

Suggestions to Improve Marketing in Anhui Huidian Science & Technology Co. Ltd

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<p>Abstract</p> <p>An excellent marketing plan is very important for a company in order to make great development. And in 2014, Huidian Company is planning to go public. Now they try to develop their business and build their core competitiveness. In this most significant time, a comprehensive marketing plan is urgently needed.</p> <p>The purpose of this thesis is giving Anhui Huidian Science & Technology Co. Ltd some suggestions to improve their marketing. The main things in research process were analyzing the marketing situation of Anhui Huidian Science & Technology Co. Ltd. and making some viable and feasible suggestions concerning the development of their marketing.</p> <p>The theory part of the thesis report deals with some basic concepts about marketing, including marketing environment, business buyer behavior, customer value, marketing mix, marketing plan, and marketing management. It's the fundamental part of this thesis.</p> <p>The empirical part of the thesis is a qualitative research which was carried out with the help of interviews. The main approach of the research was to interview general managers of Huidian Company, and some main customers of Huidian Company. The result of the qualitative research gave very valuable information of the current situation of Huidian Company.</p> <p>As a result of this research and information based on reference materials, five suggestions are given Huidian Company to perfect the marketing plan, including product and price, marketing channel, people, marketing communications, and process management. The company should pay attention to using the flexible marketing methods to prosper their business.</p>			
<p>Keywords Marketing Management , Marketing plan, Anhui Huidian Science & Technology Co. Ltd, Business Buyer behaviour, Interview, Suggestions</p>			
<p>Note</p>			

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1 INTRODUCTION

This thesis is intended to give some suggestions to develop marketing in Anhui Huidian Science & Technology Co. Ltd to attract more customers, and in order to prosper their business.

The first chapter of this thesis is mainly introduction to the research problem definition, the objectives of the research, and the introduction of Anhui Huidian Science & Technology Co. Ltd.

1.1 Research Problem

In today's society, companies have to prosper their business in a ruthless environment. Marketing is acting as an important role to combating those problems. Accounting, finance and other functions of business will never really matter in developing business. We can even say that a company's success usually depends on marketing.

Thus, if companies want to forge ahead in the trend of the fierce competition, an excellent marketing plan plays a crucial role in company's development. In 2014, Huidian Company is planning to go public. Facing that situation, they try to develop their business and build their core competitiveness nowadays. In this most significant time, a comprehensive marketing plan is urgently needed.

Because of the importance of marketing and demand for development, the researcher decided to finish this research the topic of which is to analyse the situation of Anhui Huidian Science & Technology Co. Ltd and give them some suggestions to develop marketing.

Consequently, the research problem of this thesis is: What is the situation of Anhui Huidian Science & Technology Co. Ltd and how to improve marketing in this company?

1.2 Research Objectives

The aim of this thesis process is to give some suggestions to Anhui Huidian Science & Technology Co. Ltd. The main issues of this thesis are analysis of the situation of Anhui Huidian Science & Technology Co. Ltd and giving them some viable and feasible suggestions about marketing.

Just as Philip Kotler, one of the world's important scholars in marketing says: Good marketing is no accident; but a result of careful planning and execution using state-of-the-art tools and techniques. A good marketing plan needs to be thoroughly tempered, combined with the actual needs. (Kotler and Keller 2012, 25)

In this thesis, the following topics will be dealt with:

- Marketing situation analysis, including market summary of the company, SWOT analysis, competition, and key to success. The market summary of this company will be an introduction of customers, need, trends, and growth. The SWOT analysis will be an overall evaluation of Huidian company's strengths, weaknesses, opportunities, and threats.
- Making a qualitative research. The main approach of the research is to interview managers and main customers of this company. It's a wise way to get some information. Some interviewees were chosen from the name list which was provided by the company manager. Then they were contacted them one by one using Skype way.
- Suggestions to Anhui Huidian Science & Technology Co. Ltd which aim at developing the company's marketing ability.

There are two main parts in the thesis report. For one thing, analysing the practical circumstances of the case company, make a survey to the manager and main customers of the company. Secondly, providing the suggestions according to the data and information collected in the process.

1.3 Case Organisation

Anhui Huidian Science & Technology Co. Ltd is the most famous company which is located in Hefei, the capital of Anhui province, People's Republic of China. It was founded in the year 2008 by Dr. Wang Chuan. Huidian Company is strongly future-oriented while building on the 10-year-history corporation. It was created after the re-integration of Kaili Corporation. It is a high-tech enterprise, mainly engaged in new electronic equipment, electrical equipment, over-voltage protection devices, special switches, and intelligent control technology. (Anhui Huidian Science & Technology Co. Ltd official website.)

The company has assets more than 50 million RMB. It occupies 30,000 square meters, including development, production and office space 26,000 square meters; and covers 386 employees, including Research Personnel which is account for 14 % of total employees. (Anhui Huidian Science & Technology Co. Ltd official website.)

Philosophy of operation

The operation philosophy of Huidian Company is starting from the needs of clients and pursuing the satisfaction of clients. In the process of making full use of advantages of leading-edge technology, low price, good service and favorable quality, they try to provide users with convincing products. In recent years, they have started to focus on expanding product customization, providing customers with superior tailored products. (Anhui Huidian Science & Technology Co. Ltd official website.)

The honour of the company

All the products of Huidian Company own proprietary intellectual property rights and national patent, and have been identified as scientific and technological achievements by Anhui Science and Technology Department. The company is recognized by the Office of Science and Technology in Anhui Province High-tech enterprises. The company's products are widely used in electric power, petroleum, chemical, metallurgy, cement and steel industries, and unanimously praised by users. (Anhui Huidian Science & Technology Co. Ltd official website.)

Huidian Company is dedicated to developing and manufacturing the power transmission and distribution equipment. The company is committed to resolving

over-current, over-voltage and other practical electricity issues, providing products which safeguard security of electricity supply. Power Utilities are the company's main clients. They also have corporation with petroleum, chemical, metallurgy, cement and steel industries enterprise. The company's main market is the Chinese domestic market. Also, they have some trade with neighbouring countries, such as Vietnam. (Anhui Huidian Science & Technology Co. Ltd official website.)

In support of the Anhui Province Science and Technology Office, they established Anhui Special Electrical Engineering Technology Center and Hefei power grid overvoltage protection technology research center. They may provide testing services for the same industry. It is a great honor for the company. (Anhui Huidian Science & Technology Co. Ltd official website.)

2 MARKETING AS A BUSINESS FUNCTION

The company operates in a dynamic and complex market environment. Marketing is a helpful tool for the company to generate their success. The concept of marketing is complicated. America was considered as the birthplace of modern marketing because marketing had been applied in business activities much earlier than in other places. All the handicraftsmen knew their customers personally and discussed individual needs of many detailed issues and designs for every individual customer. The Industrial Revolution brought the mass production, so this personal contact could not survive in such situation. Manufacturers were no longer able to provide a personalized service, and techniques of marketing were developed to fill the gap. (Lancaster and Reynolds 2005, 1.)

This chapter is the theoretical framework part of this thesis, and is mainly introduction of marketing theory, including marketing definition, marketing analysis, business buyer behavior and customer value, marketing mix, content of marketing plan content, and marketing management.

2.1 Marketing Definition

Marketing is a business function such as accounting, finance, and operation. But it is more related to the customers. It helps the company to identify the opportunity, attract and persist the customers. Marketing ability is always to be considered as a key point in a company's success. Marketing is a complex process which is hard to define in brief words. Generally speaking, marketing is a process of identifying and meeting people needs. Here are the definitions of marketing from *Marketing, an Introduction*:

“Marketing: the process by which companies create value for customers and build strong customer relationships in order to capture from customers in return (Armstrong and Kotler 2013, 33).”

The definition of American Marketing Association says:

“Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives (Lancaster and Reynolds 2005, 1).”

It's easy to find out that both definitions of marketing show the process and objective of marketing: the process is finding and filling customers' needs, and the objective is to prosper the company's finances.

2.2.1 Marketing Process

Figure 1 presents a simple, five-step model of the marketing process. The company first understands the marketplace and customer needs and wants. It then designs a customer-driven marketing strategy. When its finishes the design of marketing strategy, the company starts to construct an integrated marketing program that delivers superior value. The fourth step, which is often considered as the most important step in marketing process, is to build profitable relationships and create customer delight. And in the last step, the company captures value from customers to create profits and customer equity. The first four steps were considered as to create value for customers and build customer relationships. And the final step is to capture value from customers in return. (Armstrong and Kotler 2013, 33-34.)

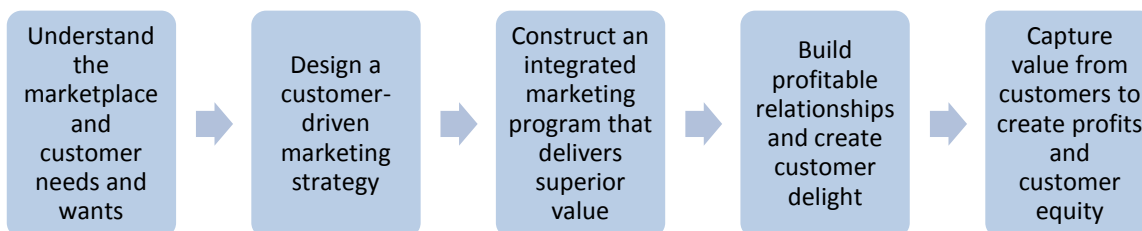


FIGURE 1. Simple Model of Marketing Process (Armstrong and Kotler 2013, 33)

2.1.2 Core Marketing Concepts

Here are some core concepts of marketing which will help us to understand marketing well.

Customer Needs, Wants, and Demands

Needs are the basic human requirements such as food, water, entertainment and education. Wants are some directed need to special product that meets the need. For example, most Chinese young men want to have an apartment. But most of them can't afford it because of high Chinese housing price. Demands are wants for specific products backed by an ability to pay. Therefore, most Chinese young men choose to rent a house instead of buying. Many people want a manor, but only few have ability to buy one. Accordingly, the most important thing is not how many people want to buy, but rather, how many are able to buy. (Kotler and Keller 2012, 31.)

Marketing Offerings - Products, Services, and Experiences

Consumers' needs and wants are fulfilled through market offerings some combination of products, services, information, or experiences offered to a market to satisfy a need or want (Armstrong and Kotler 2013, 34-35).

Markets

The definition of market could be traced back to the given time period or place, when and where ancient people did the transaction activities. It refers to a place of transactions. Development up to now, the marketing has two meanings; one is trading venues, such as the traditional market, stock market, futures market, etc. Another meaning is trading behavior in general. For that reason, the market was not only the trading place, but also all the behavior in this place. Thus when it comes to the size of the market, it not only refers to the size of the place, if also includes the active degree of consumer behavior. (Baidu baike 2014, Markets.)

Markets directly affect what people will produce, how much and at what time will be provided to market, and the quantity of product sales and others through information feedback. Most of the time, Market has three characteristics which are spontaneity, hysteresis and blindness. (Baidu baike 2014, Markets.)

Here is a definition for market from Gary Armstrong and Philip Kotler' book: A market is the set of actual and potential buyers of a product or service (Armstrong and Kotler 2013, 36).

Key customer market consists of consumer markets, business markets, global markets, and nonprofit and governmental markets (Kotler and Keller 2012, 31). This is one type of market segmentation. There is also one kind of market division according to the competition situation. It's dividing markets into four parts, perfectly competitive market, complete monopoly market, oligopolistic market and monopolistic competitive market. (Baidu baike 2014, Markets.)

2.2 Marketing Environments

The first step of marketing process is to understand the marketplace and customer needs and wants. There is a proverbial Chinese saying from The Art of War (The world's first military works. It's been regarded as the most precious treasure for Chinese ancient emperors. Now, it's a compulsory book for the people who want to be excellent leaders): Know the enemy and know yourself, and you can fight a hundred battles with no danger of defeat. It's obvious that you must first understand the environment before making decision both in the war and in the business operations. Marketing environment analysis is a necessary process for company to develop effective marketing plan.

In ancient China, if you wanted to be invincible in a war, you needed to focus on three issues: good timing, geographical convenience and good human relations. So does business. However, today's companies have to operate in an unforgiving and fast-changing environment. Marketing environment is big concept more than place and human. And the advantages of time, place and human relations are not enough for company to survive.

A more comprehensive definition is given for marketing environment in Marketing an Introduction: Marketing environment means the actors and forces outside marketing that effect marketing management's ability to build and maintain successful relationships with target customers (Armstrong and Kotler 2013, 94).

2.2.1 Micro Environment and Macro Environment

The marketing environment was divided into a microenvironment and a macro environment.

The micro environment consists of the actors close to the company that affect its ability to serve its customers—the company, suppliers, marketing intermediaries, customer markets, competitors, and public. The macro environment consists of the larger societal forces that affect the microenvironment—demographic, economic, natural, technological, political, and cultural forces. (Armstrong and Kotler 2013, 94.)

Micro environment

Marketing management's job is to build relationships with customers by creating customer value and satisfaction. However, marketing managers cannot do this alone. Figure 4 shows the major actors in the marketer's microenvironment. Marketing success requires building relationships with other company departments, suppliers, marketing intermediaries, competitors, various publics, and customers, which are combined to make up the company's value delivery network (Armstrong and Kotler 2013, 95).



FIGURE 2. Actors in the Micro Environment (Armstrong and Kotler 2013, 95)

Macro environment

The company and all of the other actors operate in a larger micro environment of forces that shape opportunities and pose threats to the company. Figure 5 shows the six major forces in the company's micro environment. In the remaining sections of this chapter, the researcher examines these forces and show how they affect marketing plans. (Armstrong and Kotler 2013, 98.)

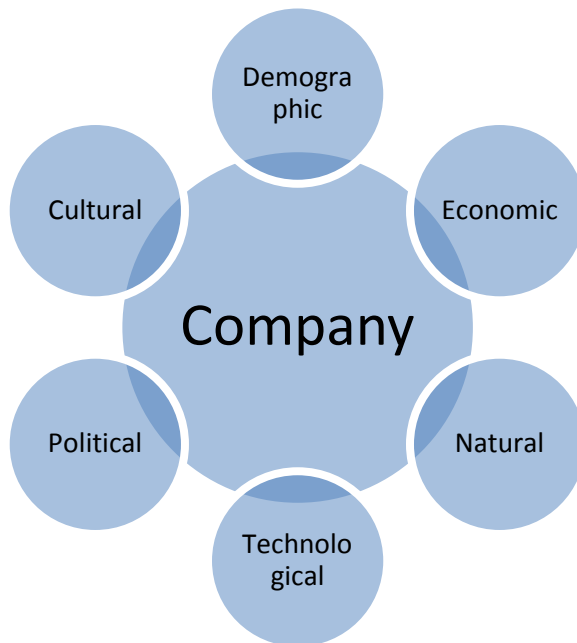


FIGURE 3. Major Forces in the Company's Macro Environment (Armstrong and Kotler 2013, 98)

2.2.2 Marketing Environment Analysis

Managing marketing begins with a whole analysis of the company's situation. Four types of analysis way will be introduced in this thesis, including supply-demand analysis, competition analysis, internal analysis, and SWOT analysis.

Supply-Demand Analysis

Supply and demand create a market. Demands are people's wants for some specific products and have the ability to pay for the products. Generally speaking, if other things are constant, the quantity demanded varies and price changes tend to be inversely related. That means the higher the price, the smaller the quantity demanded. Opposite, the lower the price, the larger the quantity demanded. There is a proverbial

Chinese saying “when a thing is scarce it is precious”. It refers to the supply influence the product’s price. Supply means how much of goods or services which producer is willing and able to provide in a specific period, at each a price level. If other things constant, the quantity supplied is related to its price. That means the lower the price, the smaller the quantity supplied. Opposite, the higher the price, the larger the quantity supplied.

The four basic laws of supply and demand are:

- If demand increases (demand curve shifts to the right) and supply remains unchanged, a shortage occurs, leading to a higher equilibrium price.
- If demand decreases (demand curve shifts to the left) supply remains unchanged, a surplus occurs, leading to a lower equilibrium price.
- If demand remains unchanged and supply increases (supply curve shifts to the right), a surplus occurs, leading to a lower equilibrium price.
- If demand remains unchanged and supply decreases (supply curve shifts to the left), a shortage occurs, leading to a higher equilibrium price. (Wikipedia 2014, Supply and demand.)

The analysis of supply-demand is necessary and fundamental analysis for a company to figure out what are the user’s requirements and what is the suitable price for their products. If a company puts a lot of manpower, material, financial resources, and time, but no customers wanted to purchase their new-developed product which means all inputs are in vain. It’s better for a marketer to make the supply-demand analysis before making marketing decisions.

Competition Analysis

When a company participates in market competition, the most important jobs for them are not only to understand who their customers are, but also to find out who their competitors are. Competition analysis, as the name suggests, is an analysis of enterprise competitor by some analytical methods to identify the competitors and their objectives, resources, market forces, current strategy and other factors. (Baidu 2014, Competition analysis.)

Competitor analysis generally includes the following five elements and steps:

- Identifying the competitors
- Judging competitor mission and objectives
- Assessing the strengths and weaknesses of competitors
- Determining competitors' strategy
- Estimating competitor response mode (baidu.com 2014, Competition analysis.)

The purposes of competition analysis are to accurately determine the competitors' strategic positioning and development direction, and on this basis to predict their future strategy, estimate their competitive capacity, and evaluate the competitor's influence. It's an important method to determine the company's strategic position in the whole industry. (Baidu 2014, Competition analysis.)

Internal Analysis

Internal Analysis is an analysis of company's internal environment. Internal environment, also known as internal conditions, is the sum of the internal material and cultural factors. It includes enterprise resources, corporate capabilities, corporate culture and other factors. It's a shared value system of internal organization, including corporate guiding ideology, philosophy and style of work. (Baidu 2014, Internal analysis.)

Internal environment reflects the enterprise's objective material conditions and working conditions as well as the comprehensive ability of enterprises, is the internal basis of the enterprise system operation. Therefore, the internal environment analysis can also be called as internal conditions analysis. It's a process of grasping the status of enterprise strength, identifying the key factors affecting the production and operation of enterprises, and identifying strengths and weaknesses. The aims of internal analysis are to look for external growth opportunities and determining corporate strategy. If the good external environment gives the company opportunity to be able to use it, then the internal condition and the key is to seize and use this opportunity. Only if both external environment and internal environment are desirable, enterprises can develop healthily and rapidly. (Baidu 2014, Internal analysis.)

Internal Resource Analysis

Any activities of the company need resources to help with. The situation of a company's resource ownership and utilization often decide the efficiency and scale of its activities. The company's resources include human, financial, material, technical, information resources, etc., can be divided into tangible and intangible resources into two categories. (Baidu 2014, Internal analysis.)

Internal Culture Analysis

The analysis of culture is to analyze the characteristics and current situation of company culture, and its influence on company activities. Corporate culture is the important conditions and means of formulating successful implementation of marketing strategy, and is an important part of the marketing environment analysis. (Baidu 2014, Internal analysis.)

Internal Capabilities Analysis

Company's capabilities are the ability to effectively utilize the internal resources. The ability to effectively utilize the resources of the business has become an important factor in the internal conditions of the analysis. (Baidu 2014, Internal analysis.)

SWOT Analysis

The marketer uses SWOT analysis to evaluate the company. SWOT analysis will be an overall evaluation of the company's strengths, weaknesses, opportunities, and threats (Armstrong. Kotler 2013, 82).

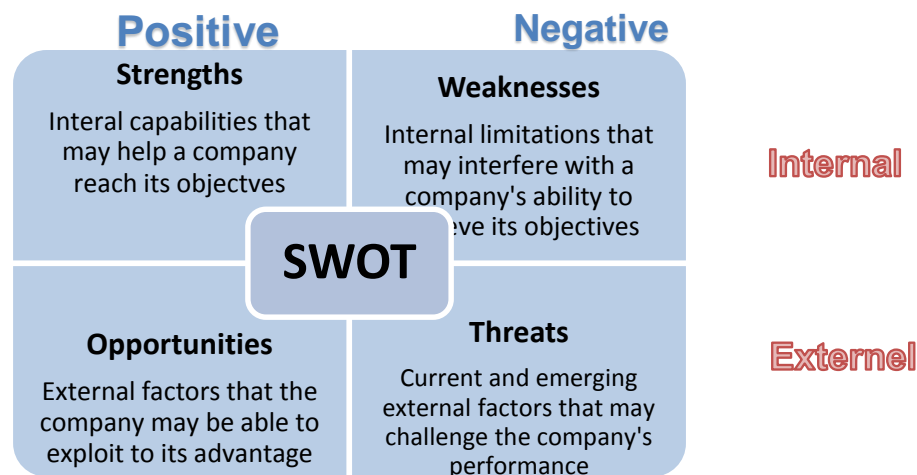


FIGURE 4. SWOT Analysis of Company Situation (Armstrong. Kotler 2013, 83)

SWOT can be divided into two parts: the first part is the SW, mainly used to analyze the internal conditions; second part OT, mainly used to analyze the external conditions. Using this method, marketer can find out the factors which are worth promoting, some factors which have to be avoided, and clearly the future direction of development. According to this analysis, it will be easier for them to distinguish which is an urgent problem, which things can be a little bit delayed, which are the obstacles on the strategic objectives, and which are tactical problems. (Baidu 2014, SWOT analysis.)

Match in the analysis and various factors, it helps the markers to dig out some appropriate conclusions. Using this method, which can be carried out to a comprehensive, systematic and accurate research result for the company, the marketer could develop appropriate development marketing strategies and plans. SWOT analysis is one of the most commonly used methods for a company to develop the development strategy and analysis of competitors. (Baidu 2014, SWOT analysis.)

2.3 Business Buyer Behaviour and Customer Value

A consumer is a person or group of people, such as a household, who are the final users of products or services. The consumer's use is final in the sense that the product is usually not improved by the use. (Wikipedia 2011, Consumer.)

Customer is the object of company's business. Customers can be divided into three categories: past customers, target customers, and potential customers. Simply, the objectives of a company are maintaining the past customers, attracting the target customers, and searching the potential customers.

2.3.1 Business Buyer Behavior

Customers play an indispensable role in the business system. Customer behavior research is most commons and most often implemented in the market research. The aims of customer behavior research are not only to know why the customers make buying decision, but also to understand their satisfaction about purchasing.

In the 21st century, consumers usually face huge amounts of products and services. What kind of factors can influence their buying behavior? It is a necessary topic for a marketer to study. The study of consumer behavior is the basic knowledge of marketing decisions. It benefits to enhance the effectiveness of marketing strategy. But for some company, what they should consider are not individual customers but business buyers. The case organization of this thesis is a company who is in business-to-business arena. Thus, this part of this thesis will introduce the business buyer behavior.

Model of Business Buyer Behavior

Business buyer behavior refers to the buying behavior of organizations that buy goods and services for use in the production of other products and services that are sold, rented, or supplied to others. Their behavior can be described as following model basically.

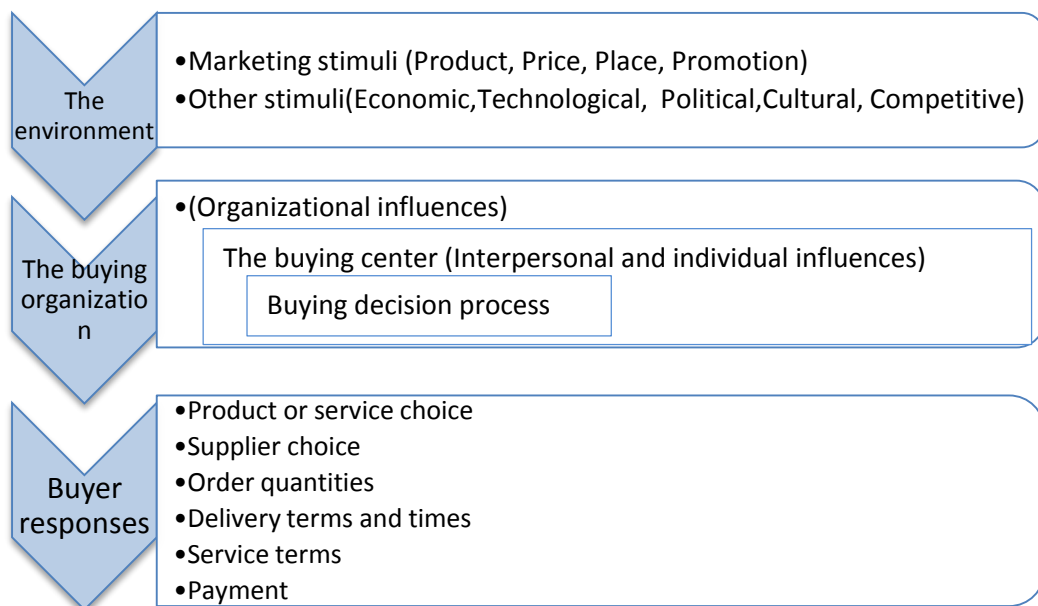


FIGURE 5. Model of Business Buyer Behaviour (Armstrong and Kotler 2013, 177)

As shown in Figure 6, a business buyer is influenced by the environment when making buying decision. The environment is including the marketing stimuli and other stimuli such as economic. The second step of the model is the focal point of the business-to-business marketer. With the buying organization, buying behavior is made up by the buying center, and buying decision process. Both of those are influenced by organizational, interpersonal and individual factors. (Armstrong and Kotler 2013, 178-179.) The buyer's decision process includes problem recognition,

information search, and evaluation of alternatives, purchase decision, and post purchase behavior (Kotler and Keller 2012, 188).

Factors Influencing Business Buyer Behavior

Many factors could influence business buyer behavior. As shown in Figure 7, business buyer purchasing behavior is influenced by four kinds of factors, including environmental, organizational, interpersonal, and individual factors.

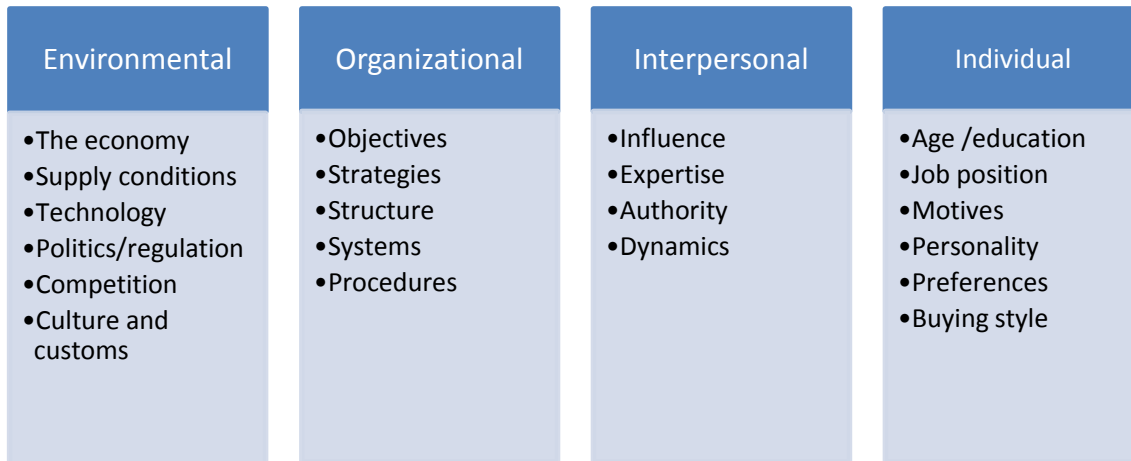


FIGURE 6. Factors Influencing Consumer Behaviour (Armstrong and Kotler 2013, 182)

Marketers cannot control those factors, but they must take them into account. Environmental factors have a broad and deep influence on business buyer behavior. Organizational factors affect consumer behavior by organization's objectives, strategies, structure, systems, and procedures. Interpersonal factors also have a sway on customer behaviour by the influence, expertise, authority, and dynamics. The individual factor has an impact on the business buying choices by personal characteristic such as age, education, job position, motives, personality, preferences, buying style. (Armstrong and Kotler 2013, 182.)

Business Buying Process

The business buying process is more complex than the buyer decision process. As we can see in the Figure, it lists the eight stages of the business buying process.

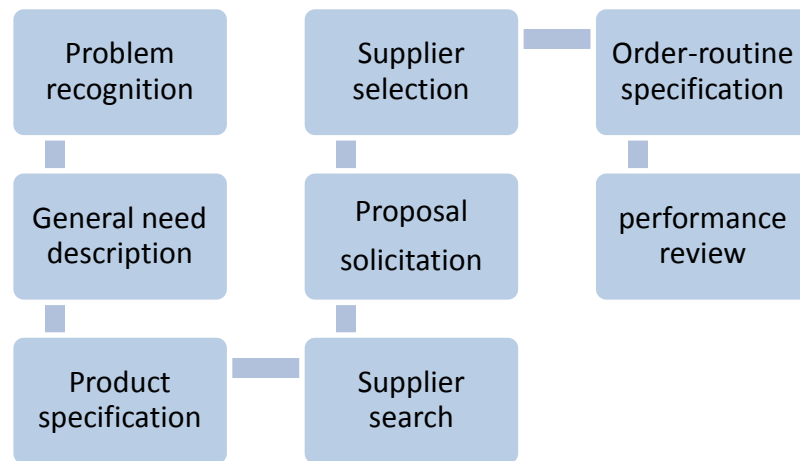


FIGURE 7. Stages of the Business Buying Process (Armstrong and Kotler 2013, 183)

The buying process begins with problem recognition. Then the buyer prepares a general need description. This process is very important to communicate with the users, consultants define the needs. Furthermore, it will be a product specification process. The next process is to search the supplier. In the proposal solicitation stage of the business buying process, the buyer invites qualified suppliers to submit proposals. Then, the buyer reviews all the proposals and selects a supplier and prepares an order-routine specification. The final stage of the business buying process is the supplier performance review. The buyer will give supplier the feedback according to the supplier's performance. (Armstrong and Kotler 2013, 183)

2.3.2 Customer Value

Customer value means the difference between what a customer gets from a product, and what he or she has to give in order to get it (Businessdictionary 2014, customer value).

Customer value is based on customer perception, which requires an assessment of the customers, including the evaluation of service level and customer satisfaction. Service level research is typical research for a company to implement. Customer satisfaction research is used to assess the sales department and individual performance, provide information to improve their products and services. In addition, there is one thing which is more important than customer satisfaction. That is customer loyalty. Customer loyalty means the tendency of a customer to choose one product instead of another for their need. Customer satisfaction does not equal to customer loyalty. Customers can be very satisfied but not be loyal to a product. (Businessdictionary 2014, customer value.)

Customer-perceived value is also a very important concept. It refers to the customer's evaluation of the difference between all the benefits and all the costs of a marketing offer relative to those of competing offers (Armstrong and Kotler 2013, 41).

Creating Value for Target Customers

In today's massive market, customers are infinite and their needs are enormous. Thus, most companies have moved away from mass marketing towards target marketing: identifying market segments, selecting one or more of them, and developing products and marketing programs tailored to each. (Armstrong and Kotler 2013, 193)

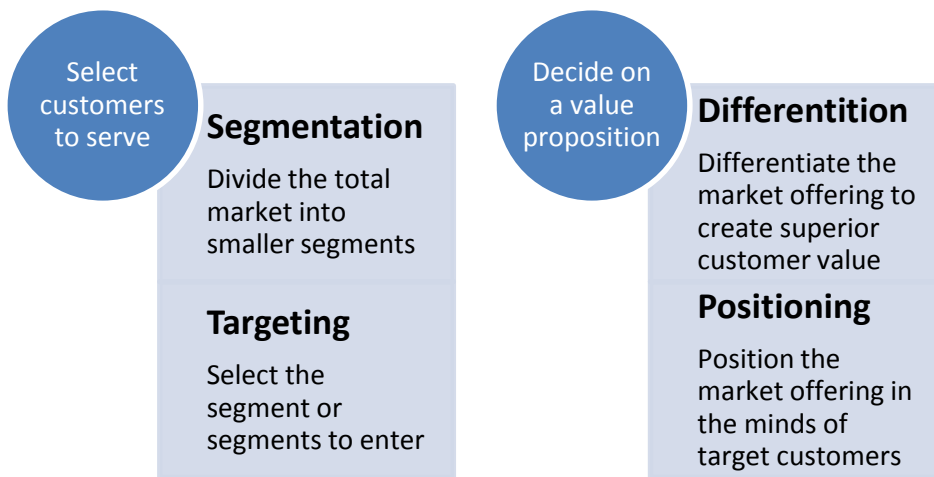


FIGURE 8. Designing a Customer-Driven Marketing Strategy (Armstrong and Kotler 2013, 193)

Figure 6 describes the four main steps in designing a customer-driven marketing strategy. The first two steps are to select customers to be served by the company. Segmentation means dividing a market into smaller segments of buyers with distinct needs, characteristics, or behaviors that might require separate marketing strategies or mixes. Targeting refers to the process of evaluating each market segment's attractiveness and selecting one or more segments to enter. The next two steps are decided on a value proposition. Differentiation involves differentiating the market offering to create superior customer value. Positioning consists of the position the market offering in the minds of target customers. (Armstrong and Kotler 2013, 193.)

Building Customer Value

Building customer value is most important part in company's business operations. A company will succeed by building the customer value. The marketer wishes to establish brands which satisfy customers' needs and meet their demands. The product, services, and brands are always the first thing that a marketer has to focus on. It's also the most fundamental thing for a company in building customer value.

Product

Product refers to anything which can be provided to the market, and be used and consumed by customer to meet their specific needs, including tangible goods and intangible services, ideas, or a combination thereof. Products can generally be divided into three levels: core product, actual product, and expected product (or augmented product). Core product is the direct benefit and utility of the overall product that offered to the customers. Actual product is the physical product on the market, including product quality, features, design, brand name, and packaging. Expected product is series of additional benefits of product which provided to the customer, including delivery, after-sale services, warranty, etc. (Baidu baike 2013, Product.)

Service

Service, just like management, has been given a definition by many scholars. But because it is invisible and intangible thing, but also it was been applied by an extensive range, it is difficult to be summarized. So until today, there is no authoritative definition that can be generally accepted by the people. There is a definition given for service by Philip Kotler:

"Service is an activity, benefit, or satisfaction offered for sale that is essentially intangible and does not result in the ownership of anything (Quizlet.com 2014, MKTG 301 chapter 7)."

Also, Philip Kotler and his friend Gary Armstrong give their understanding about the characteristics of service. They hold the belief that a company must consider this four service characteristics when designing marketing programs: intangibility, inseparability, variability, and perishability (see Figure 9). (Armstrong and Kotler 2013, 236.)

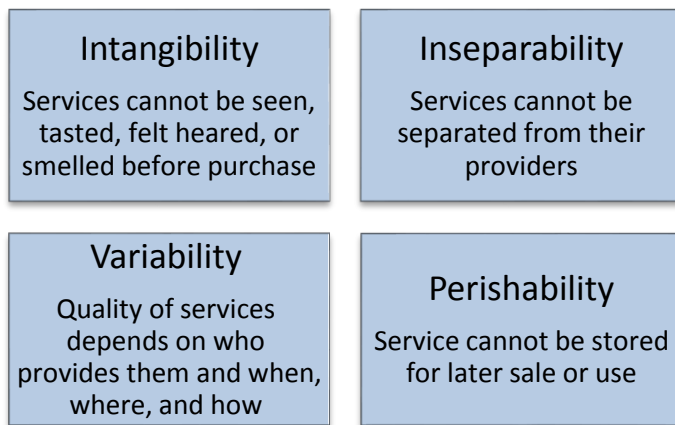


FIGURE 9. Four Service Characteristics (Armstrong and Kotler 2013, 236)

Brand

Brand owners are intangible assets of a company which bring premium, and result in a value-added. Simply, brand is the consumer's awareness of the product. Brand is public's evaluation and understanding of a company and its products, service, cultural values. It is a customer's trust. Brand is an expression and representative of a product's comprehensive quality. When the brand culture is recognized and accepted by the market, the brand has generated its brand equity. Brand is the product log which manufacturer or distributor added. It's generally composed of two parts: the brand name and symbols.

A more authoritative definition given from Marketing an Introduction: "Brand is a name, term, sign, symbol, or design, or a combination of there, which identifies the products or services of one seller or group of sellers and differentiates them from those of competitors (Armstrong and Kotler 2013, 231) ".

2.3.3 Customer Relationship Management

Customer Relationship Management (CRM), the earliest development of customer relationship management in the United States, was originally proposed by the Gartner Group. Customer relationship management is an integrated approach to identifying, acquiring and retaining customers. By enabling organizations to manage and coordinate customer interactions across multiple channels, departments, lines of business and geographies, CRM helps organizations maximize the value of every customer interaction and drive superior corporate performance. (Singh and Sirdeshmukh 2000, 255-271.)

Customers are the most important asset for a company. CRM is the most basic concept of marketing. Successful customer relationship management will generate competitive advantage and maximize customer loyalty and ultimately increase the company's revenue.

Philip Kotler, one of the world's leading authorities on marketing, said in his book that CRM is the overall process of building and maintaining profitable customer relationship by delivering superior customer value and satisfaction (Armstrong and Kotler 2013, 80).

Types of CRM

- Strategic CRM is a core customer-centric business strategy that aims at winning and keeping profitable customers.
- Operational CRM focuses on the automation of customer-facing process such as selling, marketing and customer service.
- Analytical CRM focuses on the intelligent mining of customer-related data for strategic or tactical purposes
- Collaborative CRM applies technology across organizational boundaries with a view to optimizing company, partner and customer value. (Francis Buttle 2009, 4.)

The importance of customer relationship management comes from the company's long-term management concept. The marketers who hold this idea believe that the customer is the most important asset of a company. They also believe that a company's information systems must be support by the autonomy of customer information. Successful customer autonomy will generate competitive advantage, improve customer loyalty, and as the result improving the company revenue. Customer relationship management provides the company a full range of management perspective, gives companies better customer communication skills. It's a consensus for the company that the importance of customer relationship management, improving the company profitability can never be ignored.

2.4 Marketing Mix

Marketing mix is an important part of the marketing strategy. Marketing mix means a set of tactical marketing tools-products, price, place, and promotion-that the firm blends to produce the response it wants in the market (Armstrong and Kotler 2013, 80).

The main purpose of marketing mix is to meet the needs of consumers. It is the basis for making marketing strategy. Making suitable marketing mix is a guarantee that for a company meets the overall needs of consumers. In addition, it is also a powerful business tool to deal with competitors. To some extent, it's always being considered as an evidence for a company to make a reasonable allocation of marketing budget.

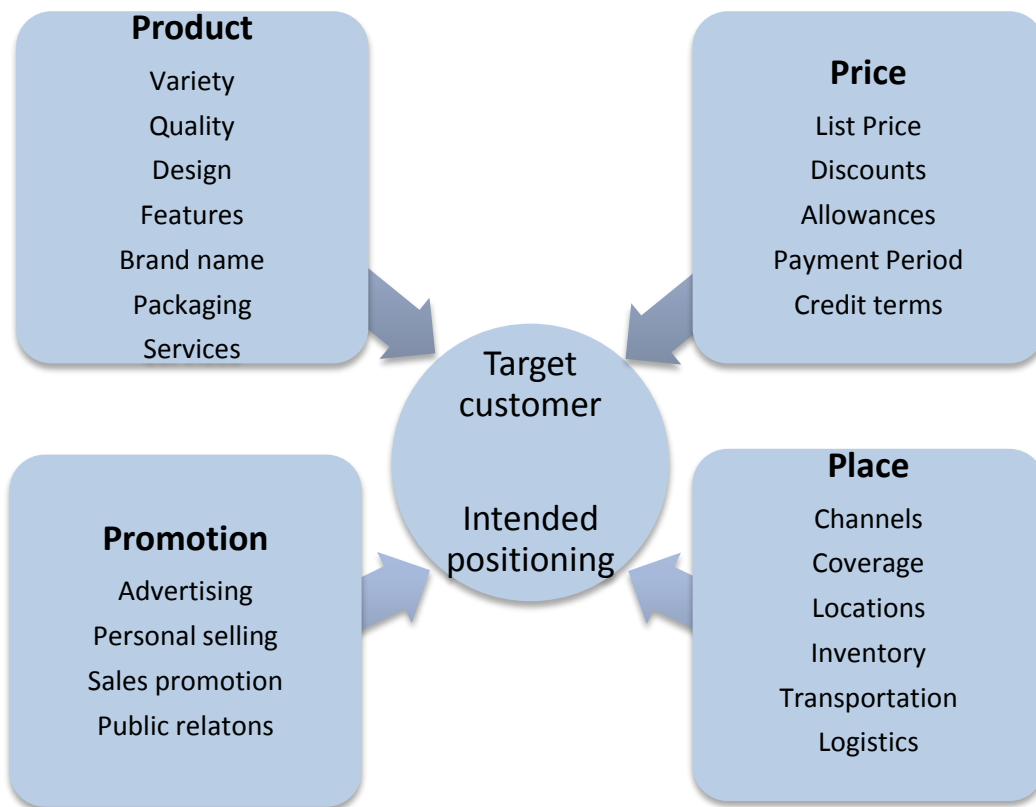


FIGURE 10. Four Ps of Marketing Mix (Armstrong and Kotler 2013, 81)

Figure 10 shows the marketing tools under each P. Product means the good-and-services combination the company offers to the target market. Price is the amount of money customers must pay to obtain the product. Place includes company activities that make the product available to target consumers. Promotion refers to activities that communicate the merits of the product and persuade target customers to buy it. An effective marketing program blends each marketing mix element into an

integrated marketing program designed to achieve the company's marketing objectives by delivering value to customers. (Armstrong and Kotler 2013, 80-81.)

Marketing communications

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers-directly or indirectly-about the products and brands they sell. It's also works for customers when they show how and why a product is used, by whom, where, and when. (Kotler and Keller 2012, 498.)

Marketing communications is one of the most widely used marketing strategies, its core purpose is to persuade. It is involved in the customer's marketing strategy, including market positioning, sales, after-sales, and other.

The Promotion Mix

A company's promotion mix, which is also called marketing communications mix, consists of the specific blend of advertising, public relations, personal selling, sales promotion, and direct-marketing tools that the company uses to persuasively communicate customer value and build customer relationships. The five promotion tools are defined as follows: (Armstrong and Kotler 2013, 385.)

- Advertising: Any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor.
- Sales promotion: Short-term incentives to encourage the purchase or sale of a product or service.
- Personal selling: Personal presentation by the firm's sales force for the purpose of making sales and building customer relationships.
- Public relations: Building good relations with the company's various publics by obtaining favourable publicity, building up a good corporate image, and heading off unfavourable rumors, stories, stories, and events.
- Direct marketing: Direct connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships. (Armstrong and Kotler 2013, 385.)

- Internet marketing: Online advertising, also called Internet advertising, uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, many types of display advertising (including web banner advertising), and mobile advertising (Wikipedia 2014, Internet marketing) .

2.5 Content of Marketing Plan

Making a marketing plan is fundamental process for a company. It spells out who will do what, when, where, and how, to achieve its ends. The term marketing planning is used to describe the methods of applying marketing resources to achieve marketing objectives. Marketing planning is used to segment markets, identify market position, forecast market size, and to plan viable market share within each market segment. (Westwood 2011, 7.)

The process involves:

- Carrying out marketing research within and outside the company
- Looking at the company's strengths and weaknesses
- Making assumptions
- Forecasting
- Setting marketing strategies
- Defining programmes
- Setting budgets
- Reviewing the results and revising the objectives, strategies or programmes.

(Westwood 2011, 7.)

The planning process will:

- Make better use of company resources to identify marketing opportunities;
- Encourage team spirit and company identity;
- Help the company to move towards achieving its corporate goals.

(Westwood 2011, 7-8.)

Marketing plan is an important output of marketing process. It gives the company a direction of company's operation. The contents of the marketing plans are similar but the details can vary. In the Kotler and Keller's book, they hold a clear opinion that a marketing plan usually contains following five parts: executive summary and table of

contents, situation analysis, marketing strategy, financial projections, and implementation controls (Kotler and Keller 2012, 76-77).

In the course marketing and customer relationships marketing, there is a more specific and easy-understanding description of the content of marketing plan. Marketing plan is a document for a company to answer eight questions.

The first question is where the company is now. It can be considered as the company's situation statement analysis. Situation statement analysis is mainly the analysis of demand analysis, competition analysis, external institutional environment, and internal environment.

The second question is where the company wants to be. It's a marketing objective of the company, including sales objectives, profitability objectives, and also intermediate objectives.

The third question is whom the company wants to reach. It means the company has to have clearly blueprint marketing target groups. The marketing target groups may be potential target groups, actual target groups, or a segmentation of market.

The fourth question is how the company can get there (marketing operations). It's the most important part of marketing plan. The company has to take the marketing operation forms and marketing mix into account. It's a complex and meaningful process for the company.

The next fifth, sixth, and seventh question are what the timetable for operations is, who is organising and responsible for the results, and how much is it going to cost. The main issues of these three parts are timetables and schedules, organisation and division of responsibilities, and marketing cost budgets.

The last question is how the company knows if they are getting there. In this part, the company should focus on the control and feed-back. The company should ensure that the results are controlled, data is collected, and figures are calculated, and establish the marketing data application system. (Linnas 2014, Course Marketing and Customer Relationships Management.)

2.6 Marketing Management

Marketing management is a business discipline which focuses on the practical application of marketing techniques and the management of a firm's marketing resources and activities (Wikipedia 2011, Marketing management).

In the company, satisfactory mechanism, rational management, and effective marketing are making company's success. Successful marketing management improves the ability of an enterprise to identify and analyse market opportunities, research and select the target markets, develop marketing strategies, in order to achieve the mission and goals of the company. (Baidu 2014, Marketing management)

Market is the target of a company. The increasing competition and fast-paced international economic environment force the company to take the marketing management into account. This part of the thesis will be a brief introduction to marketing management.

Marketing Management Process

Managing the marketing process requires the four marketing management functions shown in Figure 11.

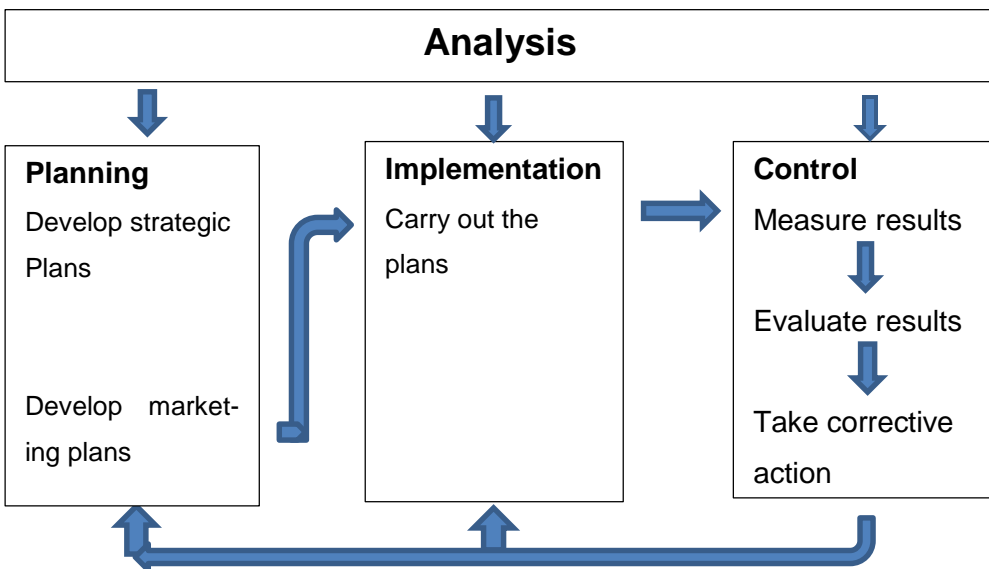


FIGURE 11. Contents of Marketing Management (Armstrong. Kotler 2013, 82)

The marketing management process includes analysis, planning, implementation, and control. The company first develops strategic plans and then develops marketing plans. And the company carries out the plans by implementation process. Control part is made up of three processes, measuring results, evaluating results, and taking

corrective action. Eventually, marketing analysis provides the information to making marketing decisions. (Armstrong and Kotler 2013, 82.)

The Holistic Marketing Concept

The holistic marketing concept is based on the development, design, and implementation of marketing programs, processes, and activities that recognize their breadth and interdependencies. (See Figure 12)



FIGURE 12. Holistic Marketing Dimensions (Kotler and Keller 2012, 41)

Relationship marketing aims to building mutually satisfying long-term relationship with key constituents in order to earn and retain their business. Four key constituents for relationship marketing are customers, employees, marketing partners (channels, suppliers, distributors, dealers, agencies), and members of the financial community (shareholders, inventors, analysts). (Kotler and Keller 2012, 42.)

Integrated marketing occurs when the marketer devises marketing activities and assembles marketing programs to create, communicate, and deliver value for consumers such that “the whole is greater than the sum of its parts” (Kotler and Keller 2012, 42).

Internal marketing is the task of hiring, training, and motivating able employees who want to serve customer well. It ensures that everyone in the organization embraces

appropriate marketing principles, especially senior management (Kotler and Keller 2012, 43).

Performance marketing requires understanding the financial and nonfinancial returns to business and society from marketing activities and programs (Kotler and Keller 2012, 44).

Marketing management tasks

There is set of tasks which are identified by Kotler and Keller that makes up successful marketing management and marketing leadership. It can be considered as the job responsibility of the marketer.

- Developing marketing strategies and plans
- Capturing marketing insights
- Connecting with customers
- Building strong brands
- Shaping the market offerings
- Delivering value
- Communicating value
- Creating successful long-term growth. (Kotler and Keller 2012, 48-49.)

All those tasks can be considered as the job responsibility of the marketer. It's also a process of a marketer's job. It goes without saying that, all of those tasks aim at improving the marketing management ability of the organization, in order to make a more profitable company.

3 IMPLEMENTATION OF THE RESEARCH AND ANALYSIS OF THE RESULTS

In order to give some viable and feasible suggestions to improve marketing in Anhui Huidian Science& Technology Co. Ltd, the researcher made a qualitative research for this company. This chapter introduces the research method and its implementation, and the research results.

3.1 Research Method and Implementation

The main research method of this thesis was qualitative research. In order to make the qualitative research more reliable and authentic, the researcher used interviews to implement the research. The research approach of this thesis was to use Skype to contact interviewees one by one. The research goals were to increase the knowledge of Huidian Company's market environment and their customer needs and opinions on the Company.

The whole research can be divided into two parts. The first part is making an interview to the Huidian Company manager. And the second part is making an interview to the main customers of Huidian Company.

3.1.1 Interview of Anhui Huidian Science& Technology Co. Ltd Manager

Interview of Zhang Guoyong, General Manager of Huidian Company

Interview held on: 24.3.2014
Interview held through: Skype
Interviewee: Zhang Guoyong
Time: 1 hour 40 minutes
Agenda: Following questions

Interview questions for Anhui Huidian Science & Technology Co. Ltd Manager:

1. Could you describe your job?
2. Could you tell me about your company background?
3. Could you please describe the market situation of your company business?

4. What are the main customers of your company?
5. What are the main products of your company?
6. What are the main sales channels of your products?
7. What kind of risks did the company encounter?
8. What are the challenges that the company faces?
9. In your opinion, what is the most useful way to increase your enterprise revenues?
10. Why do you think customers prefer your company's products?
11. What do you think about your product prices? Do you have a price advantage compared to your competitors?
12. What kind of promotion strategy does your company use?
13. What kind of marketing communication does your company use?
14. Has your company participated any fairs or exhibitions?
15. Do you think your company needs advertising? What kind of advertising way you think would be most appropriate?
16. Could you introduce your company's sales team?
17. How often does your company hold a sales activity? What kind of activities?
18. How could your company improve its services to increase customer satisfaction?
19. How about your company's after-sales service?
20. What do you think are the present advantages of your company? Do you have ideas how to improve them?

21. What is your expectation for your company's development?

22. Would you like to give some advice to your company?

The above 22 questions were asked to the general manager of the Anhui Huidian Science & Technology Co. Ltd. He has been working in this field for more than 16 years. He is very familiar with this company as well as this business field. He talked about his working experiences and his opinions in transmission and distribution equipment manufacturing. The interview with Mr. Zhang was pretty important for the researcher to get more information about this company.

3.1.2 Interview of Anhui Huidian Science & Technology Co. Ltd Main Customers

In the table 1 there is the list of main customers of Huidian Company who were interviewed by the researcher.

TABLE 1. Interview of Huidian Company's Main Customers

Title	Interviewee	Date	Reason
Anhui Kaiming Electric power technology Co. Ltd.	Xiang Xianwen	24.3.2014	The Manager of Anhui Kaiming Electric power technology Co. Ltd.
Anhui Guotang Technology Co. Ltd.	Zhou Zhengwu	25.3.2014	The Purchasing Manager of Anhui Guotang Technology Co. Ltd.
Huoshan Yuanda Co. Ltd.	Yang Shoucheng	25.3.2014	The Purchasing assistant of Huoshan Yuanda Co. Ltd.
Anhui Xinda Electric Power equipment Co. Ltd.	Zhang Wenzhong	26.3.2014	The Manager of Anhui Xinda Electric Power equipment Co. Ltd.
Anhui ZGD Electric power technology Co. Ltd.	Li Tianyi	27.3.2014	The Vice Manager of Anhui ZGD Electric power technology Co. Ltd.
Shanghai Hekai Power Protection Equipment Co. Ltd.	Wang Yan	28.3.2014	The manager of Shanghai Hekai Power Protection Equipment Co. Ltd.

Interview questions for Anhui Huidian Science & Technology Co. Ltd Customers:

1. What is your company?
2. Are you familiar with Anhui Huidian Science & Technology Co. Ltd? How did you learn to know about it?
3. How long has your company been a customer of Anhui Huidian Science & Technology Co. Ltd?
4. How often does your company purchase from Anhui Huidian Science & Technology Co. Ltd in a year?
5. What are the reasons for you to choose Anhui Huidian Science & Technology Co. Ltd?
6. In what way do you think Anhui Huidian Science & Technology Co. Ltd is better compared with the competitors of this company?
7. What do you feel about Anhui Huidian Science & Technology Co. Ltd.'s product range?
8. Is your company satisfied with the product quality of Anhui Huidian Science & Technology Co. Ltd product?
9. Do you know about the prices of the other companies? Do you think Anhui Huidian Science & Technology Co. Ltd has a price advantage?
10. What do you think about Anhui Huidian Science & Technology Co. Ltd product's availability? Is your company satisfied with them?
11. What do you think about Anhui Huidian Science & Technology Co. Ltd.'s after-sales services? Is your company satisfied with it?
12. Any suggestions to improving Anhui Huidian Science & Technology Co. Ltd after-sales services?

13. What do you think about the sales personnel of Anhui Huidian Science & Technology Co. Ltd?
14. Have you ever taken part in any sales activities of Anhui Huidian Science & Technology Co. Ltd? What do you think about it?
15. What kind of marketing communication would you suggest to Anhui Huidian Science & Technology Co. Ltd? Advertising in newspaper, magazines, TV, or internet?
16. Would you like to give some advice to Anhui Huidian Science & Technology Co. Ltd?

The above 16 questions were asked from the main customer of the Anhui Huidian Science & Technology Co. Ltd.

3.2 Research Results

Interview of the Anhui Huidian Science & Technology Co. Ltd Manager

The general manager of Anhui Huidian Science & Technology Co. Ltd is Mr Zhang Guoyong. Mr Zhang takes full responsibilities for the company's overall business. He helps to develop the company's management objectives and operating principles, and supervise the implementation. And he led the staff to conduct a comprehensive business plan to expand operations. The most important job of he is to check operating conditions and the project completion, and to take measures to ensure the smooth progress of the business. He also has the responsibility to establish and improve the company's organization management system, and financial system. Training personnel, institutional setting, staffing and key personnel changes, and maintaining good public relations with the community is also the responsibility of Mr. Zhang. He is a very important person in making the company have a high degree of cohesion and taking care of employees. It helps employees to complete their work with a high degree of enthusiasm and sense of responsibility. (baidu.com 2011, General Manager Duties)

Mr Zhang is a person who knows the company as well as the transmission and distribution equipment manufacturing deeply. And his position forces him to have a good view of whole industry. He is best choice of this interview to the case company.

His support is very important for the researcher to get more specific information about Huidian Company.

Mr. Zhang said that Huidian Company is a special company which provides the specialized and customized solution or product to the customers. Because of the specialty of Huidian Company's business field, the sales channel of their main product is different from other companies. Sales department always searches the target customers from the design and research institutions and news. The company's products are required in various fields, such as electric power, petroleum, chemical, metallurgy, cement and steel industries. So salesmen have to focus on different design and research institutions at the same time. If some transmission and distribution project is made in China, the salesmen of Huidian Company will go and find some business. For example, Huidian Company has contributed to The Three Gorges Project which is the largest hydropower under construction station in the world. (Zhang, 2014)

The product and services are customized and specialized, so they don't have any promotion strategy in Huidian Company. In order to market their company's product, they advertise themselves in national professional magazines, fairs and exhibitions. They have taken part in different technology exchange conferences to overcome their weaknesses by acquiring others' strong points. (Zhang, 2014)

In 2009, they used Ali Baba to expand their business field. Ali Baba (1688.com) is a world famous brand of enterprises (B2B) in e-commerce. They provide business opportunities and convenient mass secure online marketplace for tens of millions of network operators. It's also a community platform of business people to interact. (Zhang, 2014)

In the after parts of this thesis the opinions of this manager will be presented.

Interview of the customers of Anhui Huidian Science & Technology Co. Ltd

In this thesis, the researcher interviewed six customer companies, including some of important customers of Huidian Company. Because the researcher could not interview more customer companies, the sample is thus limited. But all the interviewees' answer is useful in the process of giving suggestions.

The interviewed six customer companies are important customers for Huidian Company. They even had good co-operation before Huidian Company's reintegration.

Q1: Are you familiar with Anhui Huidian Science & Technology Co. Ltd? How did you learn to know about it?

Because of the good reputation of Huidian Company, most customers are familiar with Huidian Company before they purchase from this company. And they are willing to follow the suggestions of design and research institutions. Most of them learn to know about Huidian from the design and research institution and friends. But the vice Manager of ZGD Company has read the magazine article in High voltage apparatus (Gaoyang Dianqi) which is the most famous magazine in Chinese transmission and distribution equipment manufacturing.

Q2: How long has your company been a customer of Anhui Huidian Science & Technology Co. Ltd?

Kaiming Company and Hekai Company have been customers of Huidian Company since their companies were established. They are commercial agents of Huidian Company. Both of the bosses have been employees of Huidian Company, they know the Huidian Company deeply. Guotong Company became a customer of Huidian Company in 2012. And Yuandan Company is the final customer of the transmission and distribution equipment. They purchased plenty of products from Huidian Company in 2013. Xinda Company and ZGD Company have been customers of Huidian Company from 2008 and 2010.

Q3: How often does your company purchase from Anhui Huidian Science & Technology Co. Ltd in a year?

Yuandan Company is a new customer of Huidian, and they just purchase the product for one time in 2013. The other companies including Kaiming, Hekai, and Guotong purchase the products from Huidian more than once a month. Xinda Company purchases from Huidian about 3 or 4 times a year.

Q4: What are the reasons for you to choose Anhui Huidian Science & Technology Co. Ltd?

All the interviewed companies have a relatively common opinion that Huidian has cheap but effective equipment. Most of them think Huidian Company has the advantage in some technology. Especially in arc suppression cabinet technology, even they own reliable quality and latest technology, the price is cheaper than ABB is which a world famous company in transmission and distribution equipment manufacturing. Some of them reminded the researcher that it's inertia to choose the previous company when you have purchased from the company and you are satisfied with their product.

Q5: Which characteristics you think Anhui Huidian Science & Technology Co. Ltd are better compared with the competitors of this company?

Most interviewees are convinced of Huidian Company, and they are familiar with the Huidian Company. Most of them have long-term corporation with Huidian Company, and they have experienced the Huidian Company's services and products. They are aware of Huidian's professional competence and responsible and purchasing again as a result.

Q6: What do your feel about Anhui Huidian Science & Technology Co. Ltd.'s product range?

In their mind, Huidian Company is a specialized transmission and distribution equipment manufactures which provides customized products for the customer. Most companies said Huidian Company can offer the product they want to have.

Q7: Is your company satisfied with the product quality of Anhui Huidian Science & Technology Co. Ltd product?

No matter which final customer, commercial agent, and electrical switches factory, all of them are basically satisfied with the product quality and they would like to come again to purchase from Huidian Company. Some of them even hope Huidian Company could choose more superior materials to produce more exquisite products to build new domestic brands, for they have advantage of Huidian Company in arc suppression cabinet field.

Q8: Do you know about the prices of the other companies? Do you think Anhui Huidian Science & Technology Co. Ltd has a price advantage?

Most of interviewees think Huidian Company has a price advantage compared with same function products in other companies. It is the reason why they chose Huidian Company. Besides, Huidian Company provides their customers one-year free maintenance service and timeless maintenance service.

Q9: What do you think about Anhui Huidian Science & Technology Co. Ltd product's availability? Is your company satisfied with it?

Most interviewees think Huidian Company is making professional design for product. But some of them said that the transmission and distribution industry is strict for all companies. It's hard to simplify the transmission and distribution equipment. The most important thing for the company to consider is the product's function.

Q10: What do you think about Anhui Huidian Science & Technology Co. Ltd.'s after-sales services? Is your company satisfied with it?

Huidian Company provides one-year free maintenance service and timeless maintenance service. It is industry standard in transmission and distribution equipment manufacturing. Most of them are satisfied with it. Because the after-sales services personnel is careful, precise, and professional they can solve mistakes quickly. But, they also point out that the process of applying for after-sales services is complex. There will be a few days they have to wait after ordered the after-sales services.

Q11: Any suggestions to improve Anhui Huidian Science & Technology Co. Ltd after-sales services?

Some interviewees didn't have any comments on this question. Some of them hope Huidian Company could simplify the process of after-sales services. And they think it would be better if Huidian could expand their after-sales services team.

Q12: What do you think about the sales personnel of Anhui Huidian Science & Technology Co. Ltd?

More than half Interviewees hold opinions that most of Huidian Company's sales personnel are enthusiastic and professional. They think a good salesman has to know their company's product deeply and know the customer's need. Huidian Company's salesman can introduce different products according to customer's need. But an interviewee expressed his discontent, for he had met an impatient young

salesman from Huidian Company. That salesman didn't have good communication skills, and couldn't explain the product well.

Q13: Have you ever taken part in any sales activities of Anhui Huidian Science & Technology Co. Ltd? What do you think about it?

As they said, they haven't taken part in any sales activities of Huidian Company.

Q14: What kind of marketing communication would you suggest to Anhui Huidian Science & Technology Co. Ltd? Advertising in newspaper, magazines, TV, or internet?

Most interviewees encouraged Huidian Company to have more advertisement. And some of them are willing to help Huidian Company to publicize the product of Huidian Company. They also give suggestions to Huidian Company which is enriching official website. But they haven't given any specific suggestions for Huidian Company's marketing communications.

Q15: Would you like to give some advice to Anhui Huidian Science & Technology Co. Ltd?

The following are some suggestions from the interviewees:

- Enrich the Huidian Company's official website. Because it's too simple now. Customers can not get any useful information from the website.
- Enhance the personal ability of sales salesperson (Because of some sales staff's bad influence on company's image.).
- Improve the after-sales services through reasonable method.
- Increase company's publicity.

4 MARKET SITUATION ANALYSIS OF ANHUI HUIDIAN SCIENCE & TECHNOLOGY CO.LTD

Anhui Huidian Science & Technology Co. Ltd is a long standing reputation company which is well-known for its reliable quality and latest technology. It was founded in the year 2008 by Dr. Wang Chuan. Huidian Company is strongly future-oriented while building on the 10-year-history of the corporation. It was created after the re-integration of Kaili Corporation. (Anhui Huidian Science & Technology Co. Ltd official website.)

This chapter of the thesis mainly illustrates of marketing situation of Anhui Huidian Science & Technology Co. Ltd, including market introduction, SWOT analysis, and competition situation.

4.1 Anhui Huidian Science & Technology Co. Ltd

Anhui Huidian Science & Technology Co. Ltd is headquartered in Hefei which has 3 branches in Hefei and one in Toronto, Canada. Its research center includes 54 members. It also has a professional factory with 296 employees. The number of sales staff is 36. It's a very competitive medium-sized enterprise in Hefei, Anhui. (Anhui Huidian Science & Technology Co. Ltd official website.)

Huidian Company, which performs well in the area it is involved, is an innovative high-tech enterprise, owning the capacity of independent R&D, manufacturing, and sales. They said they are committed to resolving over-current, over-voltage and other practical electricity issues, providing products which safeguard security of electricity supply. It's mainly engaged in new electronic equipment, electrical equipment, over-voltage protection devices, special switches, and intelligent control technology. They are a reliable equipment supplier and solution designer. So they said their products have won warm praise from their customers. Since Huidian was re-integrated with Kaili Corporation, lots of new technology products with independent intellectual property were developed successfully with 17 national patents.

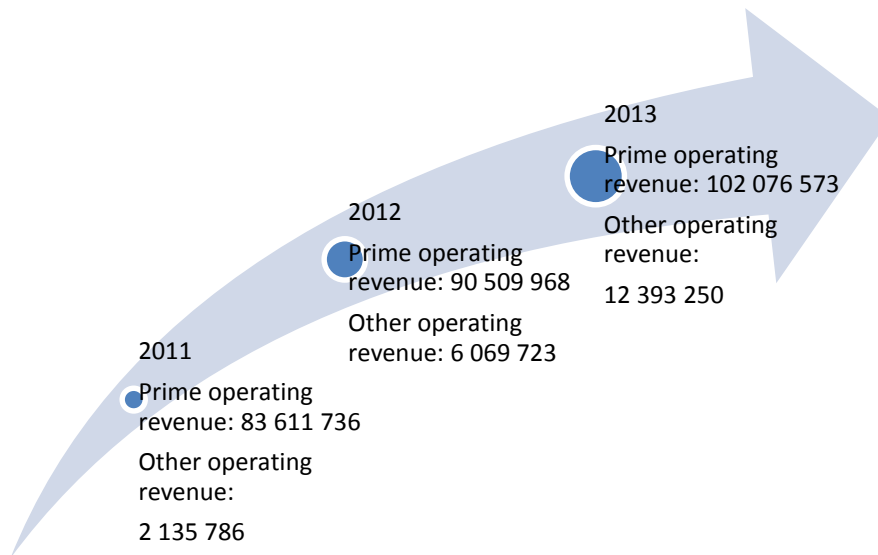


FIGURE 13. Huidian Company's revenue (2011-2013)(Currency: RMB)

(Note: the ratio between Euro and Chinese currency RMB is 1:8.5 based on 27.03.2014)

The process of sales

First, the company receives the orders from the customers. Then marketing department will review the order and sign the sales contract. After that, financial department will make the record for the order and upload the order to the system. Furthermore, technical department makes the standard including product specifications, product requirements for the order. The production department produces the product according to the order information which is sent from technical department and delivers it to the company's warehouse afterward. Warehousing Department arranges transportation. Finally, financial department confirms the business's success by checking the company's account. (Zhang, 2014)

Company's business model

Huidian Company is always concentrated on the market demand and industry trends, focused on the development of new products and technologies and continuously improving the technological ability. They directly face their customers and dealers, continue to expand sales and increase market share in order to enhance profitability.

Sales Department

The total sales personnel is 36. It is divided into four parts to deal with four regions' sales issues. Each region has its own responsible person and sales goals. Huidian

Company establishes strict performance evaluation standard to require all the sales staff to a high degree of enthusiasm, sincere attitude towards customers, and sense of responsibility.

4.2 Market Introduction

With the Chinese domestic market becoming more and more competitive, domestic raw material prices have been soaring. Each industry's market environment is different. This part of the thesis introduces the market environment of Huidian Company.

The market information of Anhui Huidian Science & Technology Co. Ltd.'s business field is useful in making marketing suggestions. This information will help the researcher to know what kind of customers Huidian Company is serving, what their customers' needs are, in order to figure out what kinds of marketing suggestions Huidian Company needs.

4.2.1 Customers

The main target group customers of Huidian Company's business are big companies not individual customers. Their customers are electricity, petroleum, chemical, metallurgy, cement and steel industries. And their customers can be divided into three different types, including final customer, commercial agent, and electrical switch factory. After electrical switches factory win the bidding as a contractor, they manage and organize the construction process. They are producer, but some needed materials they have to purchase from other companies. It's the reason why an electrical switch factory can be a customer of Huidian Company. To some extent, electrical switches factory is a company which represents some small manufacturers to participate in the bidding.

Here are top five customers of Huidian Company in 2013:

- Shanghai Hekai Power Protection Equipment Co. Ltd. (Commercial agent)
- Anhui Xinda Electric Power Equipment Co. Ltd. (Electrical switches factory)
- Jiangsu Daqo Group. (Final customer)
- Shanxi Datong Coal Mine Group. (Final customer)
- Anhui Guotong Technology Co. Ltd. (Commercial agent)

TABLE 2. Huidian Company's Revenues in 2013 (Annual report of Huidian Company)

Customer Name	Share (rmb)	The Ratio to share (%)
Hekai Power Protection Equipment Co.Ltd	13 882 413,93	13,6
Xinda Electric Power Equipment Co. Ltd	8 850 038,88	8,67
Daqo Group	6 634 977,25	6,5
Datong Coal Mine Group	4 654 691,73	4,56
Guotong Technology Co. Ltd	3 797 248,52	3,72
Total	37 819 370,3	37,05

Among the main customers, Daqo Group is an important business client of Huidian Companies. Daqo Group is engaged in high-low-voltage electrical system, components, environmental protection, high-speed railway equipment, new energy (polysilicon and solar cells) and everything related. The group has 7 subsidiaries are joint venture companies cooperating with Germany Siemens, Germany Moeller, America Eaton, Switzerland Secheron, and Denmark NKT, etc. Daqo Group was the national key high-tech enterprise, Chinese Machinery Industry Top 100 enterprise, Chinese electrical industry leader enterprise. Their Products have won the titles of "Chinese Famous Brand". It's also the goal of Huidian Company. (en.daqo.com, Daqo-Profile)

There are two companies which have a long history of close trading with Huidian Company: Shanghai Hekai Power Protection Equipment Co. Ltd and Anhui Xinda Electric Power Equipment Co. Ltd.

TABLE 3. Sales to Two Main Customer Companies of Huidian Company (2011-2013)

Customer Name	Hekai Power Protection Equipment Co. Ltd.	
	Amount Received(rmb)	The ratio to Revenue(%)
2011	4 062 956,98	4,74
2012	10 398 737,03	10,77
2013	13 882 413,93	13,6
Customer Name	Xinda Electric Power Equipment Co. Ltd	
	Amount Received(rmb)	The ratio to Revenue(%)
2011	9 270 666,24	10,81
2012	6 991 938,46	7,24
2013	8 850 038,88	8,67

4.2.2 Market Trends and Growth

According to the "national industry classification" which was promulgated by National Bureau of Statistics in China in 2002, the industry that Huidian Company engaged in was attributed to the electrical machinery manufacturing, more specific to say it belong to transmission and distribution equipment manufacturing.

Huidian Company is high-tech transmission and distribution equipment manufacturing company which is committed to solving the over-current, over-voltage and other practical problems of electric, is to provide product and solutions that ensure the continuity and reliability of power supply security. Company product has a distinct uniqueness, including energy-saving, anti-shake electricity, over-voltage protection function. Their product often cannot be replaced by other products in the current domestic market.

Only the current market needs analysis is not enough for a company to make marketing decision. An immutable marketing plan cannot meet the varied market. It's wise to take precautions before it is changed. Market trend analysis and judgment is extremely indispensable.

Features of Industry

At present, transmission and distribution equipment manufacturing include the following characteristics:

- Level of transmission and distribution equipment manufacturing directly affects the security and stability of the national electricity. At present, domestic equipment accounts for a large market share of the power equipment industry ;
- The history of China's power grid construction is short, and power industry's intelligence level is not high enough to guarantee the power supply's security and stability ;
- Core power equipment requires high level of technology. Relatively few companies master the core technology. (Zhang, 2014.)

Trends

In the future, transmission and distribution equipment manufacturing might show the following trends:

- With the rapid growth of China's economy and accelerating urbanization, demand for electricity is growing continuously. Because of China's vast area and uneven distribution of power resources, power grid construction demand is urgently needed; further it stimulates the demand of power equipment. The power industry is important public utility which is beneficial to the people's livelihood. Construction of power grid has also been an important tool to pull the country's economy. Chinese government strongly supports power grid construction, and gives a number of policy supports to transmission and distribution equipment manufacturing.(Observation Zhang 2014)
- Building the National Grid gradually develops in intelligent direction. The national grid department promulgated "strong smart grid "building in 2009. The aim of the strong smart grid is to build a strong smart grid relying on its independent innovation based on a careful analysis of new development trend in global grid and national conditions of China in close connection with the new situation of energy supply and new demands on electricity services in China. (Smart Grid Department of State 2012.)
- Comprehensive digital substation construction has been started. Digital substation is an integral part of the smart grid substation.

- Chinese national grid has begun to take centralized management, and gradually began to take the model of concentrated bidding, unified standard. There will be a small-scale "shuffle" in this industry. Some companies which have a core technology can increase their market share and the gross profit margin steadily. (finance.qq 2013.)
- Speed switching products and other new products have broad prospects for development. With the expanding of power grid, power users have become increasingly demanding in power quality and reliability. (Finance.qq 2013.)

Market Growth

With China's rapid economic development, investment and demand in electricity continued growth, China's power transmission and distribution equipment manufacturing have good market prospects.

Development Situation of International Industry

Currently, the United States, Japan, Germany and other developed countries in the transmission and distribution equipment manufacturing are in a leading position. The United States is one of the world's most developed countries in this area. They have strong technical force. Many new products are innovated in the United States. Eaton Cutler - Hammer, Westinghouse, and GE are famous transmission and distribution equipment enterprises in the world ranking. Japan has more than 100 years of history in transmission and distribution equipment manufacturing. And it is a major exporter of low voltage electrical equipment. Toshiba, Hitachi, Mitsubishi, Fuji is Japan's world-renowned manufacturer of this industry. German's transmission and distribution equipment manufacturing is developing rapidly, 60 % of their products are used to export. The current level of development of the industry is just after the U.S. and Japan, ranking third in the world. Siemens and CalorEmag are Germany's leading manufacturers. Meanwhile, the developing countries' transmission and distribution equipment manufacturing is relatively backward. (Smart Grid Department of State 2012.)

Development Situation of Domestic Industry

Development of national economy laid a solid foundation for the transmission and distribution equipment manufacturing's development. Currently transmission and distribution equipment in China accounts for 32 % of the world's purchases (Low-industry suppliers Kam). In recent years, the demand for sets of high and low voltage distribution equipment has increased year by year, which greatly stimulated the development of the industry. Because in the metallurgical, petrochemical, airports, buildings, railway electrification, rail transportation and other key project areas also have a large number of demand on transmission and distribution equipment, as well as about \$ 4 billion annual export of transmission and distribution equipment, the development of transmission and distribution equipment industry has a very large market space. (finance.glinfo.com 2013)

4.3 SWOT Analysis

The beginning of marketing is a whole analysis of the company's situation. The researcher used SWOT analysis to evaluate Huidian Company's situation. This SWOT analysis is a comprehensive evaluation of Huidian Company's strengths, weaknesses, opportunities, and threats.

Strengths

Strong technical innovation and product development capabilities

At present, the company has "Anhui Province Special Electrical Engineering Technology Center" and "Hefei power grid overvoltage protection technology research center". Those two research centers are the company's R & D department which is mainly engaged in product technical innovation and new product research and development. The company also has an R & D team which is led by company chairman Wang Chuan. Now the company has 17 patents. In addition, in order to achieve product upgrade and consolidate its market position, the company is studying the three new products. The fast switching device developed by Huidian Company is considered to fill the gaps in the field of international market and is proposed to accelerate the popularization and application in the grid construction. (Zhang, 2014)

Brand advantage

Customer brand strategy of Huidian Company is mainly focused on two aspects: first, they use the main customer channel to promote their brand; second, they use the key customers' brand to promote their brands. As a major power equipment manufacturer, the company's products are widely used in electric power, coal, petroleum, chemical, metallurgy, cement and steel industries and receive lots of praise from customers. And Huidian Company has established a clear brand image to all the customers.

Relatively significant market position

Huidian Company has relatively significant market position in the transmission and distribution equipment manufacturing market. Market shares of some products of the company such as digital arc and PT cabinets, modular three-phase overvoltage protection, and high-capacity high-speed switching rank the top one position in the domestic market. (Annual report of Huidian Company.2013)

Weaknesses

Financing problem

Currently, the largest bottleneck of Huidian Company is financing problem. Financing is an important driving force to promote enterprise development and growth. Huidian Company is in the rapid development, facing a shortage of funds. Shortage of funds on the one hand limits the further escalation of the company's products and core technologies. It also restricts the rapid expansion of the company's marketing network and sales scale which is not conducive to the company's continued development and growth. With the expansion of business scale, Huidian Company needs to expand financing channels, in order to ensure the future rationalization of the company's financial structure. (Zhang, 2014)

Risk management

Huidian Company lacks ability of risk management. Risk management means the process of minimizing the risk in a sure risky environment. The most important part of risk management is to identify and assess the risks. Through reducing the probability of loss and the extent of damage is a way to achieve control purposes. The most effective way to control risk is to develop practical emergency plan, and prepare a

number of alternative solutions to make full preparations in case of the risks. (Zhang, 2014)

Opportunities

A big demand in the metallurgical, petrochemical, airports, buildings, railway electrification, rail transportation and other key project areas, as well as about export of 4 billion yuan annually transmission and distribution equipment, the development of transmission and distribution equipment industry has a very large market space. Also, Chinese government has increased the investment in the construction of urban and rural power grids, and it promotes the demand of transmission and distribution equipment increased rapidly. In recent 5 years, China's national grid has invested more than 1.2 trillion yuan to stand for power grid construction. (Finance.qq 2013.)

Threats

Industrial competition

Due to the rapid growth of China's economy, China has become the world's largest power equipment market. Therefore, the world famous companies have flocked into China in various forms and occupy the power transmission and distribution market. Also, because the use of requirement always different, there are a huge number of local assembly and integration manufacturers. The current situation of Chinese transmission and distribution equipment manufacturing enterprises is larger quantities, small-scale and low industry concentration. As a result, the competition is relatively fierce. Therefore, industrial competition challenges the company's performance.

Rapid technological upgrade

Transmission and distribution equipment manufacturing is a high-tech industry, its products combine electronics, power, control, power, heating and many other technologies. Although Huidian Company has a number of patents, as well as high-quality R&D team, the technology market is ever-changing and continuously upgraded. Every company has to upgrade their technology to enhance the core competitiveness. Therefore, rapid technology upgrade influences the company's performance.

Price fluctuations in raw material

In 2010s, the price index of Chinese domestic market showed a rapid upward trend. Inflation is beginning to show the influence. Affected by this, material costs have increased, resulting in gross profit margin of power transmission equipment industry decreased. Although the overall supply of raw material is stable, the company has to effectively improve the internal management and technical measures to minimize the negative impact of rising costs. Therefore, the price fluctuations in raw material threat the company. (Zhang, 2014)

4.4 Competition

Huidian Company is mainly engaged in the development, production, sales of transmission and distribution equipment. The company is in the middle of the whole industry chain. The company's upstream industry is mainly production enterprises which produce steel, copper, aluminium, zinc oxide wires and cables, insulation materials, and other chemical products. Downstream industries are mainly high-voltage switchgear equipment factories or switch factories, representative enterprises including ABB, Changcheng Switchgear Factory, Schneider, and Shanghai People's appliances.

In 2010s, the products' raw material costs have increased, which causes a certain extent decline in gross profit margin. Huidian Company hopes to reduce the negative impact of rising costs through appropriate measures. In addition, because of the company's products have advantages in the technology, service, and price, and the corporate customers are stable, Huidian Company will have better prospects for development.

Market size of industry

The quantity of Chinese transmission and distribution industrial companies is numerous, and the competition is more intense. In recent years, transmission and distribution equipment industry as the basis for the national economy has achieved great-leap-forward development. According to statistics, in 2011 the number of transmission and distribution equipment companies incomes that was more than 20 million is 5648; employees more than 136.24 million; industry assets totalled 869.2 billion yuan, the increase in ratio is 17.57 %; industrial output value is 10 806.61 yuan;

sales revenue of 1.046756 trillion yuan, the increase in ratio is 22.26 %; the total profit is 71.588 billion yuan, an increase of 7.94 %.(finance.qq.com 2013)

Competition pattern

Transmission and distribution industry has formed a relatively complete market competition. Railways, coal and other large customers commonly use bidding system in purchasing equipment. In the bidding stage, all manufacturers are facing direct competition from other manufacturers. Transmission and distribution equipment manufacturer presents different market competition situation in transmission market and distribution market. (Smart Grid Department of State 2012.)

In the field of power transmission market, due to technical barriers, financing requirements are high, and fewer domestic producers are active in this area. The competition is mainly among the joint venture companies cooperating with ABB, Siemens, AREVA, Mitsubishi in China, traditional domestic large enterprises, as well as new enterprises which join the industry. Thus, competition has become increasingly fierce. (Annual report of Huidian Company 2013)

In the field of power distribution market, there are many domestic small and medium-sized enterprises. Because of the insufficient grasp of core technology, and serious product homogeneity, competition is more intense. (Zhang 2014)

From the domestic market competition point of view, competition between manufacturers has led the industry into a high-end market and low-end market. The high-end market mainly refers to the product with high reliability, maintenance-free, and high value-added. In contrast, the low-end market's products are more simplified, and low value-added.

With the power system reform and grid development, customers will pay more attention to factors other than price, such as reliability, manufacturing processes, technology, service and even the product's appearance. Huidian Company has been adhering to provide customers with exquisite products and services. Huidian Company's main competitors in the market including Ningbo Tianan Electric, Beijing CREAT, Beijing Hezhong Science & Technology, Shenzhen Hifuture Electric and so on. (Annual report of Huidian Company)

5 SUGGESTIONS FOR FUTURE DEVELOPMENT

It's obvious that Huidian Company has achieved its profitability by selling transmission and distribution of products. As the researcher's personal opinion, the key to success of Huidian Company is focusing on the development of new technologies and new products, following customer demand, continuing to innovate and enhance the technological content of products, improving production management and the production process, reducing costs, and thus achieving maximization of profitability.

Basic on acknowledgement of forward theory, research, and current marketing situation analysis, this part of this thesis gives some suggestions to improving the marketing of Huidian Company. Those suggestions have been proposed from five aspects, including product and price, marketing channel, participants, marketing communications, and process management.

5.1 Suggestion about Product and Price

Quality product and reasonable price is the absolute principle of a company's development. It goes without saying that most of customer wants to purchase disposable products or not applicable products with unreasonable price. In the face of competition, Huidian Company has always considered product and price to be of vital importance. And quality product and reasonable price will be sufficient to a company to survive in the market.

As mentioned before, a product can be seen as a thing which satisfies consumer demands. But in the 4P's theory, product does not only refer to the one product itself. Product is a combination of variety, quality, design, features, brand name, packaging, and services. So is price. It's better to take lists prices, discounts, allowances, payment methods, and credit terms into consideration when taking about price.

The suggestion about the product to Huidian Company is to develop new technologies and advance new products, in order to increase the varieties of product and improve the quality of product. Following customer demand is the basic principle of product innovation. Providing quality products with cheap price, and consumers with comprehensive after-sales service, has become the new focus of the modern enterprise market competition. In today's highly competitive market, with changes in

consumer rights awareness and consumer attitudes, consumers do not only note the product itself, but also the after-sales services. In the case of similar quality and performance of products, consumers pay more attention to service.

As for the price, the first thing is how to use pricing as a marketing tool. Huidian Company could use low price penetration strategy to attract more customers. Increasing the price of the “fist” products and improving its quality to realize their aim for expanding the profits and reducing the complaints from customers. Give the low price for the new products to attract customers to buy. No matter what kind of pricing strategy, prices must be cost-based. It’s stupid to sell below cost. In order to keep prices competitive, it’s wise to start from the source from purchasing with high-volume and directly to reduce intermediate links and improve operational efficiency. Implement small profits and quick returns way to win in the competition.

5.2 Suggestion for Marketing Channel

Marketing channel strategy is an important part of the marketing system. It is top priority of planning. It has important significance in reducing costs and improving the competitiveness of enterprises. Compared to other consumer goods, industrial products have the following characteristics: fewer numbers of buyers, larger quantity of purchase and purchase price, Lower frequency of purchase, and strong technical support and services will be required. All those characteristics caused the special of industrial product marketing channels.

There are two small suggestions from the researcher’s view of marketing channel:

Attach more importance to online marketing channel

Online marketing is a new marketing concept and marketing method in network economy era. It is a new marketing channel which is with the aid of the Internet technology and computer communications technology to achieve marketing objectives. China is the world is second largest Internet market. It has huge population of Internet users and internet marketing space for the company using online marketing. Huidian Company has used Ali Baba to expand their business field. But according to the general manager’s interview, Huidian Company hasn’t paid enough attention to online sales. The main sales place is in reality. Ali Baba is an excellent online B2B commercial place. It would be better if Huidian Company

attached more attention to it. In spite of marketing in the Ali Baba, Huidian Official website is an ideal place to sell products. As the interviewed customer companies' advice, enriching the Huidian Company's official website is urgent priority.

Dealer development

Huidian Company is local company in Anhui province. It has relatively mature market in Anhui, forming a certain scale. It was known that there must be some risks exist in outward expansion. And they have no time to spare in other markets. As the researcher's personal opinion, the best way to expansion is to develop more dealers. Those dealers are the buffers of Huidian Company and local people. The purpose of the dealer development is to use the dealer's resources in the local market to make market expansion more effective and build brand image for Huidian Company.

At the same time, this measure will help the company to save costs. Enterprises do not need to set up branches in other places in addition to operating the brand. They can concentrate on doing the local market.

5.3 Suggestion about People

The people strategy can be divided into two parts.

First, there is customer-oriented strategy. The customer is the fundament of company's survival and development. Market competition is the competition of customers. The purpose of marketing is to cultivate loyal customers. Loyal customers believe the company can provide the greatest value for their spending. The loyal customers are the major group of contribute to the company profit. According to the marketing concept, the company should be highly respected customers, and provide good products, services to the customers, in order to receive the satisfaction of customers, eventually becoming loyal consumers of the company.

Second, there is employee-oriented strategy. Employees are the fundament of business operations. Properly motivating people, nurturing people, selecting people, retaining people, and mobilize the enthusiasm and creativity of employees is benefit to create maximum force for the company's marketing.

Specific measures include:

- Companies could develop rules and procedures to management. The most important issues to note is companies should establish a system to create a positive employee relation in the company, thus avoiding the randomness management.
- Effective management of the personnel. Knowing the strengths and weaknesses of employees.
- Recruiting the right people.
- Ensuring good communication between employees and employers.
- Being fair to all the employees and respect in the employees.
- If possible, creating Employee Assistance Program.

5.4 Suggestion for Marketing Communications

Personal selling was the main selling method of Huidian Company. Personal selling is a highly professional job. It has very strict requirements to the sales staff. It requires salesmen to have good professional qualities and psychological qualities, as well as hard-working, consistent efforts and stamina. Salesman must have a comprehensive understanding of his company. And they should be product experts. It's necessary for them to understand the product from design to production, to be familiar with the product performance, features, use, and know the product costs, fees and prices. They must also understand the situation of competing products. Salesman also could be a master of relevant knowledge including marketing strategy. To some extent, personal selling is actually a communicative activity. Salesman is the company's "diplomat" and they have to pay attention to the necessary marketing etiquette. Therefore, the company must be strict to train the sales staff. An image of the sales staff is likely to affect the company's image.

What's more, Huidian Company could make full use of customer resources. As the interviewed customers' said, they are willing to help Huidian Company to publicize the products of Huidian Company. Thus, mouth to mouth marketing can be used in Huidian Company.

Physical evidence is a good way to marketing. In product marketing, physical evidence is to show the product itself. But in the service marketing, the range of the physical evidence is widely used. Physical evidence, if well managed and used, can

help customers feel the product and help build corporate image and support implementing the marketing strategy; Conversely, if not well managed and used, they might send the wrong message to the customer, influence the impact of customer expectations and judgments of the product, thereby undermining service, products and corporate image. If possible, Huidian Company could set a showroom to show the products. It will help the salesman to show the appearance of the product and performance the demonstration of the product clearly.

5.5 Suggestion for Process Management

Process management is the ensemble of activities of planning and monitoring the performance of a process. The term usually refers to the management of business processes and manufacturing processes. Business process management and business process reengineering are interrelated, but not identical. (Wikipedia 2013, Process management)

Process management is the company's internal reform. It is designed for customers' needs. It will help the company to provide customers with faster and better service. The suggestion of this part is Huidian Company could use the Office Automation System. It is a system tool which corporates office and computer network technology together, to improve office efficiency.

In China, many companies are not familiar with this program and do not use it. Some companies are reluctant to spend money on process management, for they think it is not an important thing. Some company have not kept up with the information technology development.

6 CONCLUSIONS

The aim of this thesis process was to give some viable and feasible suggestions to improve marketing in Anhui Huidian Science & Technology Co. Ltd. The main issues the researcher did were making two researches of Huidian Company's general manager and six main customer companies and analysing the situation and giving them suggestions as a result. The importance of a considerate marketing plan to a company's development can never be exaggerated.

In order to help Huidian Company to forge ahead in the trend of the fierce competition and listed on, the researcher wanted to contribute a little bit to perfecting the marketing plan.

The thesis began with the introduction of the research problems and objectives, as well as the brief introduction of case company Anhui Huidian Science & Technology Co. Ltd.

And then, the next part was the theoretical framework part of this thesis, and it mainly introduce some marketing theories, including marketing definition, marketing analysis, business buyer behavior and customer value, marketing mix, content of marketing plan content, and marketing management.

After that, the research was implemented and results part was analyzed. The whole research can be divided into two parts. The first part is making an interview to the Huidian Company general manager. The general manager is very familiar with this company as well as this business field, was by far and away the best choice of this interview. And the second part is making some interview to the six customers of Huidian Company.

And then, there is a market situation analysis of Huidian Company. This chapter of the thesis mainly illustrates marketing situation of Anhui Huidian Science& Technology Co. Ltd, including market introduction, SWOT analysis, and competition situation. Market situation analysis cannot be neglected in the process of giving suggestions to a company.

In the end of this thesis is the most important part. The researcher gives Huidian Company five suggestions from different points of view, including product and price,

marketing channel, people, marketing communication, and process management. All those content make up this thesis.

It's a good wish that this thesis may be helpful to Huidian Company to prosper their business no matter how many contributions are.

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Interview Questions for Anhui Huidian Science & Technology Co. Ltd Manager

I'm a student at Savonia University of Applied Sciences in Finland majoring in the international business. I have been working in your company as an intern more than 5 months in the summer of 2012 and 2013. Now I'm writing my thesis which topic is suggestions for marketing in Anhui Huidian Science & Technology Co. Ltd.

Your support is very important for me to get more specific information about your company. Thank you for your valuable time to answer my question.

1. Could you describe your job?
2. Could you tell me about your company background?
3. Could you please describe the market situation of your company business?
4. What are the main customers of your company?
5. What are the main products of your company?
6. What are the main sales channels of your products?
7. What kind of risks did the company encounter?
8. What are the challenges that the company faces?
9. In your opinion, what is the most useful way to increase your enterprise revenues?
10. Why do you think customers prefer your company's products?
11. What do you think about your product prices? Do you have a price advantage compared to your competitors?
12. What kind of promotion strategy does your company use?

13. What kind of marketing communication does your company use?
14. Has your company participated any fairs or exhibitions?
15. Do you think your company needs advertising? What kind of advertising way you think would be most appropriate?
16. Could you introduce your company's sales team?
17. How often does your company hold a sales activity? What kind of activities?
18. How could your company improve its services to increase customer satisfaction?
19. How about your company's after-sales service?
20. What do you think are the present advantages of your company? Do you have ideas how to improve them?
21. What is your expectation for your company's development?
22. Would you like to give some advice to your company?

Thank you for your co-operation!

Interview Questions of Anhui Huidian Science & Technology Co. Ltd Customers

I'm a student at from Savonia University of Applied Sciences, in Finland, majoring in international business. Now I'm writing my thesis which topic is suggestion to improve marketing in Anhui Huidian Science & Technology Co. Ltd.

I know your company is the most important customer of Huidian Company. That's why I would like to address you some questions about Huidian. It won't take you too much time, and your comments and ideas will directly affect the final result. You only need to express your real thoughts. All the information you give to me won't be public. Thank you for your valuable time to answer my questions.

1. What is your company?
2. Are you familiar with Anhui Huidian Science & Technology Co. Ltd? How did you learn to know about it?
3. How long has your company been a customer of Anhui Huidian Science & Technology Co. Ltd?
4. How often does your company purchase from Anhui Huidian Science & Technology Co. Ltd in a year?
5. What are the reasons for you to choose Anhui Huidian Science & Technology Co. Ltd?
6. In what way do you think Anhui Huidian Science & Technology Co. Ltd is better compared with the competitors of this company?
7. What do you feel about Anhui Huidian Science & Technology Co. Ltd.'s product range?
8. Is your company satisfied with the product quality of Anhui Huidian Science & Technology Co. Ltd product?

9. Do you know about the prices of the other companies? Do you think Anhui Huidian Science & Technology Co. Ltd has a price advantage?
10. What do you think about Anhui Huidian Science & Technology Co. Ltd product's availability? Is your company satisfied with them?
11. What do you think about Anhui Huidian Science & Technology Co. Ltd.'s after-sales services? Is your company satisfied with them?
12. Any suggestions to improving Anhui Huidian Science & Technology Co. Ltd after-sales services?
13. What do you think about the sales personnel of Anhui Huidian Science & Technology Co. Ltd?
14. Have you ever taken part in any sales activities of Anhui Huidian Science & Technology Co. Ltd? What do you think about it?
15. What kind of marketing communication would you suggest to Anhui Huidian Science & Technology Co. Ltd? Adverting in newspaper, magazines, TV, or internet?
16. Would you like to give some advice to Anhui Huidian Science & Technology Co. Ltd?

Thank you for your co-operation!