for solving problems such as difficult coordination between departments and poor delay of corresponding customer needs. Strengthen inter-departmental coordination, accelerate industrial marketing, promote the development of full-staff marketing, and ultimately improve customer satisfaction. And word-of-mouth to increase strategy awareness and reputation. No matter which method is used, the consistency of the strategy image needs to be emphasized so that consumers can accurately identify the strategy and resonate emotionally with it.

Thirdly, strategy targeting is an important strategy for strategy marketing in the housekeeping service industry. strategy in the housekeeping service industry can expand their market share by expanding product lines, exploring new industry market segments, and providing more diversified services. The strategy extension helps to increase strategy influence and popularity, and at the same time, it can also utilize the strategy's superior resources to achieve economies of scale (Hu et al., 2023). For example, a housekeeping service strategy can extend its strategy influence by launching products or services related to family life, such as home decoration, family health care, education and training, and other fields. strategy expansion needs to be carried out while maintaining strategy consistency and core competitiveness to avoid over-expansion of the strategy and loss of market attention.

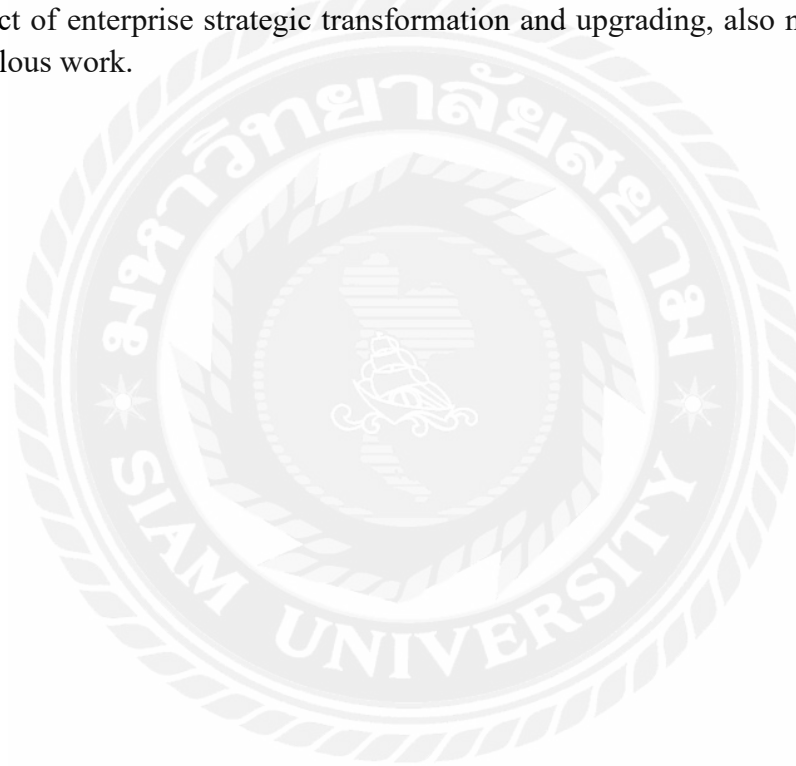
Finally, strategy positioning is an important guarantee for strategy marketing in Shandong Baiye Group. It is necessary to strengthen the protection of intellectual property rights, such as registered trademarks, patents, etc., to prevent malicious infringement by others (Hohnen, & Hasle, 2011). For marketing team ability, the company needs to strengthen of marketing personnel training, training content not only contains marketing professional training, but also include business knowledge learning, let marketing personnel can be based on the business understanding to carry out marketing planning and execution, ensure the marketing work and requires the joint efforts of practitioners in the housekeeping service industry to form a good market environment and enhance the overall image and credibility of the entire industry.

To sum up, the marketing strategy of Shandong Baiye Group needs to be realized through comprehensive strategies in terms of strategy positioning, marketing strategy. Combined with STP (Segmentation, Targeting, Positioning) analysis tools, explore how the company can achieve market share growth and enhance brand value and competitiveness by segmenting the market, selecting target markets and positioning products. Only by establishing a strategy image with differentiated competitive advantages, using a variety of means to promote the strategy, continuously expanding strategy influence and popularity, and strengthening strategy protection can we stand

out in the fierce market competition, win the recognition and trust of consumers, and achieve sustainable development.

5.4 Further Researches

In general, the description and analysis of the housekeeping service industry in this paper prove that the research objects are constantly improving in terms of strategy operation strategy. However, due to the lack of time to write this article and my limited research experience and level, there are still some shortcomings. After all, in the past whole career, this paper learned knowledge about strategy; it is clear that strategy is a long-term and continuous process; how to ensure long-term stability strategy each link effective execution, how to more effectively implement an upgrade strategy, the limitations of the unfinished strategy, and also lack of effective data to verify the effect of enterprise strategic transformation and upgrading, also need to do a lot of meticulous work.



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