



**THE MARKETING STRATEGIES OF ZHEJIANG TONGXIANG  
FOREIGN TRADE GROUP**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF  
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This Independent Study has been Approved as a Partial Fulfillment of the Requirement  
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### ABSTRACT

The development prospect of China's foreign trade enterprises was very broad, and there were relatively more opportunities, but at the same time it was also necessary to note the risks and challenges, such as trade barriers. To cope with and solved the challenges and risks well, scientific and reasonable marketing strategy becomed inevitable. This study taked Zhejiang Tongxiang Foreign Trade Group as an example, and the main objectives are: 1) to study the marketing status quo of Tongxiang Foreign Trade Group; 2) to analyze the strengths, weaknesses, opportunities and challenges of Tongxiang Foreign Trade Group; 3) to formulate the 4P strategy of Tongxiang Foreign Trade Group.

This study adopts the literature review method to conduct the research. Based on the 4P theory and SWOT analysis and other theories, the marketing status quo and marketing environment of Tongxiang Foreign Trade Group are analyzed, and the corresponding 4P strategy is proposed. The study found that: 1) the marketing status quo of Zhejiang Tongxiang Foreign Trade Group is worrisome, there are problems such as the main products are not clear, the pricing method is not reasonable, the information transmission method to be optimized, the length of the channel is too long, etc.; 2) Zhejiang Tongxiang Foreign Trade Group has a relative advantage in both its own capital and teamwork, and thus increases marketing investment in the corresponding links to build a more favorable platform for developing the Pakistani market; 3) Zhejiang Tongxiang Foreign Trade Group's 4P strategy should improve product awareness and acceptance; developing a reasonable price strategy; improving online and offline sales channels and continuously optimizing the promotion strategy.

**Keywords:** Marketing Strategy, International Trading Company, SWOT Analysis, 4P Theory, Zhejiang Tongxiang Foreign Trade Group.

## ACKNOWLEDGMENT

Due to my limited knowledge, I did not fully dig and research in the process of researching the study. However, I tried my best to be innovative and rigorous in my study. Under the guidance of my tutor, I finished the study after repeated revisions. The one-year preparation and writing of the study benefited me a lot. I summarized the two and a half years' study, greatly supplemented the theoretical knowledge, and also applied what I learned in the process of practical work.

First of all, I would like to thank the respected thesis advisor for his careful training and guidance to me, so that my academic level can be constantly improved. From the topic selection of my graduation thesis to the writing of my graduation thesis, my supervisor has never ignored me, nor rejected me because of my lack of theoretical knowledge and practical experience. I benefited a lot from the whole writing of my thesis. From the general framework of the essay writing, to the filling out of the content and the selection of reference materials, the tutor gave me valuable advice, which benefited me a lot.

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## Declaration

*I, Zhifeng Hao, hereby certify that the work embodied in this independent study entitled “Analysis of Marketing Strategies of Zhejiang Tongxiang Foreign Trade Group” is result of original research and has not been submitted for a higher degree to any other university or institution.*

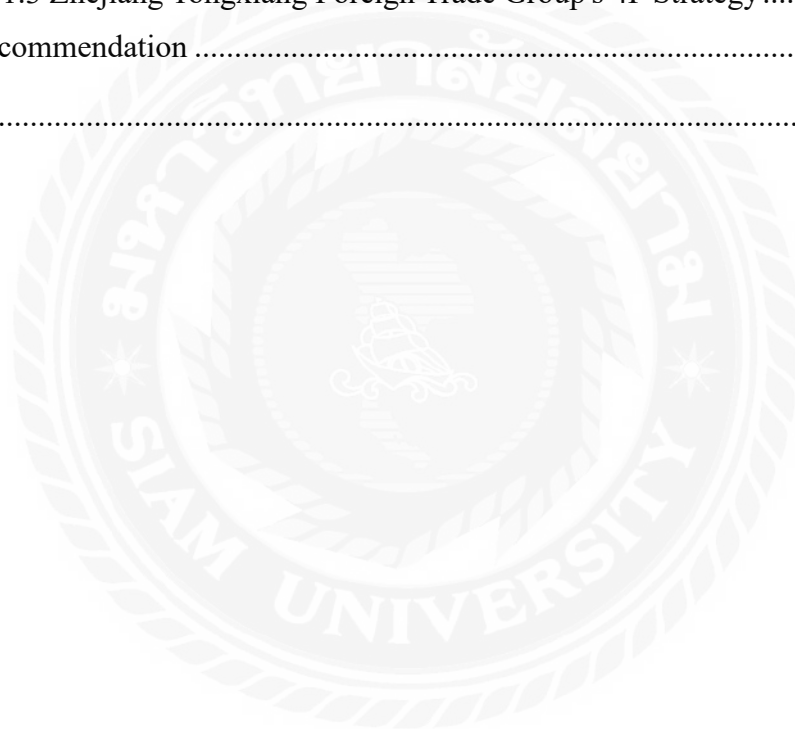
Hao zhi Feng .....



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# Chapter 1 Introduction

## 1.1 Background of the Study

Effective marketing strategies become a key factor for foreign trade enterprises to gain competitive advantage and achieve sustainable development in the face of a changing global market environment. However, due to the rapidity and complexity of changes in the global market, foreign trade enterprises face many challenges in formulating and implementing marketing strategies(Zhou, 2016).

Zhejiang Tongxiang Foreign Trade Group, as an important foreign trade enterprise in Zhejiang Province, China, faces fierce competition in both domestic and international markets and a constantly changing market environment. With the acceleration of global economic integration and the rapid development of digital technology, marketing strategy plays an increasingly important role in the survival and development of enterprises. In order to gain a larger market share and maintain sustained growth in a competitive market, Zhejiang Tongxiang Foreign Trade Group needs to constantly update and improve its marketing strategy.

At the same time, with the deepening of China's opening to the outside world and the continuous development of international trade, Chinese foreign trade enterprises are facing more and more opportunities and challenges. In this context, Zhejiang Tongxiang Foreign Trade Group, as a member of China's foreign trade enterprises, also needs to follow the trend of the times and constantly adjust and optimize its marketing strategies to adapt to the changing market demand and competitive environment. Therefore, the study of Zhejiang Tongxiang Foreign Trade Group's marketing strategy not only contributes to the healthy development of the enterprise itself, but also has certain reference significance for other Chinese foreign trade enterprises.

In general, the research background of this paper is based on the global economic integration and the development of digital technology, Zhejiang Tongxiang Foreign Trade Group needs to continuously update and improve its marketing strategy to adapt to the changing market demand and competitive environment. Through the study of Zhejiang Tongxiang Foreign Trade Group's marketing strategy, it can provide effective improvement measures and suggestions for the enterprise, and help the enterprise to realize a more healthy and sustainable development. At the same time, for Chinese foreign trade enterprises, the attention and research on marketing strategy also have general reference significance.

## 1.2 Research Questions

Globalization and the development of information technology have intensified the

competition of foreign trade enterprises in the global market. In the face of market demand, cultural differences and regulatory requirements, enterprises need to adjust their marketing strategies. As globalization accelerates, the marketing performance of Zhejiang Tongxiang Foreign Trade Group ("Zhejiang Tongxiang") is declining. According to the company's internal financial data in 2022, the marketing performance has declined by 32%, which has a fatal impact on the development of the enterprise (Bai, 2016). Specific research can be seen, the current Tongxiang Foreign Trade Group's marketing strategy has certain problems, and there is a certain bias in the understanding of the national foreign trade group marketing environment, and insufficient knowledge of their own situation, so this paper analyzes such problems as follows:

1. What is the specific status of the current marketing situation of Tongxiang Foreign Trade Group?
2. What are the strengths, weaknesses, opportunities and challenges of Tongxiang Foreign Trade Group?
3. What is the 4P strategy of Tongxiang Foreign Trade Group?

### **1.3 Objectives of the Study**

In response to the three questions raised in this study, the objectives set for this study are

1. To study the current marketing situation of Tongxiang Foreign Trade Group.
2. To analyze the strengths, weaknesses, opportunities and challenges of Tongxiang Foreign Trade Group.
3. To formulate the 4P strategy of Tongxiang Foreign Trade Group.

### **1.4 Significant of the Study**

#### **1.4.1 Theoretical Significance**

For foreign trade enterprises, in order to achieve good development, in addition to the support and help of national policies, it is more important that the enterprise itself how to operate. China's foreign trade enterprises in large numbers, but there are still a considerable part of the enterprise ignored the importance of marketing strategy, seriously hindering the further development of enterprises. Especially the private nature of the enterprise is more so, whether it is the management, or operation on the lack of rich experience, coupled with the impact of many factors, resulting in its easy to sink in the fierce market competition, in a relatively weak position. Whether domestic or foreign, for protective products marketing strategy research is relatively small, mostly

concentrated in the traditional industry research, so this paper to the production and sale of protective products as the main business of Tongxiang Foreign Trade Group as the object of study, the marketing strategy of the problems and strategies for the relevant areas of the theoretical gap has a certain role to fill.

#### **1.4.2 Practical Significance**

From the current situation, the foreign trade environment as a whole is more unstable, there are more certain influencing factors, so in bringing the development opportunities of foreign trade enterprises at the same time, more or more challenges and threats. Through the investigation and research found that Tongxiang Foreign Trade Group is a protection product development and sales of private nature of the main foreign trade enterprises, in the foreign market competition in an advantageous position, but ignored the development of the domestic market. At the same time, in recent years, the new crown epidemic outbreak, the domestic and foreign demand for protective products surge in the background, Tongxiang Foreign Trade Group's own marketing strategy is a certain problem, seriously impede the further development of the company. Through this paper on the Tongxiang Foreign Trade Group industry environment and the current situation of marketing research and analysis, can be derived from its problems in the marketing process, and put forward corresponding optimization recommendations and safeguard measures, can provide a certain reference for the further development of the Tongxiang Foreign Trade Group, and then effectively enhance its core competitiveness; In addition, through the research and analysis of this paper, but also on the same industry and the development of other types of foreign trade enterprises. In addition, through the research and analysis of this paper, it can also provide certain guidance for the development of other types of foreign trade enterprises.

### **1.5 Scope of the Study**

The focus of this study is to analyze the current situation and existing problems of marketing strategy of Zhejiang Tongxiang Foreign Trade Group on the basis of 4P theory and SWOT theory, analyze the marketing environment and current situation of Zhejiang Tongxiang Foreign Trade Group on the basis of analyzing more than 32 pieces of related literature during the period of 2013 to 2022, laying the foundation of the research on the subsequent problems, and giving the corresponding problem-solving strategies at last. The current situation and problems of marketing strategy, on the basis of analyzing more than 31 pieces of related literature during the period from 2013 to 2022, the marketing environment and current situation of Zhejiang Tongxiang Foreign Trade Group are analyzed to lay the foundation for the research of the subsequent problems, and finally the corresponding problem-solving strategies are given.

## 1.6 Research Limitations of the Study

With the development of China's market economy has made great achievements, the deepening development of foreign trade, the number of domestic enterprises to carry out foreign trade will be further enhanced, so for these foreign trade enterprises, the industry competitive environment will directly affect the development of the company. In this paper, only for Zhejiang Tongxiang Foreign Trade Group, an enterprise to carry out the optimization of foreign trade marketing strategy research, due to the sample size is small, belongs to a limited number of industries, in the study of the breadth of a certain lack of international trade friction in recent years, the unstable relationship between China and the United States led to high-frequency changes in the trade environment, so that this paper's research results can not reflect the universality of the situation of all the foreign trade enterprises in the country, resulting in the study of the conclusions can only give other enterprises in the same industry with the same problem to the way and theoretical reference, lack of targeted guidance, at the same time, from December 2019 to the present, due to the impact of the epidemic, the foreign trade industry is facing unprecedented challenges and breaking the situation of traditional trade methods, so in the future work in the era of the digital economy, it is also necessary to further carry out the marketing research work oriented to the macro foreign trade industry, with the In order to realize the overall improvement of the marketing work of the foreign trade industry.

# Chapter 2 Literature Review

## 2.1 Introduction

This chapter mainly introduces the marketing theory related to the topic of the study, and the research status of the enterprise marketing strategy over the years, so as to help the research lay the theoretical foundation for this study.

## 2.2 Literature Review

### 2.2.1 Marketing Strategy

Marketing strategy refers to the enterprise fully and comprehensively understand customer demand, based on customer demand and their own resources, in the target market, planned and organized marketing activities, through the coordination of product strategy, price strategy, channel strategy, promotional strategy, to provide customers with satisfactory products or services to achieve the process of corporate goals(Fang, 2016). Marketing strategy is an important part of enterprise development strategy and should be dynamically adjusted with the changes of the market.

Agwu (2021) summarized the evolution of marketing strategy and the different choices of enterprises in different situations, the early marketing strategy focuses on the marketing of the product and the marketing of the quantity, the marketing focus is on the low price strategy and the mass production strategy, the pursuit of short-term marketing effect, ignoring the long-term sustainable development of the power; with the continuous improvement of the social level, the consumer pays more attention to the product experience and the emotional factors, the marketing strategy With the continuous improvement of social standards, consumers pay more attention to product experience and emotional factors, the marketing strategy focuses on quality marketing and service marketing, emphasizes customer satisfaction, and makes it clear that the market competition has been changed from commodity competition to service competition paradigm; the advancement of knowledge-based economy and globalization process makes the focus of the marketing strategy to the conceptual marketing level to start exploring, which requires enterprises to think of new concepts to guide the consumer demand and create new market opportunities.

Binbin (2016) suggests that small and medium-sized enterprises should focus on brand marketing in the era of big data, and in this way to realize the long-term healthy development of the enterprise itself.

Bai (2016) pointed out that network marketing can help SMEs break the resource limitations, and enterprises should actively try a variety of new marketing methods,

such as community marketing, mobile marketing, etc. to achieve the effective dissemination of marketing objectives.

Grzegorzcyk (2017) summarized the development of content marketing, pointing out that content marketing is a strategy to improve customer loyalty and focus on the value of experience; any form of content created by enterprises can be used for marketing; the development of consumption refinement leads to the emergence of the phenomenon of the circle, and enterprises can analyze the content consumed by users to determine their values, emotional bias and so on as the future direction of marketing.

Hua (2017) believes that for today's startups, the best way to begin is no longer by launching a product, but by building a system that can attract people, where the system refers to the creation of a continuous, uninterrupted flow of information through continuous storytelling, the output of valuable, high-quality content that is relevant to the interests of the consumer, and the cultivation and acquisition of a long-term audience through the content, which ultimately realizes the purpose of sales and dissemination. The ultimate goal is to realize sales and communication. According to research data, 76% of Chinese companies and 74% of international companies agree that it is difficult to achieve a successful marketing strategy without a social media campaign.

Jiao (2018) pointed out that social media has become a new battlefield for enterprise marketing, and enterprises should make full use of the self-media and community nature of social media users, comprehensively assess the feasibility of social media marketing, and combine the existing resources to formulate effective and efficient social media marketing strategies to explore potential customers and increase market share.

Meiseberg (2016) showed that social media can be used to generate growth in sales, ROI and positive word of mouth and can further spread brand knowledge.

Wang (2016) studied the application of social media in the B2B sector and pointed out that due to the specificity of B2B companies, unlike B2C companies that focus on creating emotional information attributes in the process of new media communication, B2B companies place more emphasis on their informational attributes, communicating the company's products, services, and informational parameters to their customers in order to provide them with a more comprehensive perception of the company.

### **2.2.2 International Trading Company**

International trade companies, also known as foreign trade companies, refers to foreign trade business license trading company, its business activities according to the

direction of commodity flows are mainly divided into import trade and export trade two parts. International trade companies according to whether to participate in the production of products can be divided into the integration of trade and industry trading company and pure trading company, the former both have their own factories can produce products, but also can carry out product sourcing, a combination of the two ways; the latter do not have their own factories, do not participate in the production activities, the orders are outsourced to the cooperation of the factory to produce. The categorization is shown in Figure 2.1 below:

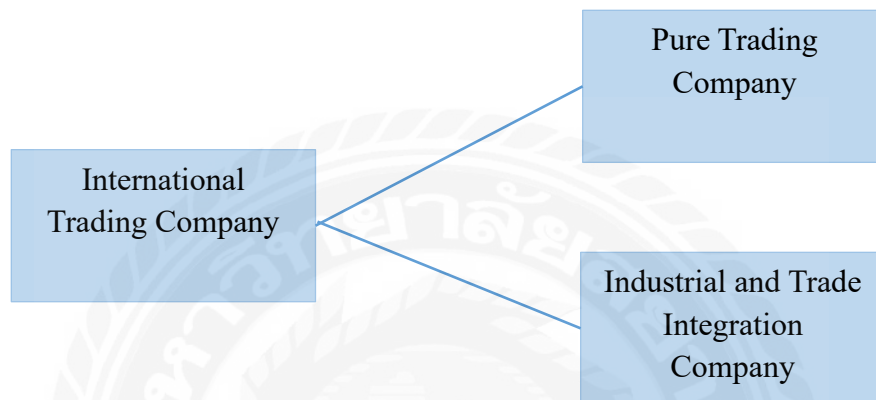


Figure 2.1 Classification of international trading companies

Grzegorzycyk (2017) conducted an in-depth study on the organizational structure and management model of international trading companies. They found that the organizational structure of international trading companies usually adopts the matrix or division system, and this structure helps the companies better adapt to the changes in the global market. Meanwhile, researchers have also explored the management mode of international trading companies, including strategic management, human resource management, financial management and other aspects.

Guo (2017) and others conducted an extensive study on the market strategies and marketing tools of international trading companies. They found that international trading companies usually adopt diversified marketing strategies, including market segmentation, target market selection, and product positioning. Meanwhile, they also explored the marketing means of international trading companies, such as branding, advertising, and sales channel management.

With the increasing complexity of global supply chains, Hunter (2018) and others conducted an in-depth study of supply chain management and logistics operations of international trading companies. They found that international trading companies usually adopt global sourcing, production, and distribution strategies to reduce costs and increase efficiency. Also, they explored the logistics operations of international trading companies, such as transportation, warehousing, and distribution.



Hua (2017) conducted an extensive study on the regulatory and policy environment of international trading companies. They focus on compliance, tax policies, and trade barriers of international trading companies, and explore the impact of these regulations and policy environments on international trading companies.

Meiseberg (2016) conducted an in-depth study of technological innovation and R&D in international trading firms. They found that technological innovation and R&D is one of the key factors for international trading companies to remain competitive. Companies need to continuously invest in R&D to introduce new products and technologies to meet the needs of the global market.

With the increasing global focus on sustainable development, Wang (2016) conducted a study on social responsibility and sustainable development of international trading companies. They found that international trading companies need to focus on environmental protection, labor rights, and social welfare, and actively fulfill their social responsibilities to achieve sustainable development.

With the increase of uncertainty in the global trade environment, Wan (2018) conducted a study on risk management of international trading companies. They found that international trading companies need to establish a comprehensive risk management system, including market risk, credit risk, exchange rate risk and other aspects, in order to cope with various challenges and risks.

Wu (2017) conducted a study on international cooperation and exchange of international trading companies. They found that international cooperation and exchange is an important driving force for the development of international trading companies. The company can realize mutual benefit and win-win situation by cooperating with enterprises in other countries to jointly develop market, technology, talents and other resources. At the same time, international exchanges also help companies to understand the global market dynamics and trends, which provides an important reference for the company's strategic decision-making.

### **2.2.3 SWOT Analysis**

SWOT analysis is a comprehensive analysis method based on the internal and external environment and internal and external conditions of the enterprise, the core of which is to analyze four important factors affecting the development of the enterprise: Strengths S (Strengths), Weaknesses W (Weakness), Opportunities O (Opportunities), Threats T (Threats). Among them, Strengths and Weaknesses are internal factors, and Opportunities and Threats are external factors(Wan, 2018).

SWOT analysis lists the internal and external factors that have a significant impact on the production and operation activities and development of the enterprise in

accordance with the business objectives of the enterprise, and evaluates these influencing factors according to the standards of the company's development, so as to analyze the strengths and weaknesses, opportunities and threats in the current development of the enterprise(Wu, 2017). After the SWOT analysis, the enterprise should consider the following questions: how to adjust the enterprise's resources to adapt to the new competitive environment and new industries to better enhance the enterprise's responsiveness; how to make efforts to strengthen the enterprise's resource management capabilities; how to take actions to plan and build the enterprise's future resources; how to first consider the opportunities in allocating the company's resources. In other words, how to optimize the allocation of corporate resources in the current internal and external environments and the need to consider the future development of the enterprise from a long-term perspective(Xu, 2018).

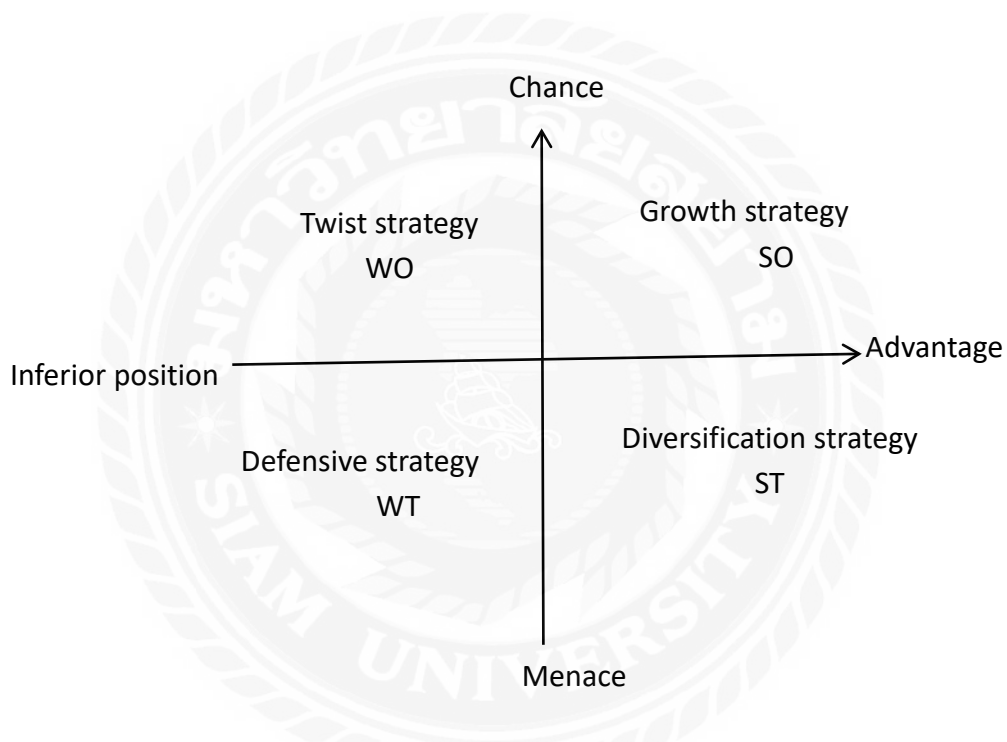


Figure 2.2 SWOT Matrix

Xu (2017) stated in his study that SWOT analysis is an effective tool to help international trading companies identify their strengths, weaknesses, opportunities and threats. Through SWOT analysis, a company can clarify its position and develop appropriate strategies to cope with market changes. The study also emphasizes the importance of SWOT analysis in international trading companies and provides specific implementation steps and case studies.

Wu's (2017) study shows that SWOT analysis can help international trading companies improve their competitiveness. By analyzing the company's strengths and weaknesses, the company can identify its core competencies and develop appropriate

strategies to strengthen these strengths. At the same time, SWOT analysis can also help companies identify opportunities and threats in the market so that they can adjust their strategies to cope with market changes.

Wang's (2017) study points out that the impact of cultural differences needs to be considered in the SWOT analysis of international trading companies. Different countries and regions have different cultural backgrounds and values, and these differences may have a significant impact on the company's strategy formulation. Therefore, in SWOT analysis, companies need to gain a deeper understanding of the cultural background of the target market and consider the impact of cultural differences on strategy formulation.

Wan's (2018) study shows that SWOT analysis can help international trading companies to reduce their risks. By analyzing a company's strengths and weaknesses, as well as opportunities and threats in the market, a company can identify potential risk factors and develop appropriate strategies to mitigate risks. Taylor emphasizes the importance of SWOT analysis in risk management and provides specific implementation steps and case studies.

Jiao's (2018) study states that SWOT analysis can help international trading companies develop effective marketing strategies. By analyzing the company's strengths and weaknesses, as well as the opportunities and threats in the market, the company can determine the demand and competitive situation in the target market and formulate appropriate marketing strategies to meet the market demand. According to Lee, SWOT analysis is one of the key tools for international trading companies to develop marketing strategies.

#### **2.2.4 4P's Theory**

The 4P marketing theory was proposed by Jerry McCarthy in his book *Marketing* (Marketing, first edition, published around 1960). However, his mentor Richard Clewett (Richard Clewett) first proposed to "product (Product), pricing (Price), distribution (Distribution), promotion (Promotion)" as the core of the doctrinal structure. Later, McCarthy replaced distribution with channel (Place), and the 4P marketing theory came into being. 4P strategy must be implemented after STP decisions are made. A perfect marketing campaign requires the prerequisite of appropriate products, price points, channels and promotional tools, the act of putting the right goods and services into a specific market (Ying, 2018).

Product Strategy (PS) mainly refers to the overall objective of a company to achieve its marketing objectives by offering a variety of tangible and intangible products to the target market in a manner that meets the needs of the consumers. It involves the combination and use of controllable factors such as type, model, style, product quality, packaging materials, product features, corporate logo, brand name and

various after-sales service initiatives related to the product.

Pricing Strategy, mainly refers to the company to determine product prices according to the laws of the market and change the market pricing methods to achieve its business objectives, which involves a comprehensive study and use of the basic price of the product price related to the basic price, discount pricing, allowances, billing period, the reputation of the product, as well as a variety of pricing methods and pricing techniques and other controllable factors(Yang, 2017).

Placing Strategy, in general, refers to the scientific and rational selection of distribution channels and the physical distribution of goods to achieve their marketing objectives. The content generally involves the integration and utilization of controllable factors such as marketing-related channel coverage, commodity flow links, intermediaries, service site settings and warehousing and logistics management.

Promotion Strategy (Promoting Strategy) mainly refers to the company to facilitate the dissemination of various types of information to stimulate consumers to buy, to promote product sales, to achieve its marketing objectives. It involves the integration and utilization of controllable factors such as advertising, personnel promotion and public relations related to sales(Zhao, 2016).

Binbin (2016) study examined how international trading companies apply the 4P theory to develop and implement effective marketing strategies and gained insights into the practical application and effectiveness of product, price, place and promotion strategies through case studies of several international trading companies. This study shows that the key to the successful application of the 4P theory by international trading companies is to have an in-depth understanding of the needs of the target market, the competitive situation and their own strengths, and to flexibly adjust their marketing strategies to adapt to market changes. At the same time, companies need to focus on product innovation and quality, develop reasonable pricing strategies, choose appropriate sales channels and distributors, and develop effective promotion strategies to expand brand influence.

Grzegorzcyk (2017) explored the specific application of the 4P theory in international trading companies,through field surveys and interviews with a number of international trading companies, in-depth understanding of the actual operation and effect of product, price, location and promotion strategies. The study shows that international trading companies need to focus on market research and data analysis when applying the 4P theory, in order to better understand the needs of the target market and the competitive situation. At the same time, the company needs to focus on product innovation and differentiation, develop a reasonable pricing strategy, select appropriate sales channels and distributors, and develop effective promotion strategies to attract potential customers

Jiao (2018) explored the importance of the 4P theory in international trading companies, and the results showed that the 4P theory has an important position in international trading companies. Reasonable formulation and implementation of product, price, location and promotion strategies help to improve the market competitiveness of international trading companies and achieve profitability goals. At the same time, the company needs to pay attention to market changes and its own situation, and flexibly adjust its marketing strategy to meet market demand.

Meiseberg (2016) explored the innovative application of 4P theory in international trading companies, and the study gained insights into how to combine the 4P theory with new technologies and concepts to realize the innovation of marketing strategies through case analysis of several international trading companies. The study shows that international trading companies need to focus on innovative thinking and cross-border cooperation when applying 4P theory. By combining new technologies and concepts with 4P theory, innovation and differentiation of marketing strategies can be achieved. At the same time, the company needs to pay attention to the changes in market trends and consumer demand, and flexibly adjust its marketing strategy to meet market demand.

According to Zhou (2016), international trading companies need to focus on the summarization of practical experience and lessons learned when applying 4P theory. Valuable practical experience can be accumulated by constantly trying and adjusting marketing strategies. At the same time, the company needs to pay attention to market changes and its own situation, and flexibly adjust its marketing strategy to adapt to market demand.

### **2.3 Company Background**

The research object of this paper, Zhejiang Tongxiang Foreign Trade Group (<http://www.zjtxft.com/>), located in Yiwu City, Zhejiang Province, is a small import and export company, founded in 2017, which is a foreign trade service company that integrates the development of suppliers, agent purchasing, quality inspection, short-term warehousing, exporting and shipping. The annual turnover is 60 to 70 million RMB. The main market is the traditional foreign trade market such as Europe and North America. The original main profit model is to rely on the Yiwu Commodity City and other physical markets, while in the Yangtze River Delta and Pearl River Delta to find suppliers to cooperate, through the supplier development, agent procurement, short-term warehousing, export, shipping and a series of trade services to earn commission as a source of profit. The official market commission price is about five percent of the total value of goods, with the intensification of competition, vicious competition occurs frequently, small commodity markets in the large advertisements clearly indicate that the first test single zero commission, test single after the satisfaction of only one percent commission and so on low-cost competitors throughout the industry. The survival of

enterprises need to profit to maintain, obviously long-term zero profit or low profit is impossible to maintain the normal operation of an enterprise. Avoid price competition, maintain a reasonable profit, the need for enterprises to provide customers with unique value.

## 2.4 Conceptual Framework

Due to the involvement of SWOT and 4P theories in this study, there are two theoretical frameworks. Overall, the theoretical framework of this study is:

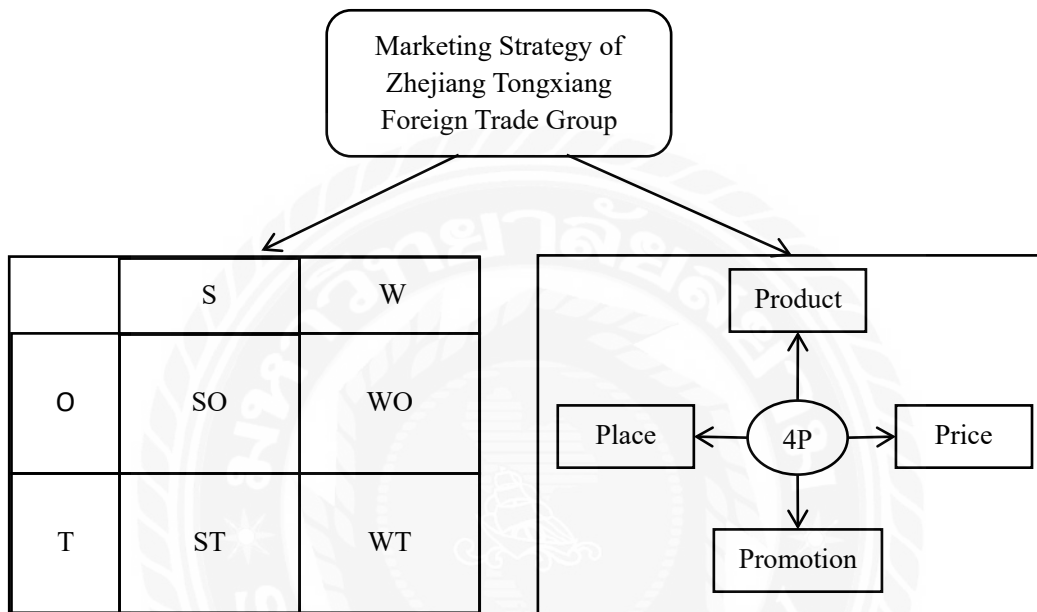


Figure 2.3 Conceptual Framework

## **Chapter 3 Research Methodology**

### **3.1 Introduction**

This study was conducted using the documentary research method. This chapter focuses on analyzing the research methodology of this paper, pointing out the research methodology and the research process of this study, and laying the foundation for the following research findings.

### **3.2 Research Methodology**

This study was conducted using documentary research method. Data collection was mainly conducted by reviewing the literature of previous researchers. In terms of data collection, this paper first analyzes the previous research on marketing theory. By analyzing the views of authoritative scholars from academic websites such as Wanfang, Zhi.com, VIP, Panda Academy, etc., the theoretical achievements in the field of marketing are summarized to lay a preliminary theoretical foundation for the research of this paper. At the same time, combined with the actual situation of Zhejiang Tongxiang Foreign Trade Group, and with reference to the company's internal information, the company's current marketing situation is summarized. The main problems are pointed out to provide a basis for the recent analysis of this paper. Secondly, through SWOT analysis, it points out the market advantages, disadvantages, opportunities and challenges faced by Zhejiang Tongxiang Foreign Trade Group, and points out its SWOT development matrix, which lays the foundation for the development of the company's 4P strategy. Finally, based on the 4P theory, the 4P process of Zhejiang Tongxiang Foreign Trade Group is analyzed, and the company's specific strategy formulation is discussed in four aspects: product, price, promotion and channel to ensure the optimization of Zhejiang Tongxiang Foreign Trade Group's marketing strategy.

On the basis of summarizing the conclusions of previous studies, the internal data on the marketing status of Zhejiang Tongxiang Foreign Trade Group is used as the basis. The existing marketing theories are systematically summarized and organized to lay a theoretical and methodological foundation for the writing of this study.

### **3.3 Research Design and Process**

This study first adopted the literature research method to systematically sort out and summarize the previous studies on marketing methods in order to lay a preliminary research foundation. By reviewing relevant academic journals, research reports and company annual reports, we gained a more comprehensive understanding of the historical development, current status and future trends of marketing methods.

On this basis, this study introduces the SWOT analysis method to deeply analyze the internal and external marketing environment of Zhejiang Tongxiang Foreign Trade Group. Through SWOT analysis, we can clearly understand the strengths, weaknesses, opportunities and threats of Zhejiang Tongxiang Foreign Trade Group, so as to provide a specific situation basis for its marketing strategy.

On the basis of SWOT analysis, the 4P theory, i.e. Product, Price, Place and Promotion, is further introduced to conduct an in-depth study on the current situation of enterprise marketing. 4P theory is one of the basic theories of marketing, which provides an important research basis for studying the problems and proposing the corresponding countermeasures in enterprise marketing. The 4P theory is one of the basic marketing theories.

Through the guidance of 4P theory, the marketing strategy, product positioning, price strategy, channel selection and promotion methods of Zhejiang Tongxiang Foreign Trade Group are comprehensively discussed. At the same time, we also combined with the actual situation, the marketing strategy of Zhejiang Tongxiang Foreign Trade Group conducted a detailed case study to further reveal the success and shortcomings of its marketing strategy.

To sum up, this study comprehensively analyzes and researches the marketing environment of Zhejiang Tongxiang Foreign Trade Group through various research methods, such as documentary research method, SWOT analysis and 4P theory, which provides important theoretical support and practical guidance for revealing the problems in its marketing and proposing corresponding countermeasures.



## **Chapter 4 Findings**

### **4.1 Introduction**

This chapter discusses the current marketing situation, strengths, weaknesses, opportunities, challenges and 4P strategy of Zhejiang Tongxiang Foreign Trade Group.

### **4.2 The Marketing Situation of Zhejiang Tongxiang Foreign Trade Group**

#### **4.2.1 Team Status**

The current team consists of 17 people, more than 80% of whom are post-80s and post-90s. All of them have received complete higher education, and are basically recruited through friends' referral. The number of people is small, and the management is relatively simple. The company's business in the early days to foreign trade services, the founder of the accumulation of customer resources is the company's main source of customers, some salespeople are reduced to foreign customers to follow the orders, there is no sense of active marketing. The company's incentive mechanism is not perfect, the performance appraisal to follow the order without error shall prevail, although also set up the development of new customers of the performance of the wage, but the staff subjective initiative is not strong, are to take the time for the wages of the attitude of the work, do not ask for no merit, but not to avoid faults. At the same time, the company's investment in marketing channels is not enough, so the company urgently needs to broaden marketing channels to develop new customers to improve staff motivation and increase sales.

#### **4.2.2 Operation Status**

Zhejiang Tongxiang Foreign Trade Group for export main business consists of plant extracts and frozen fruits. In addition, medical consumables, Chinese herbal medicine, spicy seasonings, household appliances occupy a part of the share. With the customer's inquiry demand operation product range, and there is no specific fixed industry category distinction. The marketing mode is mainly network marketing and exhibition marketing. Internet marketing includes SEO promotion of search engines and diversion to enterprise websites, and promotion and marketing of social media platforms. Exhibition marketing is based on observing exhibitions, supplemented by independent exhibitors. Most of the transaction methods are FOB (Free on Board) port delivery and EX Works factory delivery. The payment method is relatively conservative, with 30% deposit for production and 70% balance for shipment or payment. Capital risk control is good. Transportation is mainly by international sea, air and rail, and most of the customers of the company adopt the payment on delivery at destination, so the company adopts the mode of operation of the designated freight forwarder by the

customers, and the company has no bargaining power in front of the designated freight forwarder. Manufacturers of supply products have 30-60 days of account period, the company's capital chain requirements are relatively friendly. We will cooperate with suppliers to develop new products.

### 4.2.3 Sales Status

The sales status of Zhejiang Tongxiang Foreign Trade Group for the three years from 2019 to 2022 is shown in Table 4.1:

Table 4.1 Zhejiang Tongxiang Foreign Trade Group Sales Data 2019-2022

Years	Sales (ten thousand yuan)
2019	6030
2020	6585
2021	6790
2022	7650

It can be seen from Table 4-1 that the sales data of Zhejiang Tongxiang Foreign Trade Group has been relatively stable from 2019 to 2020, with a certain small increase. In 2020, there was a big increase in the nodes where COVID-19 epidemic broke out globally. However, the main reason for this year's increase was the global outbreak of epidemic, and the unstable supply chain of countries with manufacturing industries competing with China led to the return of orders to China. At the same time, some customers of Zhejiang Tongxiang Foreign Trade Group joined the abnormal operation of epidemic prevention materials management to increase their sales revenue. We will wait and see whether this part of the revenue can be maintained in 2023 after the global epidemic prevention materials are no longer in short supply and the global epidemic prevention is gradually stable. The overall data shows that Zhejiang Tongxiang Foreign Trade Group belongs to small and medium-sized enterprises. Small and medium-sized enterprises have the characteristics of Zhejiang Tongxiang Foreign Trade Group. In order to survive, they are exhausted, limited in funds and lack of talents, and the marketing plan cannot be implemented smoothly. In this context, the company's primary task is to increase marketing investment, ensure the smooth implementation of marketing plans, achieve marketing objectives, and increase the company's ability to resist risks.

## 4.3 SWOT Analysis of Zhejiang Tongxiang Foreign Trade Group

### 1. Strengths

Although the main business scope of Zhejiang Tongxiang Foreign Trade Group is the research, development, production and sales of protective apparatus, among its many products, the main products are mainly disposable PVC gloves and medical grade nitrile gloves, and its main advantages in this regard are shown below:

(1) Capital Advantage: With the technological progress and equipment upgrading, glove industry has gradually become a capital-intensive industry, such as the company's research and development of a new generation of PVC double-handed mold production line with an investment of about 8 million yuan, a nitrile double-handed mold production line of about 20 million yuan, the construction of glove factories into a large scale requires a large amount of capital investment. Relying on the platform of listed company, the company has smooth financing channels and can quickly realize capacity expansion with the market demand. In the same industry in China, most of the companies are not large in scale, lack of capital or financing channels, and it is relatively difficult to expand production and the time cycle is longer.

(2) scale advantage: zhejiang tongxiang foreign trade group gloves annual production capacity of more than 14 billion, the production scale ranks in line with the global industry front. Continuous, stable supply capacity, deeply favored by international customers. Differentiated services to meet customer demand for material, length, weight, color and other personalized.

(3) Equipment Advantage: Zhejiang Tongxiang Foreign Trade Group, with more than 20 years of rich experience in the industry, has designed and built a new generation of China's PVC glove production line of 90, nitrile glove production line of 34, drawing on the leading technology of the industry in Malaysia. Batching equipment, production equipment, power equipment, conveying equipment, etc. are designed and constructed by Siemens, Rockwell and other international automation product companies, assembled with automatic temperature control, mixing, demolding and other systems, which greatly improve the production efficiency.

(4) Advantage of production technology: Zhejiang Tongxiang Foreign Trade Group has continuously optimized the production process through long-term research and exploration, formulated new process parameters and improved process conditions. In terms of formulation, it keeps innovating and develops a variety of special-purpose disposable protective gloves according to the growing personalized demands of customers, such as imitation nitrile gloves which are between nitrile gloves and PVC gloves. In terms of dosage, the use of automated control dosage system largely improves the accuracy of dosage as well as the stability of the paste, and the use of closed mixing system and filtration system greatly improves the cleanliness of the dosage. The company also has world-class raw material suppliers such as Lg, Synthomer, kumho, Formosa Plastics, etc. The suppliers have strong R & D capabilities; at the same time, cooperation and innovation to promote the company's R & D and innovation capabilities, and is conducive to the company's product quality and diversification to improve.

(5) Quality standard advantage: Zhejiang Tongxiang Foreign Trade Group attaches great importance to quality management, and has established a strict quality assurance

system in all processes of production and operation. For ISO9001, ISO13485, CMDCASISO13485, FDA, GMP related standards to establish a quality management system, and obtain ISO9001, ISO13485, CMDCASISO13485, BRC certificates provided by SGS certification body. In terms of product standards, we have obtained product certificates from NSF, mdd, PPE and ART10. Through the testing of products by TUV, SGS, ITS, BV and other international famous third-party product testing organizations, the products meet the international product standards such as ASTM, CE, ISO, Japan Food Hygiene and Safety. Meanwhile, it has also passed the audits of suppliers such as, McDonald's, Metro, etc. in the three aspects of quality, social responsibility and anti-terrorism C-PAT.

## 2. Weaknesses

Although Zhejiang Tongxiang Foreign Trade Group has great advantages in producing PVC gloves and medical grade nitrile gloves, its disadvantages should not be ignored.

(1) Lack of innovation and R&D capability. Although Zhejiang Tongxiang Foreign Trade Group in the production of disposable protective gloves and manufacturing performance is good, but its product research and development is indeed a serious lack of innovation, the reason why it has a more advanced manufacturing technology, the vast majority of which rely on the cause of domestic and foreign advanced technology. But from the point of view of the disposable protective gloves products themselves, its technical content is relatively low, and at the same time compared with the other same does not have outstanding advantages, product homogenization is more serious. In the foreign trade market, the quality difference is not large, "price is king" is very common, so it is very necessary to improve and optimize its production process, and then reduce its production costs, but Zhejiang Tongxiang Foreign Trade Group in this area is by the obvious shortage.

(2) the lack of professionals and low degree of specialization. From the point of view of the existing staff of zhejiang tongxiang foreign trade group, its professional ability is mainly embodied in the product production and manufacturing, etc., about the product itself and the knowledge of the health protection products industry knowledge and overall grasp of the obvious deficiencies; In addition, the company does not have a specialized e-commerce marketing team or network marketing team, mostly relying on face-to-face sales or previous customers, in e-commerce personnel and The company does not have a specialized e-commerce marketing team or network marketing team, mostly relying on face-to-face sales or previous cooperation with customers, and there is an obvious lack of e-commerce talents and network sales talents, which is obviously a major disadvantage in the 21st century when e-commerce is flourishing.

(3) Weak supply chain system and lack of market supply power. Zhejiang Tongxiang Foreign Trade Group mainly focuses on production and lacks research on

supply chain management, such as the connection between upstream and downstream in the supply chain and the establishment of the whole process in the supply chain, etc. There are certain problems. Therefore, it is necessary to improve the supply chain from all aspects of the supply chain, and strive to achieve forward integration and backward integration. If the supply chain system is done well, it can ensure the supply to meet the market demand and the next step for better development.

### 3.Opportunities

(1) Opportunities brought by industry consolidation. Zhejiang Tongxiang Foreign Trade Group is located in the industry of disposable protective gloves production line most of the production line was built before 2012, its production equipment is relatively backward, low production efficiency, high energy consumption, while environmental protection facilities need to be updated and upgraded. With the state and relevant departments of environmental protection requirements continue to improve, zhejiang tongxiang foreign trade group also gradually began the production base of optimization and upgrading and replacement, and zhejiang tongxiang foreign trade group's disposable protective gloves production base is precisely in the replacement of the establishment, not only has the advantages of the traditional production line, but also abandoned the shortcomings, so as to promote the company to occupy an advantageous position in the market competition.

(2) Opportunities brought by economic globalization. For the global market, although the trade war continues to intensify and the process of economic globalization has suffered repeated setbacks, the overall process of globalization has not been reversed. For multinational corporations, globalization has brought Zhejiang Tongxiang Foreign Trade Group a more reasonable distribution of resources, higher production efficiency and lower overall costs, which will greatly promote Zhejiang Tongxiang Foreign Trade Group to enhance the market position in the global market. For the domestic market, in order to promote the process of economic globalization, China has continuously launched relevant policies to integrate small and scattered industries, which is also a development opportunity for Zhejiang Tongxiang Foreign Trade Group, a listed company.

(3) Conform to national policies. At present, China's support for domestic medical equipment industry continues to increase, zhejiang tongxiang foreign trade group mainly produces disposable protective gloves as a medical protective supplies, its market demand is bound to be more and more big, especially in the new crown epidemic is more so; In addition, in recent years, China's government and the relevant departments also increase the supervision and control of environmental pollution and pollution of the production of a large number of environmental protection failed to qualify the Enterprises or factories, and some small and medium-sized enterprises also with the further increase in production costs, have to face the choice of withdrawing from the market or market transformation, and the existence of this situation also slows

down the competition between the industry to a certain extent, for the development of Zhejiang Tongxiang Foreign Trade Group provides an opportunity.

(4) the enhancement of consumer health protection awareness. With the development of the economy, social progress, the majority of consumers pay more and more attention to personal health and hygiene, at the same time, people's habits of health protection products are gradually changing, then the demand for medical protective products market will be further expanded. 2020 the beginning of the global outbreak of a new type of coronavirus pneumonia outbreak, to the whole country and even the whole world's people's health and life has brought a huge threat, which also makes people More deeply aware of the importance of health protection, with the gradual improvement of health protection and hygiene awareness, the market for disposable protective gloves will be opened more quickly.

(5) The opportunity of scientific and technological innovation. With the progress of science and technology, more and more new technologies are being applied to the field of medical and health care, which has brought about a considerable impact on the traditional industry, but also added new vitality to the entire medical and health care industry, bringing new opportunities for development. At present, the homogenization of products in the protective products industry is relatively serious, such as if the enterprise wants to achieve sustainable development, it is necessary to strengthen the innovation ability of the product, which can also be used to adopt new materials, update the product design and so on.

#### 4.Threats

(1) Localization of manufacturing in foreign markets. Although the new crown epidemic has prospered the demand side of medical consumables, the governments of various countries equally recognize that when the world is under extreme supply and demand of medical products, only a strong local manufacturing can meet the needs of their own people. Most of the products exported by Zhejiang Tongxiang Foreign Trade Group are crude products and low value-added medical consumables, which do not have a high threshold in terms of production technology, and most of the varieties involve molds, fittings, and the machines themselves are not complicated, for example, alcohol tablets, plastic shoe covers, plastic caps, plastic gloves, and so on. In the post epidemic era, more and more countries, including Pakistan, have changed from buying finished products directly to buying machines and raw materials and transferring production to their own countries. The localization of production compressed similar to Zhejiang Tongxiang Foreign Trade Group, such as heavily dependent on foreign markets trading company's living space.

(2) Increased competition in the international market. With the development of the domestic economy, labor costs and raw materials continue to rise, resulting in the loss of cost advantage. China's supply side in the world is facing competition from large

countries producing low-value medical consumables, such as India, Egypt, Turkey, Southeast Asia and other countries. The continued appreciation of the RMB in recent years has also further eroded the cost advantage of Chinese manufacturing. Importers have more choices in the procurement process, making China's export situation more serious.

(3) Peer competition at low prices is fierce. In order to obtain customers, peers for low-value medical supplies offer most of the low price strategy. All hope that a single species of low prices to achieve the purpose of retaining new customers, so as to achieve profitability in the future multi-variety orders. Low-price competition has magnified the weakness of Zhejiang Tongxiang Foreign Trade Group as a trading company with poor bargaining power, which has eaten into the profit margin.

#### **4.4 Zhejiang Tongxiang Foreign Trade Group's 4P Strategy**

According to the above discussion, it can be seen that the 4P theory analysis of the marketing problems of Zhejiang Tongxiang Foreign Trade Group, the main performance: the main product is not clear, the pricing method is not reasonable, the information transfer method to be optimized, the length of the channel is too long, and many other aspects, on the basis of which the company can be improved from the following aspects of the strategy:

##### **1. Product Strategy**

Zhejiang Tongxiang Foreign Trade Group started to enter the Pakistani market by exporting blood collection needles for testing consumables. Analyzing the transaction data for many years, the blood collection needles have become the products with the largest purchasing volume and the most stable purchasing frequency for Pakistani customers. At the same time, Zhejiang Tongxiang Foreign Trade Group has maintained a long-term good and stable relationship with the blood collection needle manufacturers, not only to provide better prices, for the production of the order can also give flexible arrangements, but also timely feedback on the supply and demand of the product in the Pakistani market information. Zhejiang Tongxiang Foreign Trade Group can focus on the existing advantageous resources of blood collection needles, from the use of scenarios to establish a strong correlation with the formation of its advantageous series of testing consumables, such as alcohol swabs, blood pens, vacuum blood collection tubes and other consumables used in conjunction with blood collection needles. Through various promotional methods to be focused on display, in the customer's memory to gradually build the company's main product image, rather than just stay in the product "integration" capabilities.

##### **2. Price Strategy**

Zhejiang Tongxiang Foreign Trade Group needs to sort out the sales seasons of

different products in recent years, find out the products with strong seasonality, combine with the relevant information provided by suppliers to support, and further determine the existence of off-season sales of such products. For such products, Zhejiang Tongxiang Foreign Trade Group can jointly offer special prices with suppliers during the off-season. Both sides adhering to the consistency of purpose, orders in the off-season does not focus on profit claims, suppliers only to maintain orderly and stable production, Zhejiang Tongxiang Foreign Trade Group is only concerned about the product compared to the same period of time whether there is an increase in sales.

### 3. Promotion Strategy

Zhejiang Tongxiang Foreign Trade Group's current offline promotion method is to find new customers through industry exhibitions. However, from the point of view of the way of acquiring new suppliers from Pakistani customers, the company has only participated in the Dubai International Medical Exhibition in the form of exhibitors. Zhejiang Tongxiang Foreign Trade Group should fully understand the relevant foreign trade support policies of the local government for participating in overseas exhibitions in the post epidemic era, make good use of the "Ten Thousand Enterprises Going Abroad" international market development funds, take the initiative to actively participate in medical exhibitions in different cities of Pakistan, and create a platform for recognizing more local small and medium-sized dealers who are not in a position to go abroad at present. We will take the initiative to participate actively in medical exhibitions held in different cities of Pakistan, so as to create a platform for meeting more local small and medium-sized dealers who are not in a position to go abroad at the moment and build new business relationships.

### 4. Channel Strategy

If Zhejiang Tongxiang Foreign Trade Group wants to get orders and increase profits, the key is still to find competitive products on the supply side. Currently, Zhejiang Tongxiang Foreign Trade Group uses the most ways to find suppliers through the Internet, telephone, or peer referral. Medical consumables varieties, Zhejiang Tongxiang Foreign Trade Group needs to ensure that the current supply of each species and find new products for customers are not from other intermediaries. In order to achieve this, the current method of searching for suppliers through telephone and internet is not enough to meet the requirements. By setting up offices in coastal cities, Zhejiang Tongxiang Foreign Trade Group plays a pivot role in the eastern coastal provinces, which is conducive to the carpet search for suitable suppliers, and at the same time make it easier for suppliers to find Zhejiang Tongxiang Foreign Trade Group.



## **Chapter 5 Conclusion and Recommendation**

This chapter mainly draws conclusions, provides suggestions, and provides future development directions based on the analysis above.

### **5.1 Conclusion**

Analyze the specific conclusions of this article, including the following three points:

#### **5.1.1 The Marketing Situation of Zhejiang Tongxiang Foreign Trade Group is Worrying**

From the above data, we can see that the marketing situation of Zhejiang Tongxiang Foreign Trade Group is worrying, and there are still the following problems:

1. The main products are not clear

As customers of Zhejiang Tongxiang Foreign Trade Group's impression still stays in the product "integration" ability, Zhejiang Tongxiang Foreign Trade Group did not form their own main products. Only when the customer orders too many kinds of products, and the number of individual varieties is not large, the completion of the entire order will consume too much of their own time in the case of the RFQ will be sent to Zhejiang Tongxiang Foreign Trade Group to ask for quotations for comparison. In this case, Zhejiang Tongxiang Foreign Trade Group's sales staff will spend a greater cost of time to maintain interaction with suppliers to obtain more supply market information.

2. The pricing method is not reasonable

Prices higher than the customer's expectations from two aspects, on the one hand, Zhejiang Tongxiang Foreign Trade Group pricing lack of advantage, 70% of the customers interviewed can accept the trader in the product premium percentage of 3% - 5%, for Zhejiang Tongxiang Foreign Trade Group to develop a price strategy to provide a reference. On the other hand, Zhejiang Tongxiang Foreign Trade Group pricing method is single, not flexible, so that the old customers feel that they do not get the benefit, not attractive to new customers.

3. Information transfer method to be optimized

Email is the most used information delivery method of Zhejiang Tongxiang Foreign Trade Group, whether it is for potential customers from cross-border e-commerce platforms or business cards collected at exhibitions, the sales staff will respond to customers according to their different needs by email. However, with the

current proliferation of emails, the chances of receiving an immediate response from a customer are extremely low. If a salesperson emails a potential customer more than three times without any response, most often they will choose not to give it any further attention. However, gaining a customer's trust requires maintaining interaction with them over time, even if there is no response up front. With limited time to market to potential customers, Zhejiang Tongxiang Foreign Trade Group needs to improve the efficiency of its promotional methods.

#### 4. The length of the channel is too long

From the results of the analysis, the main customers are local distributors, which means that the product passes through different levels of distributors before it reaches medical institutions and individual consumers. Excessive intermediate links extend the distribution channel of the products and seriously weaken the competitiveness of Zhejiang Tongxiang Foreign Trade Group's products.

Therefore, this study focuses on the problems and actual development of Zhejiang Tongxiang Foreign Trade Group's marketing strategy, and puts forward the suggestions of optimizing the product strategy, setting a standardized price strategy, adopting a diversified channel strategy, and adopting a "combination" promotion strategy to optimize the marketing strategy of Zhejiang Tongxiang Foreign Trade Group. Specific implementation methods include: discovering advantageous products, seasonal discounts, targeting products in the off-season, setting up offices in coastal cities, compressing the domestic supply side of the hierarchy, and adding new offline promotional methods..

### 5.1.2 Zhejiang Tongxiang Foreign Trade Group Has Both Advantages and Disadvantages, Threats and Opportunities Coexist

Through the above many studies and analyses on the environment in which Zhejiang Tongxiang Foreign Trade Group is located, we can summarize the advantages and disadvantages that exist in the development process of this enterprise, and also find the opportunities and threats it faces, and on the basis of SWOT analysis model, derive the reverse of its future development, Zhejiang Tongxiang Foreign Trade Group and put forward the corresponding measures and strategies to deal with the specific content of the following Table 5.1 shows.

Table 5.1 SWOT Matrix Analysis of A Foreign Trade Company

Zhejiang Tongxiang Foreign Trade Group SWOT Analysis Matrix	
	External Opportunities (O):
	External Threats (T):

	<ul style="list-style-type: none"> <li>(1) Industry consolidation</li> <li>(2) Advancement of economic globalization</li> <li>(3) Compliance with national policies</li> <li>(4) Increased consumer awareness of health protection</li> <li>(5) Innovative technological innovation</li> </ul>	<ul style="list-style-type: none"> <li>(1) Traditional economic development model</li> <li>(2) The threat of high and new technology</li> <li>(3) The threat of market competition</li> <li>(4) Reduced competitiveness of national market Weakness, trade policy affects exports</li> </ul>
<p>Internal Advantage(s):</p> <ul style="list-style-type: none"> <li>(1) Capital Advantage</li> <li>(2) Scale advantage</li> <li>(3) Equipment advantage</li> <li>(4) Production technology advantage</li> <li>(5) Quality standard advantage</li> </ul>	<p>SO Strategy:</p> <p>To further develop the international market by taking advantage of capital, production technology and quality control; to expand production in line with national policies and economic globalization so as to enhance brand competitiveness.</p>	<p>ST Strategy:</p> <p>Utilize advantages in scale and equipment to stand out in the domestic competitive market and improve competitiveness in the international market; utilize advantages in production technology to improve the core competitiveness of products</p>
<p>Internal disadvantages (W):</p> <ul style="list-style-type: none"> <li>(1) Lack of innovation, R&amp;D capability</li> <li>(2) Insufficient professional talents, professional The degree of specialization is not high</li> <li>(3) Weak supply chain system</li> </ul>	<p>WO strategy:</p> <p>Utilizing technological innovation to improve product diversity to meet the needs of a growing market and consumer demand.</p>	<p>WT Strategy:</p> <p>Recruitment and introduction of professional and technical talents to improve the innovation ability of the enterprise; increase the differentiation of products through the improvement of the quality of human resources, so as to enhance the competitiveness of the market.</p>

Based on the above analysis of the marketing environment, according to the different combinations of different situations to develop a reference strategy options, Zhejiang Tongxiang Foreign Trade Group should focus on considering the development of SO strategy.

(1) SO combination: under the favorable environment of the current national stabilization of foreign trade and the strong demand for medical consumables in the global market, Zhejiang Tongxiang Foreign Trade Group should make full use of its own capital and teamwork advantages, continue to increase investment to build a good online business platform, so that the medical consumables export platform has a greater attraction to talents in the business development channels, to make up for the losses brought by the inability to go abroad to participate in the professional medical exhibitions during the epidemic. The loss of the company during the epidemic. Utilizing the company's cultivation policy for new business personnel, we actively recruited new

people to enhance the thickness of the team's talent and play a stabilizing role in the team. To build up independent service team around key customers in the future to make a good reserve of talents. We will further expand the quality supply chain and diversify and segment the product categories of medical consumables.

(2) ST portfolio: Zhejiang Tongxiang Foreign Trade Group utilizes various policies and capital advantages to achieve the purpose of reducing operating costs. In view of the overall increase in domestic production costs, we pay attention to the trend of industrial transfer, screen out more suppliers in the central and western provinces, reduce the proportion of rising labor costs in the overall manufacturing costs, and control the rate of price increase. Utilizing the opportunity of establishing a mixed ownership enterprise, we will explore the possibility of inviting individual suppliers with advantages to join us, so as to further win the initiative of obtaining advantageous prices for our products.

(3) WO combination: Zhejiang Tongxiang Foreign Trade Group can make full use of the favorable policy environment of stabilizing foreign trade, encouraging new forms of foreign trade and cross-border e-commerce development, and strengthen the interpretation and use of specific policies introduced by the government in the areas of finance, tax, and export credit insurance, so as to reduce the cost of business development and the potential risk of new market development. Concentrate resources on the promotion of products with price advantages, and formulate a policy at the company level to relax the profit assessment index for the first transaction for products with weak bargaining power, so as to give salespersons more space to retain customers and win opportunities for future value creation. Improve the team building mechanism and make the training program for new employees sustainable and systematic.

(4) WT portfolio: increase publicity to improve the company's brand influence. Leverage on peers, especially coastal trading companies with the same nature of the team building mechanism to improve team cohesion and work efficiency. Maintain interaction with customers who plan to buy machines for self-production, explore the possibility of providing customers with spare parts or even machines, and extend the company's service chain.

### **5.1.3 Zhejiang Tongxiang Foreign Trade Group's 4P Strategy**

Zhejiang Tongxiang Foreign Trade Group should integrate online and offline and reflect the advantages of big data technology when developing its marketing strategy. Here are some suggestions for its 4P strategy:

#### **1. Improve product awareness and acceptance**

Zhejiang Tongxiang Foreign Trade Group should make full use of big data

technology to conduct in-depth analysis of market demand and understand consumer needs and preferences. Collect data through online platforms to analyze consumer buying behavior and feedback, so as to develop products that are more in line with market demand. At the same time, use offline channels for product display and promotion to improve consumer awareness and acceptance of products.

#### 2. Develop a reasonable price strategy

Zhejiang Tongxiang Foreign Trade Group should develop a reasonable price strategy, using big data technology to monitor and analyze market prices. According to market demand and competition, flexibly adjust the product price to ensure that the price is competitive. At the same time, price comparisons and promotional activities are conducted through online platforms to attract more consumer attention and purchase.

#### 3. Improve online and offline sales channels

Zhejiang Tongxiang Foreign Trade Group should establish diversified sales channels, including online and offline channels. Online channels can be sold through e-commerce platforms, social media and other channels, and offline channels can be promoted through physical stores, exhibitions and other channels. Use big data technology to analyze and optimize the channels to improve channel efficiency and coverage.

#### 4. Continuously optimize the promotion strategy

Zhejiang Tongxiang Foreign Trade Group should develop an effective promotion strategy, using online and offline channels for brand publicity and promotion. Online channels can be promoted through search engine optimization, social media marketing, content marketing and other channels, and offline channels can be promoted through exhibitions, brochures, outdoor advertising and other channels. At the same time, the use of big data technology to analyze and evaluate the promotion effect, and constantly optimize the promotion strategy.

In short, Zhejiang Tongxiang Foreign Trade Group should integrate online and offline and reflect the advantages of big data technology when developing marketing strategies. Through in-depth analysis of market demand and competition, it should formulate a reasonable price strategy and diversified sales channels, and at the same time, it should use big data technology to analyze and evaluate the promotion effect, and continuously optimize the marketing strategy to improve brand competitiveness and market share.

## 5.2 Recommendation

This paper is completed on the basis of reading domestic and foreign literature, combined with the author's experience of exploring the Pakistani market for many years in Zhejiang Tongxiang Foreign Trade Group. It is hoped that the research can provide

a realistic basis for the company's marketing improvement in the Pakistani market. Taking into account the more factors involved in international trade and the changes brought to the marketing method in the post epidemic era, Zhejiang Tongxiang Foreign Trade Group should also pay attention to the following aspects of marketing in Pakistan in the future:

(1) should continue to pay attention to the current trend of the global economy, especially the U.S. dollar interest rate hike, the impact on the overall economy of Pakistan. The tightness of the foreign exchange reserves of Pakistan due to the return of the US dollar will directly determine the purchasing plan and solvency of importers. In addition, the Company should maintain communication with China Export and Credit Insurance Corporation and adjust the exposures of the Company's customers according to the changes in the credit rating of Pakistan to control the risks.

(2) As the most important way for Zhejiang Tongxiang Foreign Trade Group to gain access to Pakistani customers, it will take some time for the international exhibition to return to the pre-epidemic situation. Under the status quo of "can't get out, can't get in", the company should continue to strengthen its marketing efforts by utilizing cross-border e-commerce platforms and social media to create more platforms for the sales staff, and at the same time, to exercise talents and reserve talents.

There are still a lot of shortcomings in the thesis, and the major difficulties faced in the process of writing come from the lack of data on the foreign demand market, the limited access to Palestinian information, and the effectiveness of the proposed improvement measures need to be verified in practice. The only way to gain a foothold in the already competitive Pakistani market is to keep innovating and updating information to improve marketing strategies.

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