



**THE MARKETING STRATEGY OF HAIDILAO IN HANGZHOU
XIXI IMPRESSION CITY BRANCH**

**ZHANG XUEQIN
6617195020**

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

2024



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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

Advisor 

(Dr. ZHANG LI)

Date: 28 / 1 / 2025

.....
(Associate Professor Dr. Jomphong Mongkhonvanit)
Dean, Graduate School of Business

Date: 24 / 3 / 2025

Title: The Marketing Strategy of Haidilao in Hangzhou Xixi Impression City Branch
Researcher: Zhang Xueqin
Degree: Master of Business Administration
Major: International Business Management

Advisor:


.....
(Dr. ZHANG LI)

28 / / 2025

Abstract

Taking Haidilao Store in Xixi Impression City of Hangzhou as a case, this study systematically analyzed its marketing strategy and practice in the regional catering market. The objectives of this study were: 1) To examine the current marketing strategy of Haidilao in Hangzhou Xixi Impression City Branch based on the 4Ps theory; 2) To provide recommendation for Hangzhou Xixi Impression City Branch based on the SWOT analysis.

This study adopted the documentary research method, analyzing the marketing status of Haidilao and its improvement strategies.

This study obtained the following two conclusions: 1) Haidilao has unique product design, and product strategy is the core of the enterprise's market competitiveness. Haidilao Xixi Impression City Store has adopted a flexible pricing mechanism and adjusted it in combination with customer value perception. In terms of place strategy, Xixi Impression City Store in Haidilao located in the bustling business district of Xixi Impression City is fully considered convenient with passenger flow. In the promotion strategy, Haidilao Xixi Impression City Store has made full use of social media platform, and effectively enhanced brand awareness and customer loyalty through interaction with customers and marketing activities; 2) Based on the SWOT analysis, Haidilao should deepen the product strategy, consolidate its market position by providing better services and products, and improve operational efficiency and reduce labor costs through technological innovation and service model upgrade. It should continue to pay attention to market dynamics, flexibly adjust strategies, and enhance market competitiveness through multi-channel marketing and customer relationship management.

Keywords: Haidilao, Hangzhou Xixi Impression City, marketing strategy, 4Ps theory, SWOT analysis

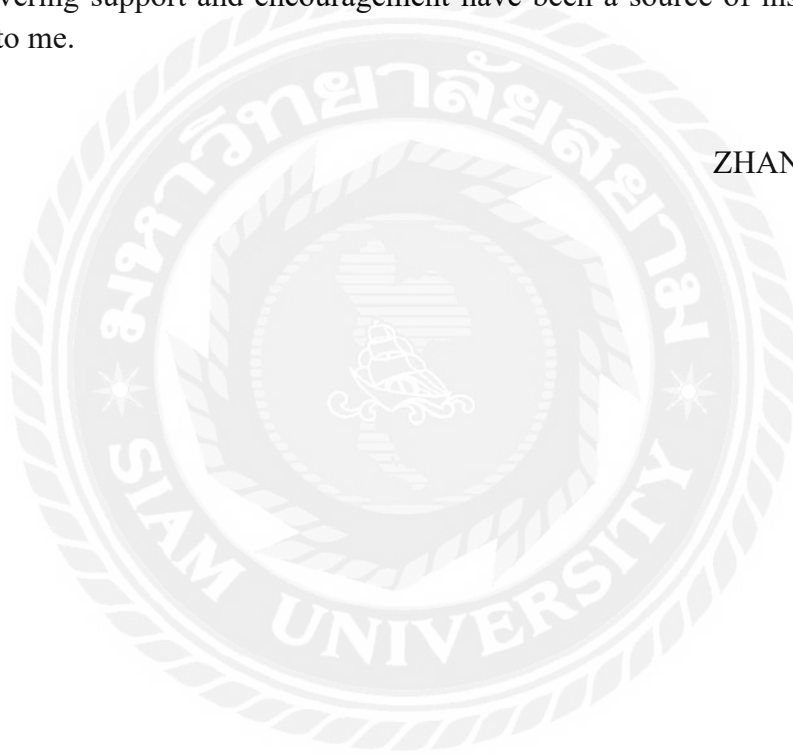
ACKNOWLEDGEMENT

I would like to express my deepest gratitude to my advisor for his invaluable guidance, support, and encouragement throughout my Independent Study. His insightful comments and constructive criticism have significantly improved the quality of my work.

Additionally, I am grateful to Associate Professor Dr. Jomphong Mongkhonvanit, Dean, Graduate School of Business, for his support and encouragement throughout my studies. His dedication to the graduate program and commitment to excellence have inspired me to strive for academic excellence.

Finally, I would like to extend my appreciation to all the faculty members and staff of Siam University who have contributed to my growth and development as a student. Their unwavering support and encouragement have been a source of inspiration and motivation to me.

ZHANG XUEQIN



DECLARATION

I, Zhang xueqin , hereby declare that this Independent Study entitled “The Marketing Strategy of Haidilao in Hangzhou Xixi Impression City Branch” is an original work and has never been submitted to any academic institution for a degree.

(Zhang xueqin)

Nov 7 2024



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Chapter I Introduction

1.1 Background of the Study

With the rapid development of China's catering market and the increasing diversification of consumer demand, the hotpot industry, as an important part of it, is facing unprecedented opportunities and challenges. As a leading brand in China's hotpot industry, Haidilao has won wide recognition and praise across the country with its excellent service quality and unique customer experience. As one of the important commercial complexes in Hangzhou, Hangzhou Xixi Impression City has attracted the attention of a large number of consumers. Haidilao's branch establishment here can not only meet the demand of consumers in the region for high-quality hotpot, but also provide a good platform for the brand to further expand its market share.

Haidilao Xixi Impression City branch is also quite distinctive in the decoration design, using the combination of modern and traditional style, to create a warm and comfortable dining environment. The store layout is reasonable, which not only ensures the privacy of customers, but also loses the lively atmosphere. In addition, Haidilao also pays attention to the quality and diversity of food ingredients, providing a variety of fresh seafood, meat and vegetables for customers to choose from, to ensure that every customer can enjoy a satisfactory dining experience. In order to further improve customer satisfaction, Haidilao has also launched a membership system to enhance customer loyalty through points accumulation, birthday discounts and other measures. With the opening of the Xixi Impression City branch, Haidilao's influence in Hangzhou and even the whole east China region will be further expanded, laying a solid

foundation for the long-term development of the brand. However, with the intensification of market competition, Haidilao's operation in Xixi Impression City also faces fierce competition from other catering brands. Therefore, the study of the marketing strategy of Haidilao in Xixi Impression City Branch not only helps to understand how to maintain its advantages in the fiercely competitive market environment, but also provides reference and reference for other catering enterprises.

This study analyzes the marketing strategy of Haidilao from the dimensions of product, price, place, promotion, discusses the success factors in Hangzhou Xixi Impression City, and puts forward corresponding marketing suggestions, in order to provide strategic guidance for Haidilao and other catering brands in the future market competition. According to the data released by the China Cuisine Association, the total revenue of China's catering market will reach 4.6 trillion yuan in 2022, up 18.6% year on year. In such a huge and highly competitive market, how to maintain its market position and achieve sustainable development is the core issue of this study.

Through the in-depth analysis of its marketing strategy, this study reveals the key factors of its success, and evaluates its coping strategies in the face of market opportunities and challenges through the SWOT analysis model. As management guru Peter Drucker said, "An effective strategy is not to predict the future, but to create the future". This study is expected to provide reference for the strategy formulation and implementation of Haidilao Xixi Impression City store and even the whole catering industry, and help it stand out in the fierce market competition."

Using the 4Ps theory and the SWOT analysis methods for Haidilao provides a

comprehensive understanding of its market strategy and competitive advantages. The 4Ps analysis includes product, price, place and promotion, which helps assess how Haidilao meets customer needs through its products and services, pricing strategies, distribution channels and marketing activities. The SWOT analysis includes an assessment of Haidilao's strengths, weaknesses, opportunities, and threats to identify key factors in its internal capabilities and external environment. These two analysis methods provide a deep understanding of Haidilao's market positioning, strategic planning and potential risks, and give strong support for decision-making.

1.2 Questions of the Study:

Q1:What is the current marketing strategy of Haidilao in Hangzhou Xixi Impression City Branch based on the 4Ps theory?

Q2:What is the recommendation for Hangzhou Xixi Impression City Branch based on the SWOT analysis?

1.3 Objectives of the Study:

1: To examine the current marketing strategy of Haidilao in Hangzhou Xixi Impression City Branch based on the 4Ps theory.

2: To provide recommendation for Hangzhou Xixi Impression City Branch based on the SWOT analysis.

1.4 Scope of the Study

This study took Haidilao as a case study, analyzed the marketing strategy and the improvement strategy. The 4Ps theory was used to analyze Haidilao from the product, price,

location, promotion aspects, and identify the shortcomings in its marketing process. Finally, combined with the SWOT analysis, the marketing strategy of Haidilao is proposed to help Haidilao further consolidate its competitive advantage in the hotpot industry.

1.5 Significance of the Study

Theoretical significance:

Through the study of Haidilao's marketing strategy, the characteristics of the current hotpot industry marketing model and the actual effect in practice are revealed. It will help to improve the existing marketing theory and provide reference for the future.

Practical significance:

Through the in-depth analysis of Haidilao's marketing strategy, other hotpot brands can learn from their successful experience to guide their own brands. The research findings will enable enterprises to have a deeper understanding of consumers' psychological and behavioral characteristics, thus providing more personalized and diversified experiences and strengthening the emotional connection between enterprises and consumers.

1.6 Definition of Key Terms

1.6.1 Marketing Strategy

Market strategy refers to a series of comprehensive plans and strategies for products, prices, channels and promotions formulated by enterprises in order to achieve their long-term goals according to the market environment and their own conditions. It

involves market segmentation, target market selection, market positioning and how to allocate resources effectively to meet the needs of the target market.

1.6.2 4Ps Theory

The 4Ps theory is a theoretical framework put forward by Jerome Macarthy, an American marketing scholar, which is widely used in marketing. 4Ps represents four elements in the marketing mix (Yang,Y.2019):

Product: goods or services provided by enterprises to the market, including their quality, design, function, brand, packaging, etc.

Price: the price set by an enterprise for its products or services, which affects market demand, sales and profits.

Place: the path of products from producers to consumers, including sales network and distribution channels.

Promotion: the way of communication between enterprises and the market, such as advertising, public relations, promotion, etc., with the aim of improving brand awareness and stimulating buying behavior.

1.6.3 SWOT Analysis

SWOT analysis is a strategic planning tool to evaluate the Strengths, Weaknesses, Opportunities and Threats of an organization, project, product or individual. Advantages and disadvantages are internal factors, while opportunities and threats are external factors. The SWOT analysis, can identify and evaluate various factors that affect the success of the target, so as to make an effective strategic plan.

Chapter II Literature Review

2.1 4Ps Theory

The 4Ps marketing theory was put forward by American marketing scholar Professor McCarthy in 1960s. It is a complete overview of the main marketing elements that enterprises can control (Pan et al , 2022).4Ps means:

Product: Product mainly includes the entity, service, brand and packaging of products. It refers to the collection of goods and services provided by an enterprise to the target market, including factors such as product utility, quality, appearance, style, brand, packaging, specifications, service and guarantee.

Price: Price is considered as one of the main factors that consumers consider in the process of making purchase decisions (Hao & Li , 2024).

Place: A company needs to consider the advantages and disadvantages brought by different channels when marketing, so the company needs to establish reasonable and effective channels in the process of product circulation (Gan , 2024).

Promotion: Promotion refers to the communication activities that enterprises use various information carriers to communicate with the target market, including advertising, personal promotion, business promotion and public relations (Wang , 2021).

Chen's (2023) "Research on Marketing Strategy of Shijiazhuang S Catering Company" put forward the key role of omni-channel promotion strategy in attracting customers through the case analysis of S Catering Company, thus summarizing the marketing path of small and medium-sized enterprises under the background of the integration of traditional and new media. Qian (2021) put forward the theory of "social

video marketing strategy" in the Research on the Application of Short Video Social Platform in Catering Marketing Strategies, and believed that the interaction of short video platforms helps to enhance the brand awareness of young consumers.

2.2 SWOT Analysis

The SWOT analysis, also known as situation analysis, is the analysis of internal resources and external environment of enterprises. SWOT is short for Strengths, Weaknesses, Opportunities, and Threats, respectively, representing strengths, weaknesses, opportunities, and threats (Heinz & Harold , 1994). The SWOT analysis theory emphasizes that enterprises should analyze themselves, clarify their own competitive advantages and disadvantages, so that enterprises can make full use of their strengths and circumvent their weaknesses, research and develop new products, explore new markets, and reduce the threat of external factors to enterprises. In the production and operation of an enterprise, if it can not be replaced in the market competition, it shows that the survival of an enterprise has certain advantages.

Strengths: refers to the superior resources or capabilities within an individual or organization, such as technology, experience, brand, market share, etc. These advantages can enhance the competitiveness of individuals or organizations and make them occupy a favorable position in the market.(Aljarah , 2022).

Weaknesses: refers to the shortcomings within an individual or organization, such as backward technology, poor management, and lack of funds. These disadvantages may limit the development of individuals or organizations, and may even lead them into trouble.

Opportunities: refers to the potential opportunities provided by the external environment for individuals or organizations, such as market demand growth, policy support, technological innovation, etc. These opportunities can bring new development opportunities for individuals or organizations and help them achieve greater success.

Threats: refers to the potential threats to individuals or organizations caused by external environment, such as the rise of competitors, policy changes, economic fluctuations, etc. These threats may have a negative impact on the development of individuals or organizations, and corresponding measures need to be taken to deal with them.

The SWOT analysis includes four analyses: SO, ST, WO, WT. Among these, SO refers to the existing market, how to maximize the advantages of the enterprise, and adopt corresponding marketing methods to help the enterprise develop. WO refers to how to use the external market environment of the enterprise to solve or weaken the problems existing within the enterprise. ST refers to how enterprises use its advantages to address external risks. WT refers to how to weaken its own shortcomings and reduce the adverse impact of external environment when it is threatened by external environment (Lei , 2022).

Chandler explained the concept of business strategy in his book *Strategy and Structure*, arguing that business strategy can determine the current and future development direction and goals of a company, and can be based on the company's own conditions and resources in the process of achieving the goals. He also established an analytical model of corporate strategy, a SWOT analysis tool. Andrews (1965) proposed

that a strategy is a model consisting of an objective, and a set of important policies and plans to achieve this goal. He also pointed out that the formation of a strategy is a long-term process, and that the process of forming a strategy must be rigorous and prudent. Ansoff (1979) believed that strategy is a set of guidelines used to guide the behavior of enterprise organizations, and the generation of strategy is a process in which an enterprise changes internally due to the perception of changes in the internal and external environment. Porter (1980) proposed that the profitability of enterprises is mainly affected by their own competitive strategy, and the selection of competitive strategy mainly considers the choice of industry and how to determine its own competitive advantage in the industry. Therefore, he proposed Porter's five forces model to analyze the structure of industrial competition, that is, potential competitors, existing competitors, substitutes, suppliers and buyers will jointly affect the competitiveness of enterprises.

In “Analysis of Indonesian Carrot Industry by Sitepu and Ompusunggu” in "SWOT Analysis of Indonesian Carrot Industry and Customer Feedback Mechanism" (2020) , the importance of customer feedback in adjusting marketing strategy in time was analyzed from the perspective of feedback mechanism. This study analyzed the promotion of customer feedback to strategy optimization through SWOT model, and showed the successful application of feedback mechanism in agricultural industry. In the study of the relationship between product quality and customer decision-making, Wang et al. (2023) put forward an "experience-driven customer decision-making model" in the article "The Impact of Product Quality Assurance on Customer Decision-

making in Catering Industry", pointing out that product quality assurance can effectively reduce customer's risk perception and improve brand trust.

2.3 Current Situation of Chinese Hotpot

2.3.1 Development Status of Hotpot Industry

The hotpot industry occupies an important position in China's catering market. In recent years, with the increase of consumers' diversified and personalized demand for food, the hotpot industry has shown a trend of rapid development. At present, the hotpot industry has not only innovated on the basis of the traditional Sichuan hotpot, but also derived a variety of characteristic hotpot, such as seafood hotpot, vegetarian hotpot, medicinal food hotpot, etc. With the development of Internet technology, emerging models such as online booking and takeout services have gradually integrated into the hotpot industry, providing consumers with a more convenient dining experience.

In terms of competition, the hotpot industry competition is fierce, the brand chain trend is obvious. Many brands attract customers by improving service quality, optimizing the dining environment, and innovating the taste of dishes. At the same time, some hotpot brands began to pay attention to the concept of health, launched a low-fat, low-calorie healthy hotpot, in order to meet the needs of modern consumers for a healthy diet.

In addition, the hotpot industry in the supply chain management, food procurement, logistics distribution and other aspects are also constantly optimized and upgraded to ensure the freshness of food ingredients and food safety. As consumers' requirements

for food safety and quality improve, the investment and improvement of the hotpot industry in these aspects will be a continuous process.

In general, the hotpot industry has made significant progress in the market size, brand building, service innovation and other aspects, but it also faces challenges such as rising raw material costs, industry homogenization competition and so on. In the future, the development of the hotpot industry will pay more attention to the brand differentiation, personalized service and the integration of health concepts.

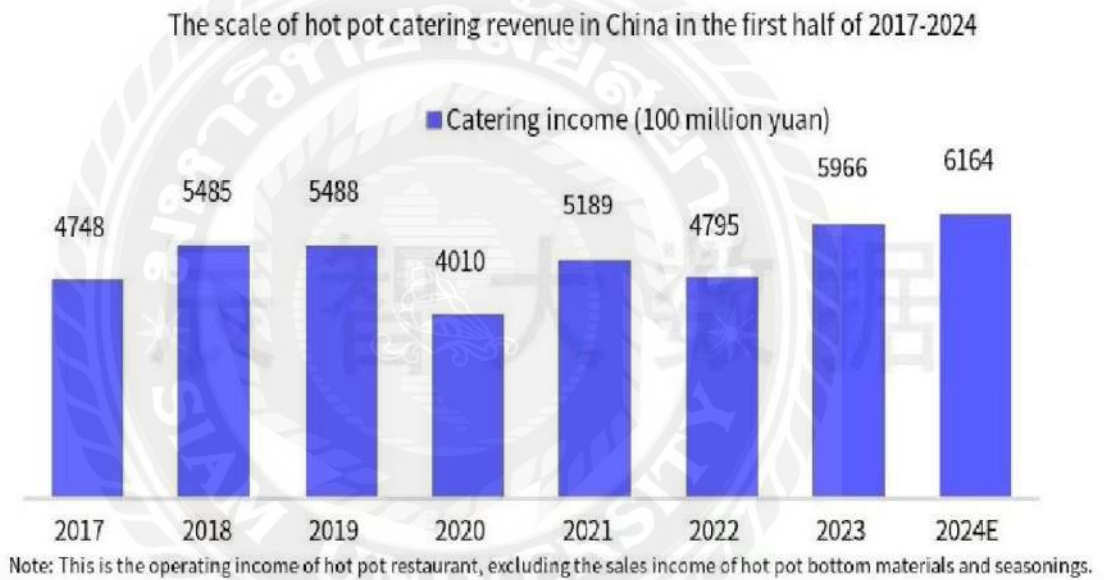


Figure 1: Chinese Hotpot Catering Revenue Scale in 2017-2024



Figure 2: The Scale Change Trend of Hotpot Stores in China from 2021 to 2024

2.3.2 Analysis of the Current Strategic Position of Hotpot Market

As a diet with local characteristics, hotpot is increasingly loved by people all over the country, accounting for an increasing proportion in the mass diet structure (Chen 2013). By April 7, 2022, the number of hotpot stores in China reached 482,593, including 124,144 new stores in 2022. In the new first-tier cities, the number of hotpot restaurants accounts for the highest proportion, reaching 21.22% (Zhao 2024). Haidilao is a leading enterprise in the hotpot industry in China and has always been the benchmark of the industry (Sun 2023). Haidilao was established in 1994. According to the data, the number of its stores was 8 in 2004, 100 in 2014, 768 in 2019 and 1,349 in 2022. By the end of 2022, there were 1,496 stores in the world (including 1,371 in China and 125 overseas). As a leading enterprise in the domestic catering industry, it was established in 2022.

Area	Southwest China	East China	North China	Central China	South China	Northwest China	Northeast China
Number of stores	15.7	14.5	7.5	6.8	6.3	4.9	3.4

Table 1: Number of Hotpot Restaurants in all Regions of China in the first half of 2024

2.4 Conceptual Framework

This study mainly uses the 4Ps theory to examine the marketing strategy of Haidilao and uses the SWOT analysis to optimize the marketing strategy of Haidilao.

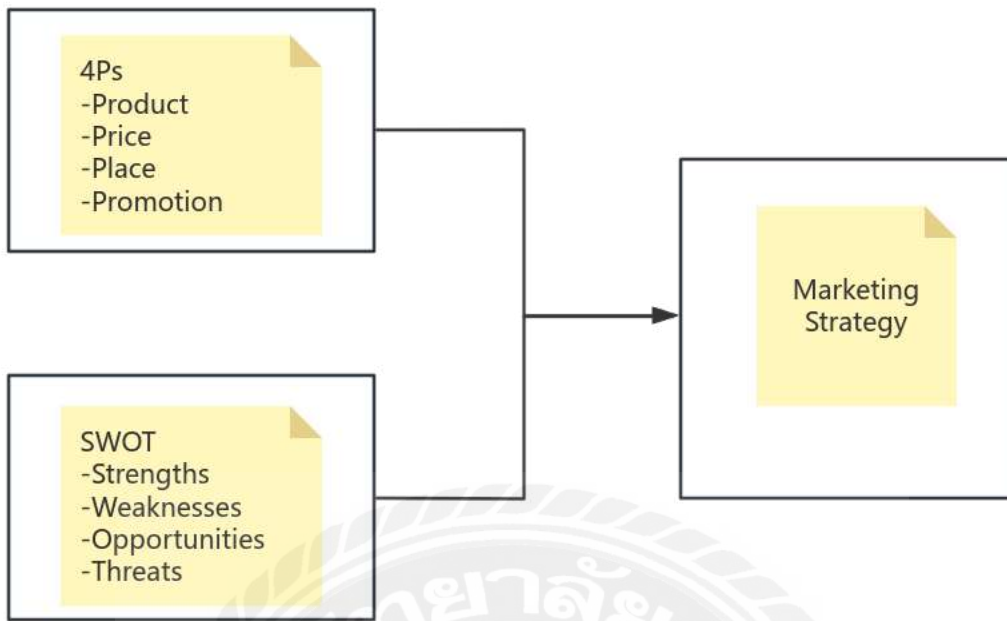


Figure 3: Conceptual Framework

Chapter III Research Methodology

3.1 Research Design

This study adopted the documentary research method, using the documentary analysis and case analysis to examine the marketing strategy of Haidilao. The steps included: determining the research topic, searching the literature, screening relevant materials, reading and recording key data, classifying and analyzing the data, summarizing , and writing a report.

3.2 Population and Sample

The scope of this study is the hotpot market in Hangzhou, Zhejiang Province, especially Haidilao hotpot. This study chose 2018 to 2023 as the overall observation period. This period was a critical period for the rapid rise of hotpot brands and the competition of hotpot brands. This study analyzed the overall performance of the hotpot market in this period, and comprehensively reflected the development trend and marketing strategic pattern of Hangzhou hotpot industry.

3.3 Research Tools

Based on the 4Ps theory and the SWOT analysis, this study collated and analyzed the secondary data obtained through literature research.

Zotero is an open source free document management tool, which supports online and local document management. It can automatically identify document formats such as web pages and PDF, and easily import references. Zotero also supports seamless integration with text editors such as Microsoft, Word, Google and Docs.

3.4 Data Collection

This study mainly obtained secondary information from public reports from online venues and enterprises. Search was carried out with keywords such as "Haidilao", "Marketing", "4Ps Theory", "SWOT Analysis" and "Hangzhou Hotpot" through platforms such as CNKI (China National Knowledge Infrastructure) and Wanfang Database.

A total of about 140 related articles were collected, among which 32 articles with strong correlation were selected as data support for this study. These documents provided an important basis for the analysis of Haidilao's marketing strategy and industry development trend.

3.5 Data Analysis

This study collated the collected secondary data and extracted the factors influencing the marketing strategy of Haidilao by conducting content analysis. This study analyzed the marketing strategy of Haidilao from the four points of product, price, place and promotion of the 4Ps theory, and analyzed the SWOT theory to put forward suggestions on the marketing strategy of Haidilao.

Chapter IV Findings and Discussion

4.1 Current Marketing Strategy Based on the 4Ps Theory

4.1.1 Product Strategy

In the marketing strategy of Hangzhou Haidilao Xixi Impression City Store, the implementation of product strategy evaluation are the core links. By providing diversified hotpot dishes and personalized customer service, the restaurant successfully stands out in the fierce catering market. For example, with its unique value-added services such as "free snacks" and "nail service", Haidilao not only enhances the dining experience of customers, but also enhances their loyalty. According to market research data, these value-added services have extended the average meal time of customers by 20%, while customer satisfaction has increased by 15%. In addition, Haidilao also pays attention to product innovation, and constantly introduces seasonal special dishes and healthy pot bottoms to meet the needs of different customer groups. In the evaluation of product strategy, Haidilao adopted the SWOT analysis model, identified the advantages and disadvantages of product strategy through internal evaluation and external market research, and adjusted the product line accordingly. Peter Drucker, a master of management said, "Innovation is to create a resource." Haidilao has successfully transformed resources into market competitiveness through continuous innovation.

4.1.2 Price Strategy

In the marketing strategy of Hangzhou Haidilao Xixi Impression City Store, the market feedback and adjustment of price strategy is a crucial link. Through in-depth

analysis of customer value perception, Haidilao can formulate a pricing mechanism that meets market demand. For example, through customer satisfaction survey and sales data analysis, Haidilao found that its high-quality service and unique dining experience made customers willing to pay higher prices for each meal. According to these feedbacks, Haidilao has implemented a dynamic pricing strategy, which flexibly adjusts the price according to the differences of holidays, weekends and working days, as well as the peak and low periods of customer traffic, so as to maximize the income.

In addition, Haidilao also adopted a price competition strategy to ensure its competitive price by comparing with competitors in the same industry. In the high-end business district such as Xixi Impression City, the pricing strategy of Haidilao should not only consider the cost, but also consider the customer's ability to pay and psychological expectations.

When adjusting the price strategy, Haidilao also pays attention to the accuracy of market positioning. To quote Peter Drucker: "You can't manage what you can't measure." Haidilao ensures that the price adjustment can reflect its brand value and market positioning through accurate market research and customer behavior analysis. For example, by introducing high-end ingredients and innovative dishes, Haidilao can enhance its value perception in the minds of consumers, thus supporting higher price points.

To sum up, the price strategy of Haidilao Xixi Impression City Store is based on a keen insight into market feedback and a deep understanding of customer value. Through flexible pricing mechanism and accurate market positioning, Haidilao can not only

attract and retain customers, but also maintain its leading position in the highly competitive catering market.

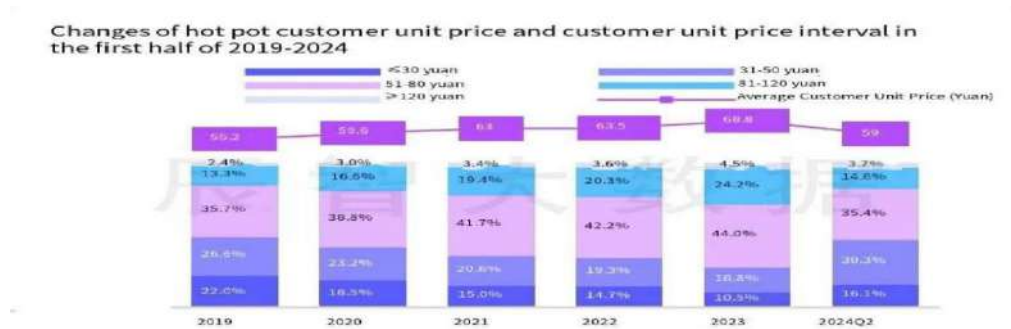


Figure 4: Unit Price Range from 2019 to the First Half of 2024

4.1.3 Place Strategy

When analyzing the marketing strategy of Xixi Impression City Store in Haidilao, the influence of location strategy on sales performance can not be ignored. The store is located in Xixi Impression City, a well-known commercial complex in Hangzhou, which not only brings stable passenger flow to Haidilao, but also enhances brand visibility and customer convenience. According to the business circle analysis model, the flow and consumption capacity of high-ranking people around Xixi Impression City provide rich potential customer resources for Haidilao. For example, according to the passenger flow statistics of Xixi Impression City in 2022, the daily average passenger flow exceeds 50,000, which provides a huge market potential for Haidilao. In addition, Haidilao ensures the freshness of ingredients and the efficient operation of the supply chain by optimizing the management of logistics and distribution channels, thus establishing a good brand image in the hearts of customers. As peter drucker, a master of management, said, "The purpose of an enterprise is to create customers." Haidilao has successfully attracted customers and improved sales performance through carefully

selected location strategy.

4.1.4 Promotion Strategy

In the marketing strategy of Hangzhou Haidilao Xixi Impression City Store, the innovation of promotion strategy is particularly critical, which is directly related to the breadth and depth of brand communication. By using big data analysis, Haidilao can accurately locate the target customer groups, so as to design marketing activities that meet their tastes and consumption habits. For example, through the user behavior analysis of social media platform, Haidilao launched personalized coupons and holiday promotions, which caused positive response among customers and effectively improved the customer arrival rate and repurchase rate. According to official data, during the holidays in 2022, activities promoted through social media increased store sales by 20% year-on-year.

In addition, Haidilao also made use of KOL (key opinion leader) and online celebrity effect to cooperate with famous food bloggers and share dining experience through their social platforms, further expanding the brand's influence. This promotion method not only increases the credibility of the brand, but also attracts a large number of new customers through word-of-mouth communication. In terms of customer interaction strategy, Haidilao encourages customers to participate in online and offline interactive activities by establishing a membership system, such as "Haidilao Food Festival" and "Member Exclusive Day". These activities not only enhance customer loyalty, but also achieve natural promotion effects through social sharing of customers.

4.2 SWOT Analysis

4.2.1 Advantages and Disadvantages Analysis of Haidilao Xixi Impression City Store

When analyzing the advantages of Haidilao Xixi Impression City Store, its outstanding performance in service quality and brand influence must be mentioned. As the leading brand in China hotpot industry, Haidilao is famous for its meticulous service and high-quality ingredients. According to China Catering Report 2022, Haidilao is in the forefront of the industry in terms of customer satisfaction and brand loyalty. Xixi Impression City Store, as one of its important stores in Hangzhou, is located in the bustling business district next to Xixi Wetland, attracting a large number of tourists and local residents. However, there are also hidden challenges behind the advantages. For example, maintaining high service quality requires high labor costs, which affects the operational efficiency of Haidilao to some extent. In addition, with the rising labor cost, how to control the cost while maintaining the service quality has become an urgent problem for Haidilao Xixi Impression City Store.

When discussing the disadvantages of Haidilao Xixi Impression City Store, the fierce market competition and changing consumer demand are important. Although Haidilao has obvious advantages in brand influence and customer service, its price strategy may not be as flexible as some competitors. For example, some emerging hotpot brands attract some price-sensitive consumers by offering more competitive prices and innovative marketing methods. In addition, Haidilao Xixi Impression City Store also faces challenges in human resource management, especially during rush

hours, customers may have to wait for a long time, which affects the customer experience to some extent. As peter drucker, a master of management, said, "The only reason for an enterprise to exist is to create customers." Therefore, how to continuously innovate and meet customers' needs in the highly competitive market is a problem that Haidilao Xixi Impression City Store needs to constantly think about and solve.

4.2.2 Grasping and Utilizing Market Opportunities

In the marketing strategy of Xixi Impression City Store in Haidilao, Hangzhou, it is very important to grasp and make use of market opportunities. With the rise of the middle class in China and the enhancement of consumption power, consumers' demand for high-quality catering services is growing day by day. According to China Catering Report 2022, the market scale of hotpot industry has exceeded 500 billion yuan, showing great market potential. Haidilao is a leading brand in the industry, and its Xixi Impression City store can take advantage of this trend to attract more customers by providing unique dining experience and high-quality service. For example, by introducing intelligent service systems, such as intelligent ordering and robot food delivery, it can not only improve efficiency, but also attract technology enthusiasts and young consumers. In addition, Haidilao can take advantage of its brand to carry out special activities combined with local culture, such as the promotion of dishes combined with cultural elements of West Lake in Hangzhou, so as to attract tourists and local residents. The market opportunities mentioned in SWOT analysis, such as technological innovation and service model upgrade, provide new growth points for Haidilao Xixi Impression City Store. Through continuous exploration and practice,

Haidilao Xixi Impression City Store can better grasp market opportunities and realize sustainable development.

4.2.3 External Threats and Coping Strategies

In the marketing strategy and competition analysis of Xixi Impression City Store in Haidilao, Hangzhou, external threats are an important factor that cannot be ignored. At present, the competition in the catering industry is fierce, and the strategic changes of new entrants and existing competitors may pose a threat to the market share of Haidilao. For example, according to the China Catering Report, the number of newly registered enterprises in the catering industry increased by 10% year-on-year in 2022, which indicates that the market competition is intensifying. Faced with such external threats, Haidilao Xixi Impression City Store needs to adopt active coping strategies. First of all, it can consolidate its market position through continuous product innovation, such as introducing new dishes or services to meet the changing needs of consumers. Secondly, Haidilao can make use of its strong brand influence, strengthen interaction with customers through social media and online platforms, and improve customer loyalty. In addition, Haidilao should also pay close attention to the changes of industry laws and regulations to ensure that its operation strategy meets the latest laws and regulations, thus reducing potential legal risks. As peter drucker, a master of management, said, "The only reason for an enterprise to exist is to create customers." Therefore, Haidilao Xixi Impression City Store must constantly adjust and optimize its market strategy to cope with the ever-changing external environment and ensure its leading position in the fierce market competition.

Chapter V Conclusion and Recommendation

5.1 Conclusion

After an in-depth study of the marketing strategy and competition analysis of Xixi Impression City Store in Hangzhou Haidilao, it was found that Haidilao with its unique value-added services such as "free snacks" and "nail service", significantly improved the dining experience of customers, thus standing out in the fierce catering market. According to the 4Ps theory, product strategy is the core of enterprise's market competitiveness, and Haidilao has effectively consolidated its market position through continuous innovation and optimization of service.

In terms of price strategy, Haidilao Xixi Impression City Store has adopted a flexible pricing mechanism and adjusted it in combination with customer value perception. Through market research and customer feedback, the store can adjust the price in time to meet the needs of different consumer groups, while maintaining a high degree of customer satisfaction. The strategy of price competition and market positioning makes Haidilao occupy a place in the high-end hotpot market. The successful implementation of its price strategy not only attracts customers with high consumption capacity, but also covers a wider market through a reasonable price range.

In the promotion strategy, Haidilao Xixi Impression City Store made full use of social media platform, and effectively enhanced brand awareness and customer loyalty through interaction with customers and marketing activities. For example, through interactive marketing on social platforms such as Weibo and WeChat, Haidilao not only strengthened its contact with customers, but also expanded its brand influence through

word-of-mouth communication. The innovation of this promotion strategy makes Haidilao maintain its continuous attraction in the highly competitive catering market.

In terms of location strategy, the location of Xixi Impression City Store in Haidilao fully considered convenience and passenger flow. Located in the bustling business district of Xixi Impression City, it not only provides customers with a convenient dining environment, but also ensures high passenger flow and good visibility. In addition, Haidilao also pays attention to the management of logistics and distribution channels to ensure the freshness of ingredients and the efficient operation of the supply chain, thus providing customers with a high-quality dining experience. The careful layout of this location strategy is one of the key factors for Haidilao to remain competitive in the market.

The comprehensive SWOT analysis shows that Haidilao Xixi Impression City Store has obvious advantages in brand influence and service advantages, but it also faces the challenges of cost control and human resource management. In terms of opportunities, Haidilao has continuously explored new customer groups and improved its service model through market expansion and technological innovation. However, in the face of fierce market competition and changes in industry regulations, Haidilao needs to continue to pay attention to external threats and formulate corresponding coping strategies. Through the implementation of these strategies, Haidilao Xixi Impression City Store can better adapt to market changes and achieve sustainable development.

5.2 Recommendation

According to the findings on the marketing strategy of Haidilao Xixi Impression City Store, it is suggested to deepen the product strategy first and consolidate its market position by providing better services and products. For example, big data can be used to analyze customers' consumption habits and launch personalized dishes and customized services to meet the needs of different customer groups. According to the case in the book "Haidilao You Learn", Haidilao has successfully improved customer satisfaction and loyalty through meticulous service innovation. In addition, in terms of price strategy, Haidilao Xixi Impression City Store should consider flexible pricing mechanism and implement dynamic pricing strategy in combination with customer value perception to cope with market changes and competitive pressure. SWOT analysis shows that Haidilao brand has strong brand influence and service advantages, but it also faces the challenges of cost control and human resource management. Therefore, it is suggested that while maintaining the service quality, Haidilao Xixi Impression City Store should improve the operation efficiency and reduce the labor cost through technological innovation and service mode upgrade. For example, intelligent ordering system and robot food delivery service are introduced to reduce manpower demand and improve customer experience. Finally, in view of external threats, such as changes in competitors' market strategies and industry regulations, Xixi Impression City Store in Haidilao should continue to pay attention to market dynamics, flexibly adjust its strategies, and enhance its market competitiveness through multi-channel marketing and customer relationship management.

5.3 Prospect of Future Research Direction

With the continuous deepening of Hangzhou Haidilao Xixi Impression City Store in the market, the future research direction should focus on how to further optimize its marketing strategy to cope with the increasingly fierce competitive environment. For example, can deeply analyze the relationship between customer satisfaction and loyalty, and use big data technology to predict customer behavior, so as to formulate a more personalized service plan. In addition, the study can learn from five forces model, and deeply discuss the competitive situation in the industry and how to enhance the market competitiveness through strategic alliance or cooperation. Quoting peter drucker's famous saying: "Innovation is to create new value", future research should also pay attention to how Haidilao can improve service quality and customer experience through innovation, such as introducing intelligent service system to improve efficiency. At the same time, the study can explore how to use social media and digital marketing tools to strengthen interaction with customers, and how to enhance brand image and market competitiveness through environmental sustainability practices.

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