



**A CASE STUDY OF MARKETING STRATEGY OF DONGYU
REAL ESTATE COMPANY**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE
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ESTATE COMPANY


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This Independent Study has been Approved as a Partial Fulfillment of the
Requirements for the degree of Master of Business Administration

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ABSTRACT

With the increasingly fierce market competition, traditional real estate enterprises have had more obvious marketing problems, such as marketing approach does not meet the development of the times, market positioning is not accurate, pricing does not meet consumers' expectations, and they need to adjust their traditional marketing methods in order to survive, develop and grow in the fierce market competition. This study took Dongyu Real Estate Company as a case study, with the objectives: 1) To analyze the marketing status of Dongyu Real Estate Company; 2) To analyze the strengths, weaknesses, opportunities, and challenges of Dongyu Real Estate Company; 3) To analyze the 4Ps strategy of Dongyu Real Estate Company.

This study used the qualitative research method. Conclusions were drawn by analyzing the research results of scholars and the actual situation of Dongyu Real Estate Company. Based on the 4Ps theory and the SWOT analysis, the marketing status and environment of Dongyu Real Estate Company were analysed, and corresponding 4Ps strategies were provided. The study found that: 1) The marketing situation of Dongyu Real Estate Company was worrying, and there were many problems such as lack of marketing awareness, inaccurate product strategic positioning and unscientific price setting; 2) Dongyu Real Estate Company had outstanding advantages in financing and product quality, and opportunities for local people in Shenyang and the price was expected to increase, but it also had disadvantages in insufficient product functions and backward marketing methods, as well as the challenges of consumption downgrade and fierce competition among developers after the new crown; 3) The 4Ps strategy of Dongyu Real Estate Company was mainly manifested as follows: product

design centered on consumers, more cost-effective housing resources, promotion combination of online and offline methods, and channel marketing and integrating internet and big data technology.

In conclusion, based on the SWOT and the 4Ps theory analyses of Dongyu Real Estate Company marketing strategy had certain advantages, but there were many problems, needed to be analyzed from different perspectives, combined with real estate policy and market pricing machine to develop and set the appropriate marketing plan, and in the implementation of continuous optimization, to ultimately improve the sales performance of Dongyu Real Estate Company.

Keywords: marketing strategy, SWOT analysis, 4Ps theory



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DECLARATION

I, Xiaoyong Liang, hereby certify that the work embodied in this independent study entitled “A Case Sthdy of Marketing Strategy of Dongyu Real Estate Company” is result of original research and has not been submitted for a higher degree to any other university or institution.



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Chapter 1 Introduction

1.1 Background of the Study

In 2015, The State Council issued an important strategic decision on "three removal, one reduction and one subsidy", namely: cutting overcapacity, destocking and deleveraging; Reducing costs, shoring up weak spots, and adjusting market strategies, including cut-price sales (Dong, 2021). At the same time, competition in the real estate market should be accelerated, mergers and acquisitions should be accelerated, and the real estate market should be more concentrated; Real estate sales in first-tier cities are growing rapidly as residential "destocking" intensified nationwide in 2016, and "purchase restriction" policies are being implemented across the country in order to avoid bubbles in the real estate market(Han & Xu, 2017). In 2020, the global outbreak of COVID-19 brought huge marketing to the real estate industry, and the transaction volume of real estate in the first quarter was almost zero. On February 19, 2020, the central bank released the "Report on the Implementation of China's Monetary Policy in the fourth quarter of 2019", reaffirming once again that consumers should buy houses for living instead of using them as investment (Ji, 2021). The country will no longer increase the economic income of the government by raising the real estate price. The basic principle of "implementing policies based on the city" was also mentioned. In 2021, Fang spectrum real estate big data center data said that Shenyang new commercial residential transactions 11.97 million square meters, compared with 2020 12.03 million square meters reduced by 0.5%, from the overall data, in 2021 Shenyang commercial housing in the sales area, new supply area two indicators are basically flat with 2020; In 2022, the sudden epidemic once again broke the calm of Shenyang. In order to eliminate the impact of COVID-19 on the real estate industry, Shenyang continuously adjusted the real estate policy, fully released the housing purchase restriction, adjusted the exemption period of value-added tax from 5 years to 2 years, and completely exempted the property tax. Under the boost of multiple favorable policies in the real estate market, Since May, commercial residential transactions in Shenyang have seen a substantial increase, with the transaction area reaching 479,000 square meters, an increase of 172.3% compared with April. Shenyang real estate market is trying to overcome the impact of the novel coronavirus epidemic, and the trend is gradually picking up (Li, 2018).

As an old industrial base in Northeast China and the central region of the three provinces in Northeast China, Shenyang has gradually improved its People's Daily life quality and consumption level along with the rapid development of urbanization (Li, 2017). In recent years, as the government has increased investment, the process of urbanization and industrialization has gradually accelerated, and the rapid development of the real estate industry has also been affected. Especially during the "14th Five-Year Plan" period, the Shenyang government strengthened the regulation and control of the market, which ensured the healthy development of the real estate and also made the real estate market get rid of the past "savage growth". Into the fine development period, especially after 90 gradually formed the main group to buy a house, not only on the whole to improve the living requirements of more and more high, but also shows the trend of personalized, diversified, especially landscaping, building materials quality, home decoration design; The demand for surrounding equipment and intelligent technology is also growing. As a result, real estate companies will find it difficult to survive in the market if they fail to adjust their marketing strategies in a timely manner (Qu, 2022).

In this environment, how small and medium-sized real estate enterprises in Shenyang should face the background of frequent regulation policies of the current real estate market, the severe test of competition, as well as the economic downward pressure, comply with the requirements of The Times, break the shackles faced by enterprises in the current supply-side structural reform, and achieve healthy and sustainable development according to the policy guidance under the new normal is the top priority of enterprise development.

1.2 Questions of the Study

As the real estate market becomes increasingly competitive in China, the marketing performance of Dongyu Real Estate Company. According to the company's internal financial data for 2022, marketing performance declined by 30%, which has a fatal impact on the business. Specific research can be seen, the current Dongyu Real Estate Company's marketing strategy has certain problems, and the country's real estate marketing environment to

understand there is a certain bias, not enough knowledge of their own situation, so this essay analyzes such problems, as follows:

- (1) What is the current status of Dongyu Real Estate Company's marketing strategy?
- (2) What are the strengths, weaknesses, opportunities, and challenges of Dongyu Real Estate Company?
- (3) What is the 4Ps strategy of Dongyu Real Estate Company?

1.3 Objectives of the Study

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

- (1) To analyze the marketing status of Dongyu Real Estate Company.
- (2) To analyze the strengths, weaknesses, opportunities, and challenges of Dongyu Real Estate Company.
- (3) To analyze Dongyu Real Estate Company's 4Ps Strategy.

1.4 Significance of the Study

Taking Dongyu Real Estate Company as an example, from the perspective of real estate marketing, from the top level of enterprise management design and strategy, combined with the strategic objectives of Dongyu Real Estate Company, this study put forward targeted suggestions and countermeasures. The research significance is as follows:

(1) Theoretical significance

Chinese real estate market related research started late, and is still in its initial stage at present, many problems have not been fully solved, and a diverse and complete marketing system has not yet been formed. There is a lack of market regulation theories on the use of tax policy in macro-regulation. This study takes marketing theory as guidance and runs through the whole process of exploration and research, through analyzing its marketing situation, To find its shortcomings in the marketing strategy, the corresponding real estate tax policy theory is added in the marketing strategy optimization measures, in order to enrich and improve the theoretical system and research methods of real estate marketing under the new normal.

(2) Practical significance

From the perspective of enterprises, Dongyu Real Estate Company is representative of some small and medium-sized enterprises. Studying its marketing strategy can not only help enterprises gain more buyers' favor, help them "rekindle" and achieve strategic goals, but also provide practical reference for other small and medium-sized enterprises in the same industry to formulate marketing strategies. From the perspective of the industry, this study can promote the real estate industry to continue to play the effect of driving economic development, consolidate the important position of real estate in economic development, and fill new force for national economic growth. In addition, improving the marketing strategy of real estate enterprises is conducive to increasing the transaction volume of real estate, thus deepening the regulating effect of real estate tax on the economy and guaranteeing the steady development of local economy.

1.5 Scope of the Study

The aim of this research is to analyse the current marketing strategy of Dongyu Real Estate Company. using the 4Ps theory and SWOT theory. The scope of this paper is limited to the internal specifics of Yi Dongyu Real Estate Co. Specifically, it focuses on the company's real estate marketing situation for conducting research.

To ensure the scientific nature of this study, recent literature (31 sources), the current marketing situation of the real estate industry, and the research results of SWOT and the 4Ps theory are summarised within the theoretical scope of this study. Based on comprehensive practice and theory, analyse the marketing environment and current situation of Dongyu Real Estate Company This will lay the foundation for researching subsequent problems and developing corresponding problem-solving strategies.

1.6 Limitations of the Study

Through literature review, the marketing strategies of Chinese real estate development companies are mostly limited to theory. The research in this

study is based on marketing theory, combined with macroeconomic and local policies. The results are true and can be used to help enterprises break through the marketing bottleneck. However, in the actual investigation process, there may be deficiencies in the real situation of the marketing strategy of Dongyu Real Estate Company. The research on the overall marketing environment and problems in the process is not enough, and the analysis on the combination of relevant marketing theories and the specific situation of the enterprise is not deep enough. Therefore, further supplement and improvement are needed.



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 lay the theoretical foundation for this study.

2.2 Literature Review

2.2.1 Marketing Strategy

(1) Emergence and Development of Marketing Strategy

Foreign research on marketing theory is developing rapidly. Parul Gupta (2017) point out that the famous 4P marketing theory was proposed by Jerome McCarthy in 1960. It provides a relatively complete theory of marketing activities with product, price, channel and promotion as the objects of study. Qu (2022) argues that with the fierce competition in the market environment, the 4P marketing theory has been optimized, and Philip Kotler proposed the 4P (product, price, channel, promotion) marketing mix strategy.

Tatiana and Magdalena (2020) stated that in 1990, Prof. Lauterbaum proposed the 4C consumer-centered marketing theory, which is based on the four elements of the 4Ps theory, which correspond to each other in terms of consumer needs, cost, convenience and communication. The theory suggests that companies should prioritize customer satisfaction. When customer needs conflict with social principles, the 4Cs also show their limitations, and the "4Rs" theory emerged, i.e., Relevance, Response, Relationship and Return.

Wang (2016) argues that the 4R" concept focuses on cultivating customer loyalty and advocates the establishment of reciprocal, mutual assistance and mutual benefit relationships with customers through appropriate means, so as to make the relationship between customers and

merchants closer and more stable in the long term, thus forming a unique market competitiveness; in 1981, Booms and Buettner took the 4Ps as the core, and added the elements of people, tangible displays, and processes to form the 7P marketing system.

Jin (2018) proposed that in recent years, China's real estate industry has entered a new prosperous period, with various funds pouring into the real estate industry, resulting in uneven operation and management level of the real estate industry. Therefore, with the Internet economy as the background, he proposed that when the development form of the real estate industry falls into a bottleneck period, the enterprises are in urgent need of transformation and innovative development, and it is imperative to improve the core competitiveness of enterprises.

Xu (2020) believes that under the guidance of the national macro policy, the enterprise marketing strategy should be changed from the concept, explore the deep connotation of the product, and cultivate professional talents. By constantly trying to find ways to enrich the company's market, establish a brand that impresses customers, to meet their needs, and put forward plans to strengthen research, accurate positioning, brand building, differentiated marketing and so on.

Cai (2022) proposed that real estate companies should formulate corresponding real estate marketing strategies according to the new situation, and carry out a series of innovations and reforms on this basis to adapt to the new market demand. Therefore, it is necessary to determine the company's positioning in the market and adopt various publicity means, such as improving product quality and refining brand culture and values, in order to achieve the company's marketing purpose and promote the rapid development of the company.

Quan (2016) believes that, in order to ensure the standardization of the real estate market, the country is constantly strengthening macro-control, and many functional departments have implemented corresponding policies to restrict the real estate market. The real estate market presents a form of purchaser-led, which makes the role of real estate marketing increasingly prominent. However, under the new situation, China's real estate marketing

system still needs to be further improved. Many real estate marketing strategies lack certain pertinency and effectiveness, which directly affects the sustainable and healthy development of the real estate industry. Real estate development enterprises should actively explore marketing strategies.

(2) Characteristics of Real Estate Marketing in Different Stages

In the 1960s, real estate marketing became a new field of marketing practice. Previous studies focused on housing site selection, land use and supply balance. After the 1990s, more and more scholars began to conduct in-depth discussion on real estate, among which the analysis of customer demand and intermediary agencies have more and more influence on real estate.

Voyer (2022) proposed that the main factors for house buyers include location factor, structure factor and community factor; Such as neighborhood, finance, advertising and other factors, while reference groups have no significant effect on them. Baydas (2016) analyzed the impact of real estate from location, structure, surrounding competitive products, society, transportation and other aspects. When customers buy a property, the time cost of the property and the money cost of transportation play a crucial role. Parul (2017) believes that people's shopping needs will change with their age and different life cycles.

Han and Xu (2017) believe that marketing is the means, and the market is the key core. Accurate grasp of market supply and demand can make the right marketing strategy. Therefore, customer needs are the ultimate goal of the market, and marketing is to cater to customers continuously. In modern society, the emergence of new media enables people to get more new information; Therefore, in order to meet the needs of customers, we must carry on the continuous innovation of marketing mode, and strive to open up the new field of real estate marketing strategy, and further put forward some suggestions to our real estate marketing strategy.

Li (2018) proposed that China's real estate industry has undergone great changes since the country's reform and opening up. With the development of China's real estate industry, the country's real estate industry is facing

more and more external factors, which make the development of the real estate industry is facing more and more challenges. In order to change the current marketing status of real estate, the 4Ps marketing concept is applied to the marketing channels, real estate products, promotion methods and other aspects of real estate, in order to constantly improve the price level of products, so that the marketing of real estate will be continuously satisfied.

2.2.2 4Ps Theory

The 4Ps theory was developed by marketing researchers in the book *Basic Marketing* published in the 1960s. Zeng (2022) stated that it effectively analyzes the marketing activities and argued that the 4Ps are mainly the four factors that affect the marketing activities, i.e., merchandise, price, channel and promotion.

(1) Product: understand the latest technology reflects the characteristics of the product, emphasize the role of the product.

In the 4Ps theory, the term 'product' refers to the specific goods or services that an enterprise provides to consumers. It is the core of the marketing strategy and affects the market positioning and competitiveness of the enterprise. The product overview mainly includes its features, functions, advantages, and competitiveness (Wang, 2016).

Firstly, the product features refer to the characteristics of the product, such as its physical attributes, functions, and appearance. A product should possess unique features and innovative design that meet consumers' needs and expectations. For instance, a property development company's product features may include high-quality building materials, green design, and intelligent home facilities (Li, 2017).

Additionally, product features refer to the specific effects and functions that a product can achieve. A product's quality is determined by its performance and ability to solve consumer problems or provide convenience. For instance, the features of a mobile phone may include high-definition camera, multitasking, and long battery life (Meng, 2020). Real estate is a product that can only be sold successfully if it is well-designed and of high

quality.

(2) Price: It is necessary to determine the specific product price according to the market.

In the 4Ps theory, price is the amount of money set and charged by a firm for a product or service. It is a crucial component of marketing strategy that directly impacts a firm's profitability, market position, and consumer purchasing decisions. The overview of price includes the positioning, strategy, and influencing factors (Liao, 2015).

Price positioning refers to the price level set by the enterprise for the product or service. Price positioning should be based on market positioning and target consumer demand to meet the price sensitivity of consumers while ensuring the enterprise's profit margin and revenue. Depending on different market strategies and product positioning, price positioning can be high, medium, or low (Weilin, 2020). To ensure effective marketing in real estate, it is important to consider the reasonableness of the price setting.

(3) Place: refers to the products are sold to customers in a variety of ways, rather than by manufacturers and customers for direct trade, but by distributors or agents.

The 4Ps theory defines a product's channel (Place) as the distribution paths and access routes that companies use to deliver the product or service from the producer to the final consumer. The channel overview includes channel types, channel strategies, and influencing factors (Xiao, 2023).

Channel types are typically categorized as direct sales channels or indirect sales channels. Direct sales channels refer to the method by which companies sell products directly to consumers, such as through physical shops or e-commerce platforms. In contrast, indirect sales channels involve the use of intermediaries, such as distributors and wholesalers, to sell products to final consumers (Liao, 2015).

A channel strategy is the plan a company develops to determine its sales channels, including channel coverage, length, density, and design. Channel

strategy considers several factors, including consumer demand, market conditions, and enterprise strength, to maximise the impact of marketing objectives (Jianting et al., 2012). The Place strategy of a real estate company has a significant impact on its ability to improve performance.

(4) Promotion: Enterprises through price reduction, discount, buy one get free means to increase the sales of products, enhance consumers' purchasing power, of course, this means can not be used for a long time.

According to the 4Ps theory, promotion (Promotion) refers to a company's activities aimed at disseminating product and brand information to target consumers. An overview of promotion includes promotion tools, promotion strategies, and influencing factors (Kohl, 2007).

Promotion tools comprise advertising, sales promotion, public relations, direct marketing, personal selling, and other forms. Enterprises must select suitable promotional tools based on their target market and marketing objectives to enhance product awareness, capture consumers' attention, and drive sales. The promotion of real estate enterprises in a certain sense reflects the effect of the whole marketing strategy, how to develop a reasonable promotional strategy is very critical for the enterprise performance improvement.

Zhang (2017).point that the 4Ps is a broad concept that is both a commodity and a system, at one level; It includes three levels: core product level, physical level and external level; Especially brand, feature, quality, and after-sales service. The price is not only the price, but also the ex-factory price, shipping price, marketing price, price concessions and so on. And marketing channel, not only marketing channel, more important is the company's marketing strategy, which includes the company's own marketing, or distribution, or only a region of marketing. And the promotion is not only the promotion itself, but also includes consumers, employees and dealers.

In addition, Bahader (2022) studied the impact of the epidemic real estate continues to stagnant environment, the use of STP strategy on the Shenyang City HQ Real Estate Company K project market segmentation, and the use of 4Ps theory put forward targeted marketing strategy

recommendations, focusing on the study of stagnant product sales deplotting, to the current environment to remove inventory, rapid return of funds, has a guiding significance. Meng (2020) stated that real estate marketing is a branch of marketing, so the market model of real estate marketing is more or less the same as the marketing model of ordinary commodities, which is to complete the promotion volume of commodities through the market-competitive products, the formulation of flexible pricing mechanism, the development of diversified sales channels under the background of the 4Ps theory, and diversified promotional means (Shang, 2023). Mantzoros (2021) stated that real estate marketing has a holistic approach and should not only focus on selling the product at a later stage, but rather the marketing concept should be carried out throughout the entire production and development process, including choosing to buy valuable land in the early stage, conducting sufficient market research to design products that meet the market demand, and at the same time, applying mature product marketing theories, such as the 4Ps theory, as well as formulating and executing marketing strategies in line with the strategic objectives of the enterprise.

2.2.3 SWOT Analysis

The SWOT analysis, also known as SWOT analysis, was proposed by Willick, a management professor from University of San Francisco. It is a micro-analysis tool, a thinking and analysis tool that comprehensively considers the internal and external environment faced by an enterprise .Ji (2021) stated that the SWOT analysis is often used to develop group development strategies and analyze competitor situations, and it is one of the most commonly used methods in strategic analysis. When conducting the SWOT analysis, there are several main aspects:

Strengths:which are internal factors of the organization, include: favourable competitive situation; sufficient financial resources; good corporate image; technological strength; economies of scale; product quality; market share; cost advantages; advertising campaigns, etc.

Weaknesses:also internal to the organization, include: aging equipment;

chaotic management; lack of key technologies; backward research and development; lack of funds; poor management; product backlog; poor competitiveness and so on.

Opportunities:is the organization's external factors, including: new products; new markets; new demand; foreign market barriers lifted; competitors' mistakes and so on.

Threats:which are also external to the organization, include: new competitors; increased substitution of products; market tightening; changes in industry policies; economic recession; changes in customer preferences; and unexpected events.

Regarding the SWOT analysis on real estate, Li (2018) stated that the biggest advantage of real estate as a livelihood industry is the financial support. Most real estate companies have a clear financial advantage because the company is larger and therefore has a higher chance of getting a loan.

Meng (2020) stated that with the introduction of policies related to China's real estate market, the disadvantages of real estate companies gradually appeared, and the stagnation of sales due to the wave of national policies is obvious, so the marketing by policies is significantly one of the disadvantages of the real estate market.

Ohliati and Bismo (2022) argued that under the SWOT analysis, the real estate market is facing a greater threat, most likely to be replaced by the rental market, which leads to the sales market is difficult to get rid of the difficulties.

Parul (2017) stated that the opportunity of real estate market is related to the local population, the more the population the more the opportunity of real estate market, so the statistics should be done for the local population before determining the project.

The SWOT analysis is often used as a basis for strategic planning and analysis of competitors' patterns and ideas. Using the SWOT method, the company can face its own resources and defects, put the actions and

resources in the most opportunities and advantages of the field, realize the advantages and disadvantages of strategic planning, now SWOT analysis has been widely used in the enterprise.

2.3 Company Background

Dongyu Real Estate Company was founded in 1992. It is one of the largest comprehensive real estate development enterprises in Liaoning Province. After 30 years of development, Dongyu has always been an overseas holding enterprise abiding by laws and regulations, accepting the standard supervision and legal constraints of overseas listed institutions. This company's website is: <https://www.11467.com/qiye/76577853.htm>. As a well-known enterprise in China, Dongyu Real Estate Company. pays attention to customer needs and turns customer needs into driving force for enterprise development, which is the leading company in recent years. The company's customer concept is to respect customers, service customers, loyal customers' feelings and needs, honest and trustworthy service for customers.

Among the respondents, there are 8 people in the Marketing Department, of whom 2 are female and 6 are male. Among the eight Marketing Department employees of Dongyu Real Estate Company, 3% are from junior high school or below, 24% are from senior high school or technical secondary school, 61% are from bachelor's degree, and 3% are from master's degree or above, which is more in line with the educational characteristics of the marketing team.

On the basis of solving the problems found in the marketing management of Dongyu Real Estate Company, it is necessary to further optimize the company's corporate image, establish a whole-process marketing concept, promote and implement the concepts of cultural marketing, service marketing and social marketing in Dongyu Group, so that other branches can refer to the improvement experience of Dongyu Real Estate Company's marketing strategy. Through in-depth study of product innovation and differentiated marketing strategies, preliminary preparation was made in the process of project planning and planning; Promote the concept of service market to the real estate service after delivery, not only to

improve and strengthen the real estate field, but also to create advanced cases in the property service, to become a sample of the group; 3 months to effectively solve the company's marketing difficulties, and six months to win the reputation of the enterprise brand.

2.4 Research Framework

The study's theoretical framework is presented below:

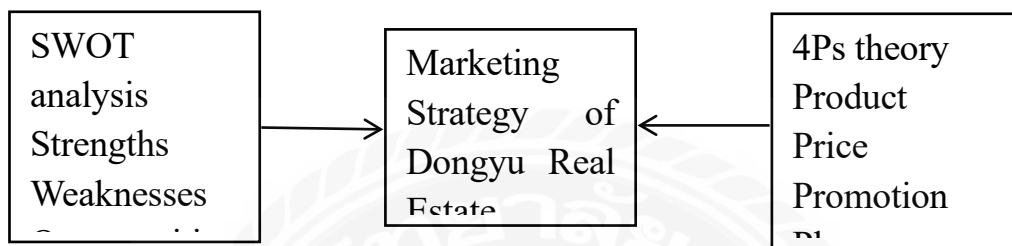


Figure 2.1 Research Framework

The research framework in the above figure highlights the strengths, weaknesses, opportunities, and threats of Dongyu Real Estate Company's marketing through the SWOT analysis. This analysis provides a clear understanding of the current marketing status of the enterprise. Additionally, the 4Ps theory is used to identify the marketing strategy that can be employed to address the marketing problems faced by the enterprise.

Chapter 3 Research Methodology

3.1 Introduction

This study was conducted using the qualitative research method to analyse. 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 adopted the qualitative research method. Data collection was mainly conducted by reviewing the literature of previous scholars. In the process of data collection, this study first analyzed previous scholars' research on marketing theory, laying a preliminary theoretical foundation for this article. Secondly, it analyzed the research situation of the SWOT theory and the 4Ps theory, and summarized the advantages, disadvantages, opportunities, and challenges of the development of the real estate industry. This provides a reference for the SWOT analysis of Dongyu Real Estate Company, In addition, the summary of scholars' experience in 4Ps analysis of the real estate industry laid the foundation for the relevant situation of Dongyu Real Estate Company analyzed in this article.

On the basis of summarizing the conclusions of previous research, based on the internal data of the marketing status of Dongyu Real Estate Company, the marketing status of Dongyu Real Estate Company was analyzed. The existing marketing theories, real estate marketing theories, marketing theories, and marketing theories were systematically summarized and organized, laying a theoretical and methodological foundation for the writing of this study.

3.3 Research Design and Process

This study firstly adopted the documentary research method to summarize the previous scholars' research on marketing methods and lay a preliminary research foundation; then introduced the SWOT analysis to analyze the internal and external marketing environment of Dongyu Real

Estate Company. and further laid a concrete situation for the research; and then introduces the 4Ps theory to analyse the current situation of the enterprise's marketing, which provided a research foundation for the analysis of the problems and the strategies proposed afterward.

In order to further study the current situation of the real estate marketing strategy of Dongyu Real Estate Company, this study adopted the interview method to conduct research, through the intimate conversation with the leadership and staff of the internal sales of Dongyu Real Estate Company, to find out the major questions, in order to more scientifically formulate the corresponding problem-solving strategies. The specific interview questions are shown in Table 3.1. The specifics of the people involved in the interviews are shown in Table 3.2.

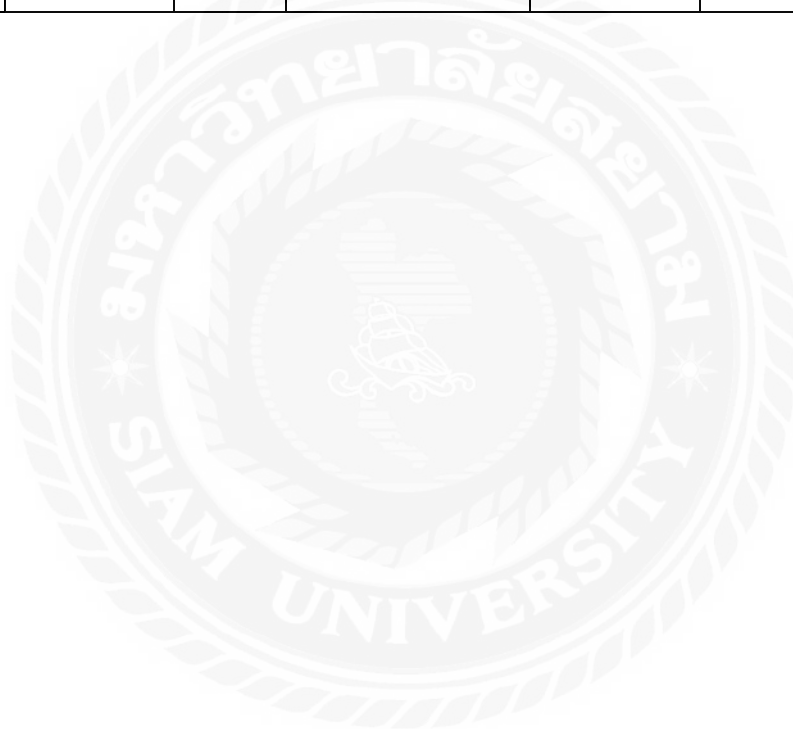
Table 3.1 Interview Problem Statement

No.	Question
1.	What do you think of the current marketing awareness of your company's marketing staff?
2	Do you think the current strategic positioning of your company's products is in line with strategic development and consumer demand?
3	Do you think your company's product pricing is scientific?
4	Do you think your company's existing channel strategy is perfect?
5	Do you think your company's marketing methods need to be improved?

Table 3.2 Composition of Interviewees

No.	Sex	Age	Position	Time in Service	Academic Qualifications
A1	Male	35	Marketing Director	10 years	Undergraduate
A2	Male	32	Marketing Manager	7 years	Master's Degree
A3	Female	28	Marketing Manager	6 years	Master's Degree
A4	Male	31	Marketing Planner	4 years	Master's Degree

A5	Female	37	Marketing Commissioner	6 years	Bachelor's Degree
A6	Female	27	Activity Execution	5 years	Bachelor's Degree
A7	Male	25	Marketing Commissioner	3 years	Undergraduate
A8	Male	26	Marketing Commissioner	2 years	Specialist
A9	Male	33	Marketing Commissioner	1 years	Specialist
A10	Female	31	Marketing Commissioner	1 years	Speciality



Chapter 4 Findings and Conclusion

4.1 Introduction

This chapter mainly discusses the marketing status, advantages, disadvantages, opportunities and challenges, as well as the 4Ps Strategy of Dongyu Real Estate Company

4.2 Findings

4.2.1 Marketing status of Dongyu Real Estate Company

Based on the relevant questions and data in Tables 3.1 and 3.2, the results of the interviews with 11 corporate marketers at Dongyu Real Estate Company show that: Dongyu Real Estate Company's marketing strategy emphasizes the importance of marketing process. Compared with the single market organization structure, Dongyu Real Estate Company's marketing strategy can promote better interaction between enterprises and customers. Guided by this, Dongyu built a "green channel" system to adapt to the new market environment and emergencies, thus improving its emergency response level. At the same time, marketers pay attention to market operation and form good communication with customers, so that the whole sales process develops in a healthy way, ultimately affecting the sales results and promoting the improvement of sales performance.

(1) Lack of Marketing Consciousness

In this interview, 78% indicated that the marketing team at Dongyu Real Estate Company lacked appropriate marketing awareness. At present, Dongyu Real Estate Company adopts the traditional marketing concept, followed by the product concept, which indicates that the company ignores the market, does not combine its own or customer requirements, and reduces the value and satisfaction of customers from the interests of real estate developers. It is still stuck in the understanding stage of "marketing is sales". In addition, in the marketing process, the implementation is often weak, and even violates market rules and operation norms, resulting in the loss of trust in external justice.

Table 4.1 shows the sales of six levels in three projects based on the internal information of Dongyu Real Estate Company. In the Seaview Vista project, 76% of the users have an annual income of less than 150,000 yuan, while in the Shangjing New World project, 43% of the customers have an income of 150,000 to 250,000 yuan. It can be observed that 23% of the customers of the Mingcheng Bay Shore project have an annual income of over 600,000 yuan. This suggests that different projects are suitable for different income groups. Therefore, specific marketing programmes should be formulated based on the housing pain points of different income groups and the characteristics of the project. Currently, the sales staff at Dongyu Real Estate Company lacks the necessary awareness to attract specific customers due to the consistency of their strategies. This has made it difficult to attract the desired clientele.

Table 4.1 Revenue Analysis of Customers of Dongyu Real Estate Company's Projects for Sale

Annual income (\$ million)	3-5	5-15	15-25	25-35	35-60	60 and over
Seaview Vista	41%	35%	12%	7%	4%	1%
Shangjing New World	13%	29%	43%	10%	5%	0%
Mingcheng Bay Shore	0%	2%	7%	15%	53%	23%

(2) Inaccurate Positioning of Product Strategy and Poor Competitiveness

In this interview, 81% said that Dongyu Real Estate Company's market positioning for its products was inaccurate. In terms of the product market, Dongyu Real Estate Company is a livelihood project aiming at the first group of customers, with small and medium-sized housing as its main target and seeking high prices. However, medium, medium and high-grade projects are few and far between. In terms of design style, most of the buildings developed by Dongyu Real Estate Company were similar in terms of decoration style, planning and greening design, but did not really form personalized and differentiated features, which would not only lead to

aesthetic fatigue of customers and a bad brand impression of serious product assimilation, but also make it difficult to gain a strong competitive advantage in the highly competitive market.

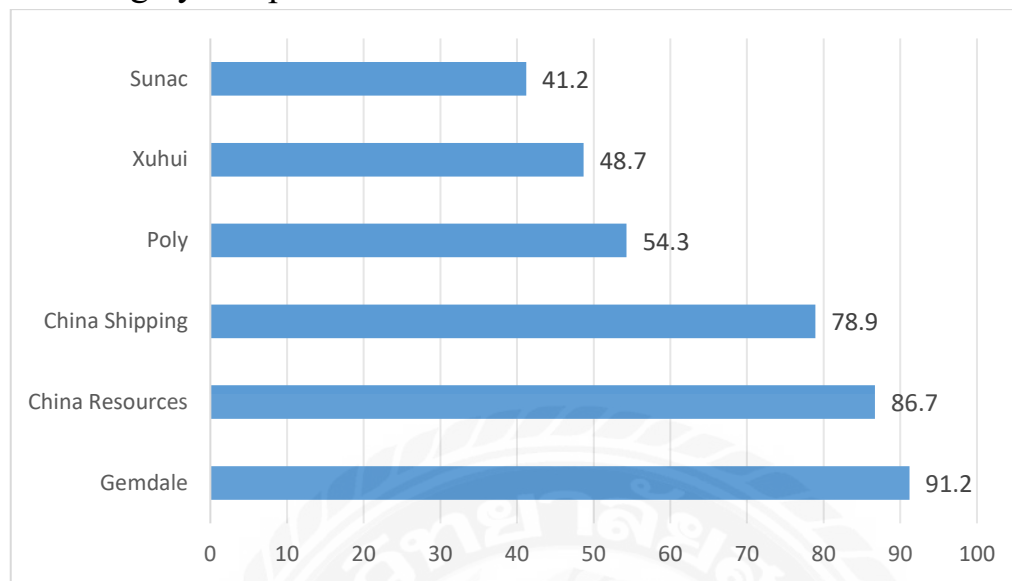


Figure 4.1 Sales Revenue of Shenyang Real Estate Companies, 2023 (billion yuan)

As shown in the chart above, summing up the Shenyang people's government network and other relevant departments published data can be seen, 2023 Shenyang real estate sales company's total sales are still relatively good, Gemdale's sales reached 9.12 billion yuan, followed by other real estate sales company, Sunac is in Shenyang in the case of a new company, the sales are still more than 4 billion yuan, see the market is still there. But Dongyu as a local enterprise in Shenyang, the performance is not bright, the main reason is that the product positioning is inaccurate, not like Sunac, such as the main focus on the strategy of fine decoration, etc., and highlight its competitiveness.

Although Dongyu Real Estate Company. successfully developed three real estate projects in Shenyang, the projects were relatively simple on the whole, and the land in the development area was clustered with low value. For example, Dongyu Real Estate Company is located in Xisantaizi, where there is no subway and bus lines are relatively few. Therefore, residents generally say that the transportation is very inconvenient. So far, prices have been on the low end of the spectrum; And not as well known as the likes of Country Garden and China Resources.

Similarly, the situation of Dongyu Granjun, located in Yuhong District, is more complicated. Although it is adjacent to the main road of North Ring Road, the area is located at the intersection of Country Garden and Evergrande Real Estate. Dongyu Real Estate Company. has a relatively low brand awareness. Moreover, due to its geographical location, distance from provincial experiment and secondary high quality schools, and inconvenient schooling for children, Dongyu Real Estate not only lacks competitive products in Shenyang market, which directly affects the company's profits, but also reduces its reputation and brand image.

Dongyu Real Estate Company focused on early sales, paid attention to the promotion of corporate image and product brands, and focused their marketing on selling real estate, ignoring the role of service and lacking the overall marketing concept of the market, resulting in poor after-sales service capability of Dongyu Real Estate Company.

(3) Unscientific Price Setting

87% in this interview said that Dongyu Real Estate Company's price setting for its products was unreasonable. Dongyu Real Estate Company, for many years, in order to improve turnover efficiency, rapid payment, has improved the utilization rate of assets. This strategy has played a very good role in the marketing of the first and second tier cities. However, the "price for volume" strategy has caused a great impact on the profitability of enterprises and has also caused some damage to the brand image of enterprises. Relying solely on the existing large-scale strategy of small profits and quick sales, it is difficult to form an effective appeal to middle and high-end families, thus weakening the development momentum of Dongyu Real Estate Company.

The main project area and opening price of Dongyu Real Estate Company in Shenyang are shown in table 4.2. For example, the price of Shenyang Wanhua was 3,800 square meters at the beginning of the transaction, although the current sales volume is good, but compared with the Country Garden, Evergrande and other grade real estate, it is still a lot worse, so in the second stage of the real estate, the company's profit has been lower, even in the second stage, they also put forward the price increase to

the government, but due to the price restrictions. Even in the second stage, they put forward a price rise to the government, but because of the price restrictions, did not reach the expected price.

Table 4.2 Region and Opening Price Information of Major Projects of Dongyu Real Estate Company

Real Estate	Location area	Opening price (yuan /m ²)	Area where the building is located
Dongyu Wan Wan City	Yuhong District	3800	Between 2nd ring and 3rd ring
Dongyu De County	Yuhong District	4500	Between 2nd ring and 3rd ring
Dongyu GLENshire	Yuhong District	5200	Between 2nd ring and 3rd ring

(4) Imperfect Channel Strategy

85% in this interview indicated that Dongyu Real Estate Company's marketing channels were flawed. The managers of Dongyu Real Estate Company have not paid enough attention to marketing for a long time. The purpose of positioning the market is relatively superficial and they tended to imitate the marketing strategies of other companies. They did not invest a lot of investigation, which made the existing marketing strategies rigid and difficult to adapt to their own characteristics.

Moreover, the company, for its own interests, will be two of the company's products to two agents, because each company's sales personnel are from different companies, so there are a lot of omissions in operation; They did not take into account the possibility of problems. Because the reward and punishment is not in place, the sales place is very chaotic, agents compete with each other, and there is the phenomenon of opaque housing information.

(5) Lack of Scientific Promotion Strategy

85% of this interview indicated that Dongyu Real Estate Company's promotional strategy could be improved. Dongyu Real Estate Company's promotion strategy mainly includes offline promotion, advertising and

employee promotion. Among them, online promotion activities mainly include owners' friendship activities, opening activities and promotion activities held by the company. Employee promotion is a kind of marketing activities conducted in the traditional way, that is, sales representatives communicate with customers, or distribute promotional materials at the subway entrance. Advertising mainly includes newsstudy advertising, radio advertising, television advertising, road flag advertising and so on. Although Dongyu Shenyang Real Estate has invested a lot of manpower and capital, in reality, the conversion ratio of potential customers has been very low.

(6) Single Marketing Promotion Method

91% of people in this interview said that the marketing strategy of Dongyu Real Estate Company was too one-dimensional. According to the interview and research, Dongyu Real Estate Company's marketing and promotion methods were relatively simple. In addition to the traditional distribution of leaflets, Dongyu conducted marketing and promotion through traditional festivals, such as advertising on the National Day and Mid-Autumn Day, and participating in the annual Shenyang real estate Exhibition. Nowadays, with the progress of The Times, the marketing methods are more and more diversified. The traditional promotion methods used in the past are bound to fail to achieve the expected results.

As shown in Figure 4.2, summarising the relevant data of the Shenyang Municipal Housing Reform Bureau, it can be seen that the supply and demand of the commercial housing market in Shenyang City from 2019 to 2023 shows an overall upward trend, but by the impact of the national policy and so on in 2023, it shows two decreases in supply and demand. Therefore, the marketing method is particularly important, but from the specific situation of the current Dongyu Real Estate Company, the marketing method is still relatively single, only through the distribution of flyers and sweeping the floor for sales, the effect is not very obvious.

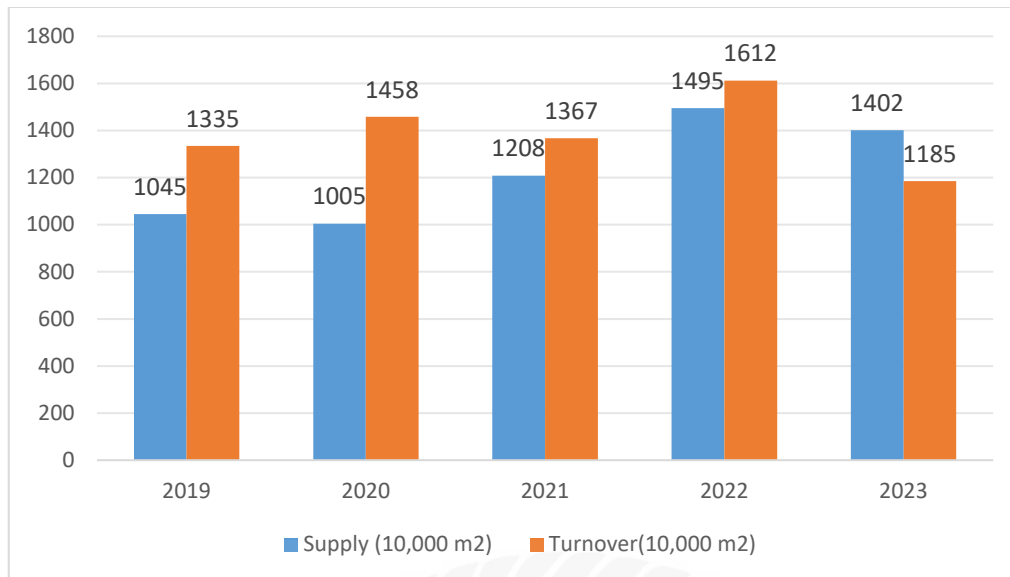


Figure 4.2 Overall Supply and Sales of Commercial Residences in Shenyang, 2019-2023

Therefore, according to the existing problems in Dongyu Real Estate Company's marketing strategy and the actual development situation, this study puts forward suggestions on optimizing product strategy, formulating standardized price strategy, adopting diversified channel strategy and adopting "combination" promotion strategy to optimize Dongyu Real Estate Company's marketing strategy. Specific implementation methods include taking brand value as the guide to make product publicity, optimizing product differentiation strategy, providing the whole process of quality service, enrich the product connotation in advertising, follow standard pricing procedures, adjust prices according to the dynamics of consumer psychology, correctly guide public opinion to stabilize product prices, optimize offline channels and expand online channels, launch a diversified promotion mix, attract similar customers through crossover promotion, explore the value of residents through relationship promotion and realize precise promotion through digitalization.

4.2.2 SWOT analysis of Dongyu Real Estate Company

1. Strengths

(1) Financing and Management Advantages

Dongyu Real Estate Company is a famous real estate developer in Yuhong District, enjoying a high reputation in the industry. Dongyu Real Estate Company of Shenyang relies on enterprise funds. As long as supplementary and temporary funds are provided, the project needs can be met. The source and amount of funds are easy to be guaranteed. Meanwhile, Dongyu Real Estate Company's standardized operation system was at the forefront of the industry. Dongyu Real Estate Company in Shenyang could reduce operating costs and control risks to a certain extent by using its own management system.

(2) Stable Product Quality

Dongyu Real Estate Company conducts unified material procurement on the basis of Dongyu, and has stable suppliers in the design of building materials, decoration materials and drawings. At the same time, Dongyu Real Estate Company has a long-term cooperative relationship with Fang Lin Decoration and other companies in Shenyang. These suppliers have been selected through years of cooperation, with supply capacity and stability of quality assurance. Dongyu Real Estate Company occupies the absolute upper hand in the market competition.

(3) Controllable Property Services

Dongyu Real Estate Company has its own property management company with high quality property qualifications and rich service experience, which has been well received by customers during years of business activities. The projects of Dongyu Real Estate Company were also entrusted to its subordinate property management companies. The project ensured the quality and control of the project through the comprehensive operation mode of "development-sale-real estate", and at the same time, the owners' opinions could be transmitted to Dongyu Real Estate Company in a timely manner, so as to promote the sales of Dongyu Real Estate Company.

(4) Abundant Land Reserves

Compared with other indoor jurisdictions, Yuhong District has a relatively

rich land reserve and is the key development area of Dongyu Real Estate Company. It has cooperated with the government for many times to develop the Beicheng District real estate project. It has relatively sufficient land resources and a reputation for honest and high-quality management.

2. Weaknesses

(1) Product Features are not Prominent Enough

Dongyu Real Estate Company has always been the selling point of value for money, the decoration style is relatively simple, and some of the real estate is just some small units. However, due to the change of housing structure, health real estate, education real estate and other real estate with special functions, consumers' requirements for residential decoration are increasingly diversified. Unlike China Shipping Shenyang Group, which focuses on medical care and security, and Dongyu Real Estate Company. of Longfor Shenyang Group, which focuses on upscale villa areas, their brand features are not obvious, resulting in unclear brand positioning of the company by customers; And lack of focus in promotion.

(2) The Way of Real Estate Marketing is Backward

Dongyu Real Estate Company relies on its own marketing team to do real estate marketing, and its marketing means are also carried out in the form of land marketing + sales office. Such a marketing mode not only costs huge human and material resources, but also reduces the marketing effect. In addition, due to the lack of close relationship between Dongyu Real Estate Company and its agents, the marketing and promotion of new real estate were restricted to some extent. The application of Dongyu Real Estate Company in online marketing is relatively shallow, mostly pure display, but for those young people who have been accustomed to the Internet, they pay more attention to interaction and interest. The weak link in marketing means makes Dongyu Real Estate Company. lag behind its rivals in the fierce market, losing the young consumers who are gradually growing into the main buyers.

3.Opportunities

(1) Housing Demand in Shenyang Continues to Grow

First of all, the urbanization of Shenyang continues to be stable, and the rural residents continue to transfer to cities. Shenyang will also continue to relax the household registration to absorb outstanding young people from all over the country. The large number of new residents in Shenyang will continue to increase the demand for new housing. In addition, due to the "three-child policy" and the improvement of people's living standards, more people will buy a second house in order to improve their own needs, thus entering the property market in Shenyang. Fourth, the vast area of Shenyang, the development of different regions is not balanced, its children's education, employment, medical and other reasons; Even for leisure and other considerations, there is a new desire and motivation to buy. The housing demand in Shenyang will continue to increase in the coming period of time, which is a good development opportunity for real estate enterprises such as Dongyu Real Estate Company.

(2) Housing Price in Shenyang has a Large Upward Space

Shenyang's housing price has always been at a low end among major provincial capitals, and it used to be a "housing price depression". With the rise of Shenyang, the economic activities of the whole city gradually recovered, and its economic growth also showed a trend of bottoming out. Driven by the new and old, Shenyang has gradually turned to the third industry with high added value. In the current economic environment, Shenyang, the provincial capital of the "new first-tier", will inevitably bring more population influx, and the housing price will continue to rise. And the unfavorable factors of the "housing price depression" in the past will also be transformed into a larger space for the rise of land price, thus providing new opportunities for Dongyu real estate and other real estate enterprises to develop in the local market.

(3) Opportunities Brought by New Technologies

In recent years, with the rise of green building materials, technological

decoration, smart home and other new technologies, Dongyu Real Estate Company has created broad development opportunities for the new products. In addition, with the continuous development of digital technologies such as the Internet, big data and artificial intelligence, the real estate market has also ushered in a new development period. With the development of new technologies, traditional marketing methods are more effective and accurate. The emergence of online platforms such as Weibo, Douyin and Kuaishou, as well as new marketing methods such as "fan marketing", "personalized marketing" and "circle culture marketing" provide new opportunities for the development of the whole real estate market.

4.Threats

(1) The Impact of COVID-19 on the Real Estate Industry

Located in Northeast China, Shenyang is already facing a bigger economic downturn due to the constraints of the macro environment. In 2020, the development of Shenyang faced a severe test due to the outbreak of the novel coronavirus pneumonia. In such an environment, consumers will become more cautious and sellers will have a stronger wait-and-see mentality. Under the blow of the novel coronavirus pneumonia, a large number of small and medium-sized business owners have become the main force of house buying, which will also affect the enthusiasm of these customers to buy houses to some extent. At the same time, the new round of popularity has also brought a huge impact on traditional online marketing, especially Dongyu Real Estate Company, relying on traditional marketing means, which makes things worse.

(2) Fierce Competition Among Major Developers in Shenyang

Although the housing price in Shenyang is relatively low among the provincial average, it is the most expensive city in Liaoning province after Dalian. In addition, Shenyang is a "new first-line" big city, as well as the political and economic hub of Northeast China, which has a strong attraction to the development of Shenyang. It attracts property developers from almost all parts of the country. Based in Shenyang City for a long time, it has established a solid business relationship and customer base, with strong

market competitiveness. After the implementation of purchase restriction policy in Shenyang, Dongyu Real Estate Company. will face fierce market competition in the new building market.

5. SWOT Strategy Matrix

According to the above analysis, this study draws the SWOT strategy analysis matrix of Dongyu Real Estate Company, as shown in table 4.1:

Table 4.3 SWOT Strategy Analysis Matrix

Strengths	Weaknesses
1. Financing and management advantages;	1. Product features are not outstanding
2. Stable product quality;	2. The way of real estate sales is backward
3. Controllable property services	
Opportunities	Threats
1. Housing demand grows in Shenyang	1. The COVID-19 epidemic
2. Housing prices have room to rise	2. Competition among major developers is fierce
3. Opportunities presented by new technologies	

4.3 Conclusion

4.3.1 SWOT Strategy Analysis of Dongyu Real Estate Company

As can be seen from the specifics of Table 4.2, the key to implementing SO is to make full use of its own strengths and seize external opportunities. In the case of Dongyu Real Estate Company, with its own brand and strong land bank, to develop new housing to meet Shenyang's growing housing demand; And marketing with new technologies to make new commodities more widely and effectively advertised. The key to WO strategy is to explore external opportunities for the enterprise through its own shortcomings. Dongyu Real Estate Company. believes that the continuous increase of housing in Shenyang indicates that new housing is still marketable and can become a new development platform for the company to make up for the

defects of its product characteristics.

The emergence of new technologies, such as network media, also provides more ways for merchants to spread information, filling the shortage of traditional marketing means. The key of ST strategy is to give play to its own strengths in order to reduce the danger caused by external environment. Dongyu Real Estate Company should make use of the group's resources to develop characteristic real estate, expand the influence of its brand and enhance its competitiveness, so as to maintain a positive competitiveness in the short-term impact of the novel coronavirus pneumonia and in the long-term competition from other enterprises. The key to WT's strategy is to make up for its own shortcomings in order to cope with external challenges. Dongyu Real Estate Company in Shenyang is faced with the impact of market competition and disease outbreak. It cannot continue to use the previous real estate marketing methods, but must strengthen the cooperation among industries. In order to cope with the new market competition, optimize the allocation of market resources.

In fact, these strategies do not contradict each other; on the contrary, they complement each other, even if similar implementation strategies (such as the use of new technologies) can be reflected in the various strategy quadrants. Dongyu Real Estate Company's new market strategy orientation is more concentrated. It can focus on the above two strategies and combine other strategies. First of all, from the outside perspective, the impact of the novel coronavirus on the real estate industry is likely to be short-term, while for enterprises, the market opportunities provided by new technology and housing restructuring will continue to strengthen in the future for a considerable period of time. Therefore, from the perspective of long-term development, the focus of Dongyu real Estate Company's market strategy should be to give full play to its external opportunities. Dongyu Real Estate Company can enhance its organisational efficiency and competitiveness by implementing positive management. This involves focusing on employee training and recruitment to keep up with new technologies, as well as improving internal communication and collaboration. Furthermore, Dongyu Real Estate Company should prioritise optimising its business processes to enhance both customer satisfaction and revenue. Additionally, the company should place greater emphasis on social responsibility. Given the growing

attention to environmental and social concerns, as well as the government's adjustments to housing policies, real estate companies must assume greater responsibility. Dongyu Real Estate Company can enhance its social image and reputation by launching sustainable housing projects. Simultaneously, the company could donate some of its properties to impoverished areas.

Secondly, from the perspective of the cooperation between the company's internal resources and external opportunities, the advantage of Dongyu Real Estate Company in Dongyu's support, but it lacks a say in land conservation and operation process. It is more along the trend, with little room for improvement. However, the housing market demand and price composition in Shenyang show the characteristics of regionalization. Dongyu Real Estate Company. can take this opportunity to take it as an innovative experimental area for enterprises, and actively grasp external opportunities by developing and transforming housing and promoting new technologies. Additionally, the Company may collaborate with the government and relevant organisations and participate in decision-making processes regarding urban planning and land use to secure better land resources and project support. Furthermore, the Company should strengthen its cooperation with suppliers and partners to jointly develop competitive housing products, establish a quality home-buying service system, and enhance customer satisfaction and reputation. With the rapid growth of e-commerce, Dongyu Real Estate Company can utilise the internet and digital technology to innovate a sales model that combines online and offline channels, enhancing brand awareness and sales efficiency. By establishing a sales system that comprehensively covers both channels, the company can better meet the needs of different customer groups and provide personalised solutions. The company should focus on marketing and brand building to attract and retain customers. This can be achieved by participating in exhibitions and fairs, organizing events, and launching preferential policies. Additionally, the company can establish a good reputation by providing high-quality housing products and excellent after-sales services.

Therefore, Dongyu Real Estate Company future marketing strategy should focus on making up for its own shortcomings and grasping external opportunities (namely WO strategy), and realize marketing breakthroughs through new technologies. Make use of scientific and technological means

to innovate marketing under specific circumstances. In the implementation of specific marketing strategies, other quadrants of marketing strategies can be used as the auxiliary and guarantee for the implementation of SO strategy, such as to make full use of their own resources and brand role in the promotion of new technologies. The company can utilise new technologies to conduct marketing activities. For instance, by using social media, SMS marketing, WeChat public numbers, and other new media, it can build a database of customer information and accurately push information to enhance customer attention and loyalty. Additionally, the company can utilise VR technology, 3D models, and other technical means to create a virtual viewing experience for customers. This will achieve the integration of online and offline platforms and enhance the customer's home purchasing experience. The company can also establish a dedicated sales team to provide personalised and high-quality services, accompanying customers throughout the entire process of purchasing a house, obtaining a loan, and signing the necessary documents. This will create a unique and exceptional sales experience for the customer. Furthermore, the company could improve its after-sales service and establish a reliable customer feedback mechanism to promptly address customer issues and requirements, thereby increasing customer satisfaction and loyalty.

Dongyu Real Estate Company could also boost its corporate social responsibility and brand awareness by participating in real estate industry associations and supporting social welfare activities. Additionally, the company can establish a distinctive brand image for the enterprise by creating a comprehensive brand logo system and promotional materials.

4.3.2 The 4Ps Strategy of Dongyu Real Estate Company

According to the above discussion can be seen, Dongyu Real Estate Company limited company marketing problems in the 4Ps theory analysis, the main performance for: lack of marketing concept, pricing is unreasonable, channel development is not smooth and marketing strategy is not appropriate and so on many aspects, based on this, the company can be improved from the following aspects of the strategy:

1. Product Design is Consumer-Centric

In terms of product marketing, Dongyu Real Estate Company insists on

customer-oriented, strengthens communication with customers, continuously provides customers with high-quality services, and conducts targeted design and research and development according to customer needs. The current Internet service can also break the limitations of time and space, so that users can see the goods in time at any time, and provide more choices for their products.

Dongyu Real Estate Company's products are divided into three-bedroom, three-bedroom, four-bedroom, two-bedroom 70-100 square meters, three-bedroom 90-140 square meters, four-bedroom 130-180 square meters, 110-140 square meters. Accounting for more than 30% of the total, the design is a market research product to meet customer needs.

2. Provide More Cost-Effective Housing Resources

In terms of pricing strategy, after collecting market data, Dongyu Real Estate Company provides cost-effective housing resources according to the acceptable degree of customers to ensure the price advantage. In the process of real estate sales, special prices are launched, so that people who just need them can have the desire to buy products. At the same time, authority is delegated to some internal employees. Customers brought by employees can give a discount of 20% on the basis of the existing price, so as to achieve the purpose of quickly digesting the housing supply. In addition, for some customers who have difficult down payment, the company can reduce the down payment ratio in the form of normal purchase to relieve the price pressure. To some extent, it solves the price problem.

3. Integrate the Internet and Big Data Bechnology for Channel Marketing

Dongyu Real Estate Companycompanies can integrate network technology and big data technology to form a relatively complete customer information management system. Dongyu The market data of the marketing promotion of the real estate development company will be saved to the company's database for the company to provide after-sales service and secondary promotion. At the same time, according to the needs of customers, the establishment of customer information, and according to the needs of customers, and the development of tracking service system, return visit

system and customer cultivation system. Through the continuous accumulation in the actual work, the customer satisfaction degree has been continuously improved. On the basis of statistics and statistics on customer data, other departments of the company will further improve the company's products and operation system, form a collaborative system mechanism, and promote sales share and product promotion.

4. Organize Promotional Activities for Various Large-Scale Festivals

Dongyu Real Estate Company in the marketing based on network marketing saves a lot of labor costs, to a certain extent to improve the marketing strategy. Compared with the traditional newspaper and TV media advertising, the network platform can save a lot of high advertising costs. Dongyu Real Estate Company publicizes all construction projects mainly through Toutiao and TikTok platforms. Through the dynamic and multi-dimensional display of the company and the company's projects, not only a huge amount of information, but also very specific and detailed, which can break through the time limit and save the site costs, labor management costs and many other marketing costs of anti-thorn project marketing.

Dongyu Real Estate Company's project mainly in the 11, fifth class traditional holidays activity promotion as the main promotion strategy, mainly including gifts, giving property fees, etc., organize old customers to bring new customers to participate in various activities, such as parent-child activities, picking activities, etc.

Chapter 5 Recommendation

Combined with the analysis of the relevant marketing environment, marketing status quo and marketing problems in the previous chapter, under the guidance of the 4Ps theory, Dongyu Real Estate Company can improve its marketing effectiveness through the following strategies.

1. Pay Attention to Product Service Guarantee

Improve the after-sales service in the marketing process to enhance the purchasing experience. At present, the process of buying a house is more complicated, and customers have to do a lot of homework by themselves. Many people will doubt the terms of the contract when buying a house, and can not decide whether to buy a house. Therefore, in marketing, Dongyu Real Estate Company can simplify the procedure and increase the speed of purchase on the one hand, and hire professional lawyers to conduct contract consultation for customers on the other hand, so as to make the purchase procedure more perfect and eliminate customers' concerns.

Finally, to strengthen the customer service quality assurance, improve customer satisfaction. Customers' after-sales service will have a great impact on the company's reputation, which is crucial for Dongyu Real Estate Company brand companies in the long run. Therefore, after signing the contract, it is necessary to establish a regular feedback mechanism and pay regular return visits to customers, so as to solve their problems in later check-in and life, especially more humanized property service. The accumulated brand awareness will be the most powerful brand image of Dongyu Real Estate Company.

2. Expand Marketing Channels

First of all, we should improve our own marketing network. The online marketing team of Dongyu Real Estate Company. is the main marketing force of the company at present. According to the opening method in previous years, Dongyu Real Estate Company. will attract a large number of customers at the opening, the marketing market is often crowded, and the advertising effect is very significant. Comparatively speaking, Dongyu Real

Estate Company still has a lot of room for improvement in product display and language skills. First of all, marketing service is the most intuitive place for customers' basic information and initial intention to buy a house. It is also a "signboard" of Dongyu Real Estate Company, so it should be comprehensively improved. At the same time, it can also show the overall situation of the project to possible customers through the decoration of the model house and the layout of the sand table.



3. Attract Similar Customers Through Cross-Border Promotion

Cross-border marketing can not only establish a more three-dimensional brand image for customers, but also convey more information to specific customer groups. Dongyu Real Estate Company, whose marketing target is real estate development Co., LTD., can carry out cross-border marketing activities with major airports. Consumers can deduct part of the house price according to the flight mileage and enjoy airport VIP discounts when purchasing. It can even arrange chartered Tours for the owners of the residential areas. Such cross-border promotion can turn customers from other markets into potential house buyers and attract customers' attention. Realize the property company, multinational partners, customers and three parties win-win. However, it is necessary to find brands and customer groups in line with Dongyu Real Estate Company in transnational markets, rather than simply "patchwork".

4. Explore Household Value through Relationship Promotion

In the early days of the real estate market, guanxi promotion was usually initiated by customers themselves, but as developers realized the potential of homes, they would use guanxi as an entry point to promote customer marketing. At the same time, due to the continuous improvement and investment requirements of the housing, the number of families with a second home is also growing, which shows that there are many similar requirements in the original family social relations. So it makes sense to relaunch the marketing strategy across the board. Dongyu Real Estate Company can introduce new buildings into new buildings from humanized service to existing residents, so as to provide better housing security for old owners; Dongyu Real Estate Company could make use of "commission" to allow owners to recommend more buyers to new buildings, and spread the news of new buildings in the "circle of friends" by Pinduoduo lowering prices.

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Appendix

Outline of Interviews on the Current State of Marketing in the Dongyu Real Estate Company

1. What do you think of the current marketing awareness of your company's marketing staff?
2. Do you think the current strategic positioning of your company's products is in line with strategic development and consumer demand?
3. Do you think your company's product pricing is scientific?
4. Do you think your company's existing channel strategy is perfect?
5. Do you think your company's marketing methods need to be improved?

