



The Marketing Strategy Suggestions for Yishion in Jing County

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Abstract

Yishion in Jing County is a casual apparel franchise store with the fierce competition in clothing marketing in Jing County, a suitable marketing strategy plan for them is essential. The objective of this thesis was to improve the marketing performance of Yishion in Jing County through given suggestions about building a strong brand and developing marketing strategy according to analysis of competition environment and real marketing situation of Yishion in Jing County.

Both quantitative questionnaire research for customers and qualitative interview research for manager and sales person of Yishion in Jing County were carried out to investigate customer preferences and the real marketing situation of Yishion in Jing County, SWOT analysis was given as a conclusion based on the results of the two researches.

In summary, a situation statement about advantages and disadvantages of Yishion in Jing County was provided in view of two kinds of researches and SWOT analysis. In addition, suggestions for building a strong brand and developing marketing strategy was given for Yishion in Jing County to expand the market and to meet the satisfaction of customers better.

Keywords: Marketing strategy, casual apparel, target customer group, customer preference

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1 INTRODUCTION

It is an increasingly high demand on costume with the improvement of Chinese people's living standards; however, clothing companies are facing fierce competition at the same time because of the diversification of clothing brands and specials. A strong marketing strategy plays key role in deciding the strength of competition for clothing companies. Yishion in Jing County is a franchise store of Yishion Company which started to operate in spring of 2003, under the efforts of all staffs, Yishion in Jing County have occupied part of marketing share in Jing County, but if Yishion in Jing County wants to have a new development, suitable clothing marketing strategy plan is essential.

The objective of the thesis was to improve the marketing performance of Yishion in Jing County through given suggestions about how to build a strong brand and how to develop marketing strategy based on analysis of competition environment and real marketing situation of Yishion in Jing County.

In research part, both quantitative questionnaire research for customers and qualitative interview research for manager and sales person of Yishion in Jing County are used to investigate customer preferences in Jing County and the real marketing situation of Yishion in Jing County.

1.1 Introduction of Yishion

The objective of this part is to give a basic description of Yishion; it concludes the introduction of Yishion Company, Yishion apparel brand, Yishion target group and Yishion competitor analysis.

YISHION Company was starting its operations in 1997 and located in Humen, Dongguan City, which was honored as the “Chinese Fashion Capital”. YISHION Company integrates systems of design, purchasing, production, marketing and sales service to present high quality fashion apparel for customers. YISHION Company has employed more than 20000 members and over 4000 Yishion franchised stores are presented in China and other parts of the world.

The purpose of YISHION Company is to present high quality fashion apparel for all customers. For the sake of eagerly anticipating person who loves fashion and shares the common clothing culture and lifestyle. All employees make effort for the common goal. That is to make YISHION apparel brand towards to global markets and finally become the world’s leading fashion retail brand.

YISHION was engaged in wholesale business when it operated in 1997. And nowadays, it has expanded to 20 regional offices and more than 4000 franchised stores around the world. By expanding retail network, YISHION Company enhance its brand to the global markets. YISHION Company have reached to the markets of Iran, Jordan, Kuwait, Lebanon, Malaysia, Nepal, Oman, Qatar, Saudi Arabia, Serbia, Singapore, Syria, United Arab Emirates and Vietnam since 2003. With the increase of expanding oversea markets, YISHION Company has achieved increasingly profit and business. (Yishion website)

Research and Design department is obviously important in YISHION career. It prepares a detailed plan depending on every year’s major fashion trend one year before and meets the fashion of future and the satisfaction of customers. Wonton of YISHION do marketing research, analysis and observation everywhere of the world to make sure that the theme, color and style of YISHION products in four seasons are the most popular and meet the needs of markets. YISHION Company employs professional designers from other countries to be responsible for designing the manufacturing and sales of series of products. (Yishion website)

Yishion clothing

Every series of YISHION products have professional team to create variety style according to the design idea. All team members have their related skills and concentrate on analysing response from the customers. They collect informations in different channels then analysis the change of customers in fashion.

The word 'YISHION' combines 'Yi' and 'Fashion' together; it reflects the company philosophy and goal is to approach state of mind of fashion.

Yishion Company has five apparel clothing series for meeting the satisfaction of customers. The five series have basic apparel clothing and fashion style respectively. The five series are as shown in figure 1:



FIGURE 1. Five Yishion Products series (Yishion website)

There are Yishion casual wear, Yishion sport wear, Yishion S women series, Yishion kids wear and Yishion commercial series.

The most popular series among five series are Yishion casual wear, it is also the flagship product of Yishion Company and it offers products for both men and women. Yishion sport wear is for sports-loving customers. Yishion S women series focuses on clothing style for women and the prices are relatively lower compared with the other series. Yishion kids wear is fashion style for kids and Yishion commercial series concentrate on the fabrics and tailoring of clothing and it offers for both business men and business women.

The flagship products of Yishion in Jing County are Yishion casual apparel series. Yishion in Jing County as one franchise store of Yishion Company was established

in 2003 and it is located in No.51 Ye Ting Street which is one of famous walking streets situated in city centre in Jing County, there are many other casual apparel boutiques also located in this street, such as Mester Bonwe, Tonlion, Lining, Semir, etc.

Furthermore, 4 supermarkets and a lot of other style clothing stores and shoe stores around Yishion in Jing County. The total area of Yishion in Jing County is 100 square meters and it is divided into two layers, first floor is the zone for women and the second floor is for men.

The clothing prices of Yishion in Jing County are different in four seasons. The price ranges of clothing for four seasons are from 70RMB to 260RMB, 49 RMB to 129RMB, 70RMB to 300RMB and 220RMB to 700RMB in spring, summer, autumn and winter respectively.

Target group

Yishion advocated lifestyle of H2O since its inception. H2O refers to Healthy, Happy and Open. According to the Yishion website, it is obvious that the age of target consumer group is between 18 and 30. Yishion in Jing County also comply with the target group of Yishion Company. The characteristics of this group are persons who love sports, are full of energy, focus on health and fashion, have sense of independence and personality, they know how to enjoy life, are easy to accept new ideas and usually have passions to dress up themselves.

The purpose of Yishion apparel in Jing County is to meets the satisfaction of young persons' study, work and life. It concentrates on offer fashion apparel for young group. Yishion apparel group focuses on the demands of young customers and makes effort to thoughtful consumer in price.

Competitor analysis

If Yishion in Jing County wants to develop an efficient marketing strategy which they must do is to research and analysis their competitor.

Overall, all casual wear stores can be seen as present and future competitors of Yishion in Jing County, but some reasons must be considered to analysis which group is the main competitors, for instance, the difference in characters of products, the difference of target customers and marketing areas. So the main competitors for Yishion in Jing County are the group that has the same characters of products, same target customers and marketing areas. Such as Semir, Giordano Road, Baleno, Mester Bonwe, Tonlion, etc.

In the short term, the top ten brands occupied nearly 50 % markets of nationwide. The top three brands are Mester Bonwe, Giordano Road and Baleno. Baleno has obviously marketing advantages among these three brands and its marketing share reached more than 10 % while the marketing share of other brands are between 3 % to 5 %. (Baidu baike of Yishion)

Mester Bonwe started operations in 1995 and it owns more than 1500 boutiques in China. Mester Bonwe is the first company in clothing marketing in China domestic to take the mode of 'Virtual Business' and insists the developing methods of brand chain management.

Giordano Road has over 2000 stores around the world nowadays. With the development of marketing methods, Giordano Road renews their marketing strategies from high price policy to middle price markets. Then with the change of customers' needs, Giordano Road repositioning to pursue the design of high quality and individual style to meet the satisfaction of potential customers and successful launched wrinkle-free series products popular around the world.

Baleno has more than 5000 franchised stores located in China, Singapore, Jordan, and Saudi Arabia, Iran and many other countries and districts. There are over 15000 employees working for Baleno. In promotion aspect, Baleno Company invites famous stars Andy Lau and Faye Wang as their brand ambassadors.

1.2 Presentation of Jing County

Jing County is located in the southern of Anhui province, People's Republic of China. The total area of Jing County is 2059 square kilometres. It has populations of 419711 (in the end of 2010), including non-agriculture population of 64498 and agriculture population of 355213, it owns 9 towns and 2 townships, there are Jingchuan town, Taohuatan town, Maolin town, Lang Bridge town, Dingjia Bridge town, and Caicun town, Qingxi Town, Yunling Town, Huangcun Town, Dingxi Township and Chang Bridge Township. The government of Jing County is located in Jingchuan town. (Baidu baike of Jing County)

Jing County has a long history and there were many events happened in Jing County in ancient and modern times. For instance, a famous poet Li Bai visited Jing County in Tang dynasty and left ages Psalm. Rice paper as one of Chinese four treasures is produced in Jing County and it plays key role in retain Chinese cultures and it also makes contributions to local economic development in Jing County nowadays.

The local economic development depends on 28 major categories, and paper making, electronics machinery, textile, building materials and food production are the five pillar industries among 28 major categories. At the same time, tourism becomes the emerging industry of Jing County with combines cultural resources and natural resources of Jing County.

There are three high middle schools and one technical school located in the area of Jing County. More specifically, three high middle schools are Jing County NO.1 middle school, Jing County NO.2 middle school and Yingte private school; Jing County NO.3 middle school is the technical school. More than 20 middle schools are distributed everywhere of Jing County; But no universities and colleges, so

graduated from high school students who want to study further have to go and live in other bigger cities.

Many people in Jing County work and do business in developed coastal cities of China, such as Shanghai, Guangzhou, Beijing, Xiamen and other cities of China. So the resident population of Jing County are less than the total population.

1.3 Casual apparel market in China

According to Beijing OLX data analysis, there are more than 10 thousands casual clothing manufactures in China, the majority of manufactures located in areas of Guangdong, Fujian, Zhejiang, Jiangsu and Shandong. Casual apparel brands in domestic China are around two thousands specials and casual apparel plays the dominant position in clothing industry of China and it reaches to 18 % of the whole clothing industry share.

Consumers in China now are increasingly intense to pursuit leisure and fashion. That the reason why casual apparel are highly regarded in clothing market. With the rapidly development of casual apparel, dealers in China not only import casual apparel brand from other countries, but also establish professional casual pavilions such as teenage casual pavilion, casual living pavilion and so on to show its features and attract more customers.

Scale and prospects of casual apparel market

The main target group of casual apparel are middle aged and youth people, collage and high school students. According to the survey of Beijing OLX, ages between 20 and 40 are the dominant groups of consumption in China, account for 50 % of the total clothing consumption while ages over 40 occupy 19 %.

Nowadays, customers in urban area who consume superior quality brand apparel only take part of 0.6 %. Middle ranged apparel consumption account for 70 % to 75 % in urban are while around 65 % in rural area. Superior quality brand apparels are related popular among groups of middle aged people and high salary consumers.

Middle ranged apparels are more suitable for wage earners and general consumers. (Information and community)

Casual apparel has deep influence on all the development of clothing. Leisure style gradually integrated into the traditional clothing. Traditional clothing combines the normal style and concept of leisure together no matter in colour, style or dress collocations.

Characteristics of casual apparel market

Casual apparel as an emerging clothing special has related short history in clothing market compared with traditional clothing and the characteristics of casual apparel market existing both opportunities and challenges.

The opportunities are the varied. Firstly, target group for casual apparel are middle aged and young people, college and high school students, and these groups have large potential consumer demand. Secondly, according to the survey of Beijing OLX, the trend of sales amount of casual apparel has been growing in last ten years and it will be increasing in future. Last but not least, the majority of casual apparel brands take strategies of franchising. They have wide sales network and sales channels.

There are also many challenges because of the characteristics of the casual apparel. More specifically, most casual apparel brands in China lack of the core value and clearly themes of brands. There are existing conflicts between brand culture and the final promotion methods. The most serious feature is that casual apparel are easy to be imitated between each other, disoriented and finally lost their distinguishing features and brand characteristics.

2 MARKETING MANAGEMENT FACTORS FOR YISHION

The objective of this chapter is to introduce theory bases for marketing management factors in Yishion. It involves Franchising, marketing environment, consumer markets and buyer behavior, building a strong brand, developing marketing strategies and building a marketing plan.

2.1 Franchising

Franchising is a kind of business method that takes full use of other successful business modes. The main topic of this chapter is to describe the franchising definition, explain the relationship between franchisor and franchisee and the franchising package is to indicate the operating process, finally the relationship between Yishion in Jing County and Yishion Company will be given.

2.1.1 Franchising definition

In the simplest form, franchising has a long history, stretching back to the times, for example, of businesses operating under royal patronage. Around the beginning of the 20th century, franchising began to grow through its extensive use in three industries, involving motor vehicle dealerships, the retailing side of the oil business and soft drink bottling. Franchising in this vision has been called 'first generation franchising', 'simple franchising' or 'product and trade name franchising'- the latter defined by the International Trade Name Administration (1987,1) as '...an independent sales relationship between supplier and dealer in which the dealer acquires some of the identity of the supplier. Franchised dealers concentrate on one company's product line and to some extent identify their business with that

company'. The simplicity of the form is in contrast to the more complex variety of franchising which has characterized much of the growth of franchising over 40 years, and been associated with the better known company examples such as McDonald's. It has been variously referred to as 'second generation franchising', 'system franchising' and 'business format franchising', the latter defined by the US International Trade Administration (1987, 3) as 'characterized by an ongoing relationship between franchisor and franchisee that includes not only the products, service and trademark, but the entire business format a marketing strategy and plan, operation manuals and standards, quality control, and continuing 2-way communication'. It is of note that the major oil companies have been converting their retail operations to a business format franchised basis, from their earlier use of product and trade name franchising. (Lawrence et al 2007, 51-52)

As this definition indicates, the franchisor transfers a full business system that enables a franchisee, after training, to start operating an independent business, but under the guidance of the franchisor's overall business mode and framework, typically with a strong marketing emphasis, within an active, continuing relationship. Thus the franchisor remains heavily involved in the continuing operations of individual franchisees. It is usual for the business format franchisor to undertake advertising and other major forms of promotion for the franchise chain, register trademarks and generally defend the intellectual property of the business. Given the comprehensive nature of the knowledge, skills and business system transfer from franchisor to franchisee, training forms a critical part of the transfer process to, and establishment of, franchisee businesses. Training programmes may last as long as nine months. For franchisors, training is a key step in ensuring the consistency of operations in diverse locations and cultural contexts. Alongside control of overall marketing programmes, and contractual requirements as to the level of services and quality of product, the franchisee, although operating as an independent business, does so within a highly constrained framework. In some cases, the franchisor will be responsible for key suppliers to the franchisee and for elements such as the

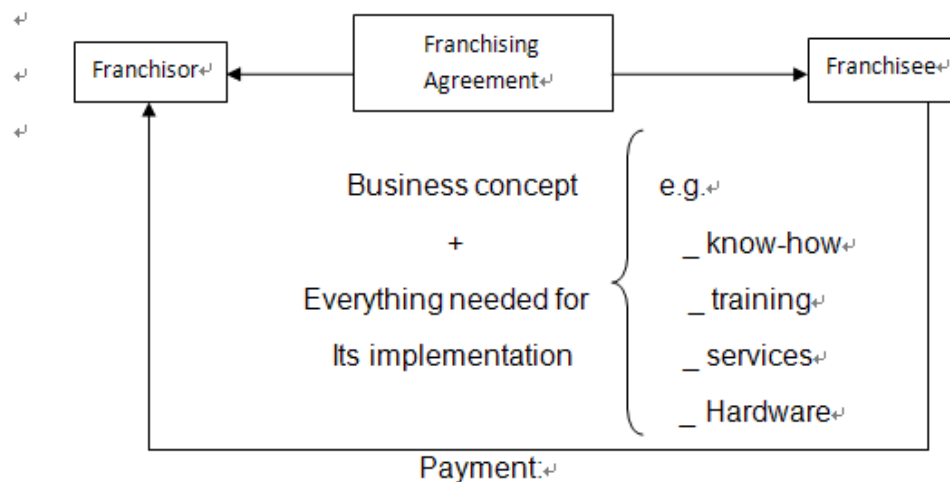
information technology hardware, software and network connections. (Lawrence et al 2007, 52)

2.1.2 Franchisor- franchisee relationships

While franchisees may be highly motivated and enthusiastic at the outset especially after a sustained period of training, there is an inevitable waning of this enthusiasm as the practical realities of development the franchised business are faced over the medium to long term. At the same time there is an inevitable questioning of the benefits of the franchise connection as often monthly royalty payments are made. A life cycle analogy has been used to describe the pattern of the franchisor - franchisee relationship over time: moving from dependence (of the franchisee) through growth to adolescence, rebellion and finally resolution, characterized by compromise or a severing of the relationship (Justis and Judd, 1989). Franchisors often refer to the quality of the franchisor - franchisee relationship as a key variable in success and sometimes refer to it as 'like a marriage'. While the importance of the initial selection process is often stressed, the need for the franchisor to continually demonstrate benefits from the franchise connection, such as new products, promotions, transfer of new techniques and continued interaction is seen as vital to positive relationship maintenance and effective franchisee performance. When disaffected franchisees respond by taking legal action against the franchisor, as many have done against Benetton, they have the capacity to do considerable damage to the chain as a whole in a given country and far beyond, in a world where publicized cases are often readily globalized global media connections or via the Internet. (Lawrence et al 2007, 81)

2.1.3 The franchising package

As already noted, and illustrated in Figure 2, the package which transferred from franchisor to franchisee in business format franchising tends to be relatively broad, potentially encompassing a wide range of transfer components, at the outset and on a continuing basis.



(a) Up- front payment

(b) Up- front payment + royalties (% of sales or charge on supplies)

(c) Other mark- ups and contributions (e.g. rent, finance charges)

Source: Adapted from Luostarinen and Welch (1990, p. 75).

FIGURE 2. The franchising package (Lawrence et al 2007, 53)

It should be stressed that this range varies considerably among franchising companies so that it is difficult to describe a standard pattern; for example, McDonald's transfers a comprehensive package, including a demanding training programme, and is highly involved with franchisees on a continuing basis, whereas Benetton takes a relatively minimalist approach to the point where some have questioned whether Benetton can be said to be using franchising. (Lawrence et al 2007, 54)

There is considerable variation also in the types of payment made by franchisees to franchisors. The general form is an up-front franchise fee as well as capital

contribution towards fixtures and fittings and other set-up costs. In Australia, average start-up costs across all industries in a recent survey were found to be \$A78000 (retail 262500), including an average initial franchise fee of \$A30000, varying from 0 to \$A140000 (Frazer, Weaven and Wright, 2006). Then there is usually an ongoing royalty payment expressed as a percentage of sales made by the franchisee. The royalty payment often includes a promotional levy: for example, an early study of British franchising found an average royalty rate of 10.7 per cent, composed of a 3.2 per cent promotional levy and 7.5 per cent basic component (Churchill, 1982). The 2004 Australian survey of franchising found an average royalty of 6 per cent of gross sales (ranging from 1 to 15 per cent), with an added 3 per cent of gross sales when advertising or a marketing levy was applied, as in most case (Frazer and Weaven, 2004). Beyond the general pattern there are cases of up-front franchise fees being charged without an ongoing royalty; in some cases this implies an expectation of little or no continuing involvement, indicative of a very simple form of franchising arrangement. In other cases, returns are generated through other means than a simple royalty. For instance, Benetton does not charge an ongoing royalty as a proportion of sales but rather generates an effective royalty through its margin on the provision of product to Benetton franchisees. Some franchisors, although charging a royalty, add to their returns from the franchising relationship, as shown in Figure 2, through additional charges on franchisees for various services provided (such as assistance with finance or property), perhaps by mark-ups on supplies or charging rent on property leases. McDonald's has generated a significant proportion of its return in the past through rental charges on its franchisees (Love, 1986).

Franchising contracts tend to be longer than those in licensing arrangements: in the US, the bulk of contracts in early research were revealed to be for more than ten years, with many for 20 years or more (International Trade Administration, 1987). McDonald's utilizes franchising contracts of 20 years' duration: the first contract renewal in Australia did not take place until 1994; McDonald's having entered the

market in the early 1970s. In the Australian context, recent evidence points to a move to shorter duration contracts – mainly five years or less. (Lawrence et al 2007, 54)

Relationship between Yishion Company and Yishion in Jing County

Franchises are a good business model for China to help solve its job problems and its scattered private capital. So it is supported by Chinese government in China. Yishion Company is one of firms that operate in franchise business model. Yishion Company has more than 4000 Yishion franchised stores around the world; the majority of 4000 stores are located in China. Yishion in Jing County is one of these 4000 franchised stores. There is a franchising agreement franchisor and franchisees. Like other franchised stores, all the products of Yishion in Jing County from Yishion Company directly, Yishion in Jing County for Yishion Company is one method of promotion. Yishion in Jing County also can take advantage of Yishion Company's brand, products, management and image to make profit.

2.2 Marketing environment analysis

The marketing environment of corporate can be divided in to two parts which include the internal environment and the external environment. This chapter concentrates on analysis the framework of marketing environment and does related analysis of marketing environment of Yishion Company.

2.2.1 External marketing environment

The external environment within which the organization operates is composed of a large number of elements. These can be conveniently grouped as shown in figure 3.

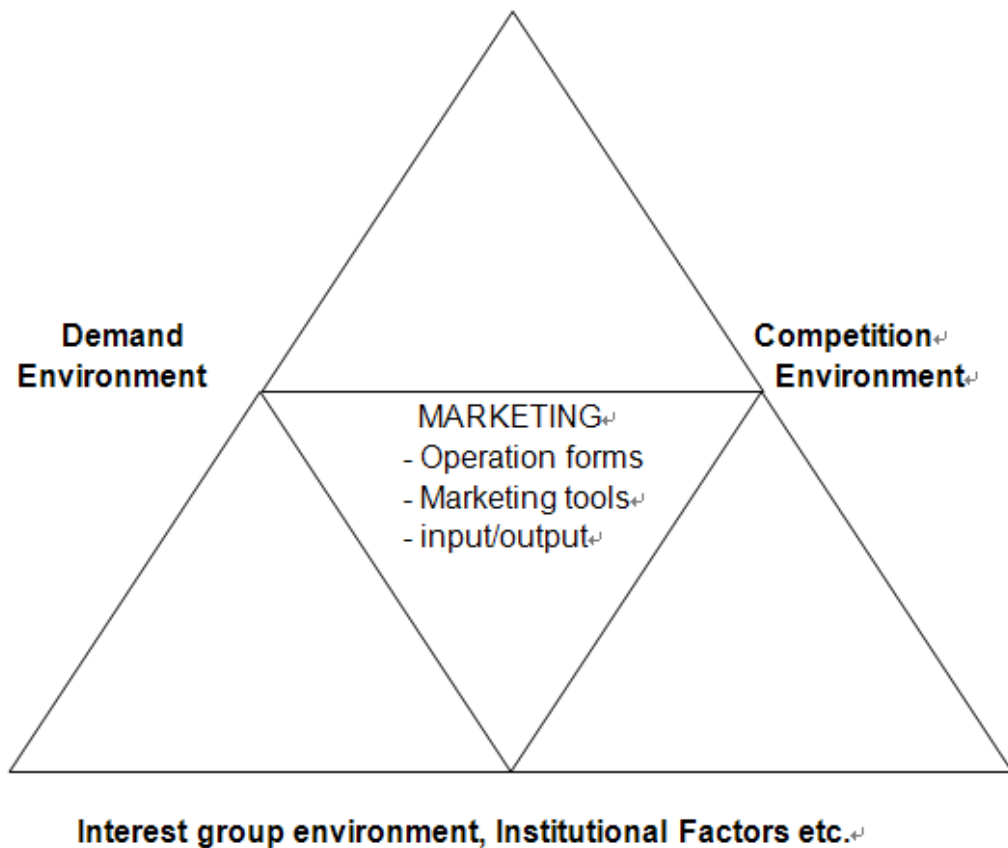


FIGURE 3. The external marketing environment (Linnas, 2011)

A large number of elements are concluded in external marketing environment. As the Figure 3 shows, it can be divided into three major aspects. Demand environment, Competition environment and Interest group environment.

Demand environment

As we know, demand environment refers to customers who are related to the products, customers' needs, behaviour, buying power, potential and existing chance decide the fate of product and brand. In one word, customer needs is the key point.

Marketers are keenly interested in the size and growth rate of population in their invest cities, the nations, age distribution, educational levels, ethnic mix and many other characteristics, because there are characteristics of customers.

For instance population age mix. A population can be subdivided into six age groups: preschool, school-age children, teens, young adult age 25 to 40, middle-aged adults age 40 to 65; and old adult age 65 and up. The age groups that will experience the most rapid growth in the United States in the coming decades will be teens, middle-aged adults, and old adults. For marketers, this age mix signals the kinds of products and services that will be in high demand. For example, the increasing segment of old adults will lead to increased demand for assisted living communities, small-portion items, and medicine equipment and appliances. Stores catering to senior citizens will need stronger lighting, larger print signs, and sage restrooms. And companies that have focused on one age group will have to split their marketing approaches as the populations of other age groups begin increasing. (Kotler 1997, 152)

Competition environment

Competition environment is extremely important nowadays. There is a certain amount of demands on the markets, more competitors mean less demand share for companies. Marketers focus on the numbers of competitors, main competitors, their products, strength, weakness, methods, competition structure and roles. According to companies true situation to make an appropriate strategy is the only way to make up the shortfall.

It would seem a simple task for a company to identify its competitors. Coca-cola knows that Pepsi-Cola is its major competitor, and Sony knows that Matsushita is a major competitor. But the range of a company's actual and potential competitors is actually much broader. A company is more likely to be outdone by its emerging competitors or new technologies than by its current competitors. (Kotler 1997, 229)

Interest group environment

Institutional factors and interest groups are involved in laws, regulations, agreements, traditions, cultural habits, norms, infrastructure and requirements from the interest groups and so on. For instance, political environment, marketing decision are strongly affected by government policies, especially in China, Chinese government have strongly macro-control on the market. Some laws create more opportunities for business while some laws have opposite effect. Enterprise in China should pay more attention on the mobilization of policies.

2.2.2 Internal marketing environment

Structure of Marketing internal environment consist of company's mission, business ideas and strategies, business resources, company's goals and objectives and so on. As illustrated in the Figure 4, the internal marketing environment.

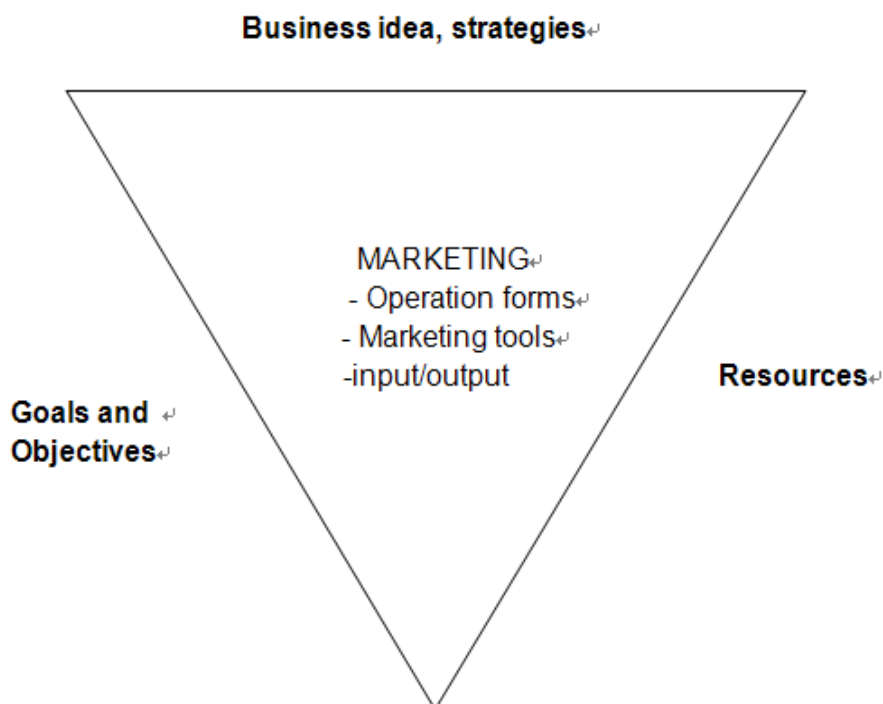


FIGURE 4. The internal marketing environment (Linnas, 2011)

Business idea and strategies

Business idea and strategies was defined based on the company's situation and for the whole company. It refers to what the method of operating and how to deal with problems to reach the corporate mission. Good improvement idea usually comes from brainstorming methods. Business idea and strategies was done by corporate managers and other related professional staffs.

Resources

It is plain that resources are the basic objects for operating a business. Resource for a company just likes food for human beings and oil for cars. Resources conclude financial resources, staff resource, raw materials, and relationship networks and so on. It is premise of all works.

Goals and objectives

A company cannot success without setting a detailed goals and objectives at the beginning. It's set for the whole company to reach the certain profitability, the growth of business every year, flexibility, stability increase, brand image and so on. It is the roles and guidance for all staff, managers and team members.

Yishion marketing environment analysis

Yishion Company is a casual clothing company, clothing is necessary product for human life, and the advantage is there is a large amount of demands of clothing marketing especially in China which owns a huge population in the world. On the other hand, there are so many competitors to form a fierce competition environment, if Yishion wants to be standout among all marketing brands. Creative, innovation and something new in company's strategies and objectives compared with other competitors are obviously important.

2.3 Consumer markets and buyer behavior

The aim of marketing is to meet and satisfy target customers' needs and wants. The field of consumer behavior studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.

Understanding consumer behavior and 'knowing customers' are never simple. Customers may state their needs and wants but act otherwise. They may not be in touch with their deeper motivations. They may respond to influences that change their mind at the last minute. Nevertheless, marketers must study their target customers' wants, perceptions, preferences, and shopping and buying behavior. (Kotler 1997, 171)

This chapter has a short description of a mode of consumer behavior, main factors influencing buying behavior, then focus on two factors, one is age and stage in the life cycle and another one is occupation. These two factors are two main elements that Yishion considers to ensure its strategies, target group and objectives.

A Model of Consumer Behavior

At one time, marketers could understand consumers through the daily experience of selling to them. But the growth of companies and markets has removed many marketing managers from direct contact with customers. Increasingly, managers have had to rely on the 7O's framework for customer research to answer the following key questions about any market:

Who constitutes the market? Occupants

What does the market buy? Objects

Why does the market buy?	Objectives
Who participates in the buying?	Organizations
How does the market buy?	Operations
When does the market buy?	Occasions
Where does the market buy?	Outlets

The starting point for understanding buyer behavior is the stimulus- response model show in Figure 5, Marketing and environmental stimuli enter the buyer's consciousness. The buyer's characteristics and decision process lead to certain purchase decision. The marketer's task is to understand what happens in the buyer's consciousness between the arrival of outside stimuli and the buyer's purchase decision. (Kotler 1997, 171)

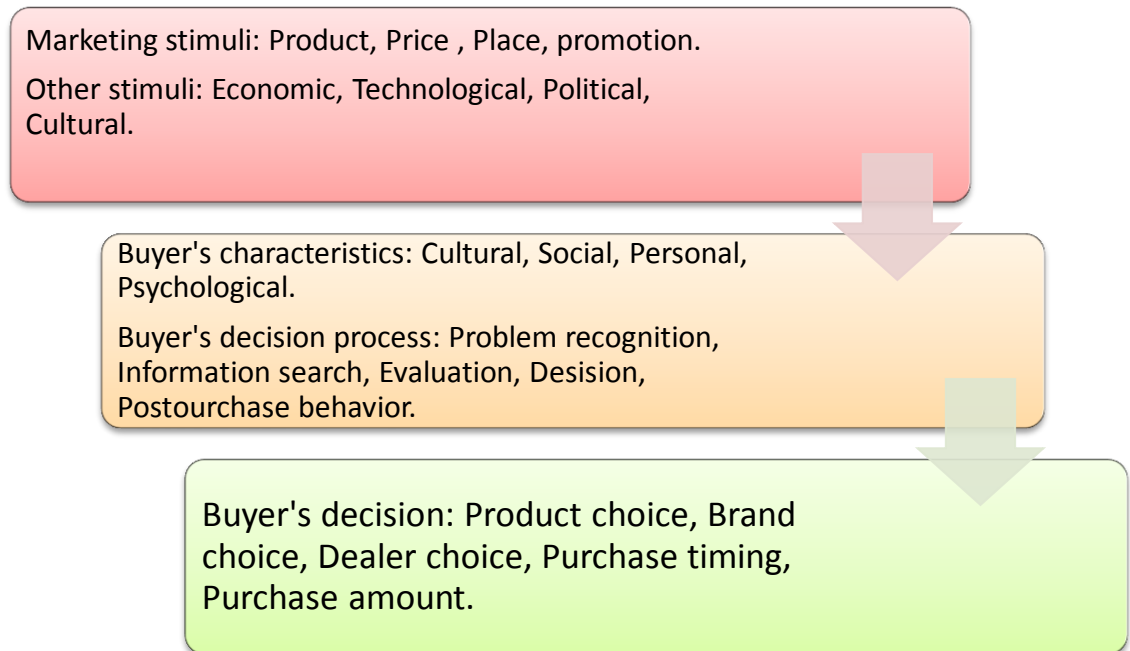


FIGURE 5. Model of Consumer Behavior (Kotler 1997, 172)

Figure 6 summarizes the factors influencing a consumer's buying behaviour. It is obvious that consumer's choice will be influenced by many cultural, social, personal, and psychological factors. (Kotler 1997, 172)

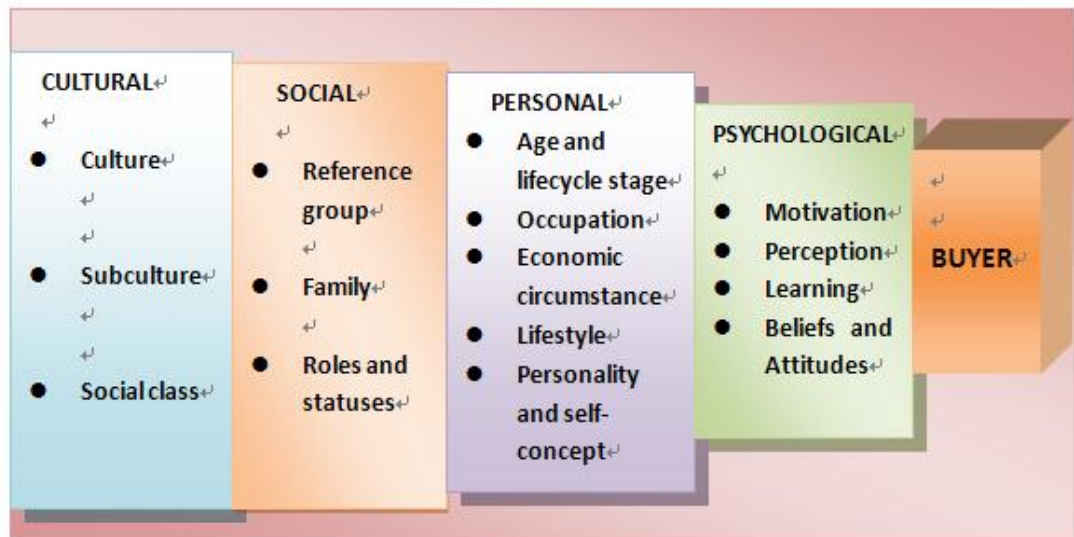


FIGURE 6. Factors Influencing Consumer's Buying Behaviour (Kotler 1997, 173)

Age and stage in the life cycle

People buy different goods and services over their lifetime. They eat baby food in early days, most food in the growing and mature years and special diets in the later years. People's taste in the clothes, furniture, and recreation is also age related.

Consumption is also shaped by the family life cycle. Marketers often choose life-cycle groups as their target market. But it should be added that target households are not always family based. Marketers are also targeting single households, gay households, and cohabiter households.

Occupation

A person's occupation also influences his or her consumption pattern. A blue-collar worker will buy work clothes, work shoes, and lunch boxes. A company president will buy expensive suits, air travel, country club membership, and a large sailboat. Marketers try to identify the occupational groups that have above-average interest in their products and services. A company can even specialize its products and certain occupational groups. Thus computer Software Company will design different computer software for brand managers, engineers, lawyers, and physicians. (Kotler 1997, 179)

2.4 Building strong brands

Chapter 2.4 concerning about theoretic knowledge about how to build a strong brand, it concludes creating and managing brand identities: names, logos, slogan and images, brand reinforce.

Brand is name and symbol of a series of products. It represents the image and vision and success of the firm and has its value in hearts of customers. What's the purpose of brand and how to building strong brands are the challenges missions for companies. According to some marketing books, building brand equity, crafting the brand position and dealing with competition are playing key roles in building strong brands. At the same time, Careful planning and a great deal of long-term investment are necessary to building a strong brand.

2.4.1 Creating and managing brand identities

As more and more firms realize that the brand names associated with their products or services are among their most valuable assets, creating, maintaining and enhancing the strength of those brands has become a marketing management

imperative. From a marketing management perspective there are three main challenges to create and manage brand identities:

- 1) The initial choices for the brand elements or identities making up the brand. These include the brand names, logos, symbols, characters, slogans, accompanying music, website, product design and features, packaging, and so on.
- 2) All accompanying marketing activities must support the brand.
- 3) Other associations indirectly transferred to the brand by linking it to some other entity (a person, place or thing).

Many brands create brand equity by linking the brand to other information in memory, which conveys meaning to consumers. These 'secondary' brand associations can link the brand to source, such as the company itself (through branding strategies), to countries or other geographical regions (through identification of country, origin), and to global supply chains or channels of distribution (through channel strategy); as well as to other brands (through ingredient or co-branding), characters (through licensing), spokespeople (through endorsements), sporting or cultural events (through sponsorship), or some other third source (through awards or reviews). Figure 7 shows the range of secondary sources of brand knowledge. (Kotler 2009, 431)

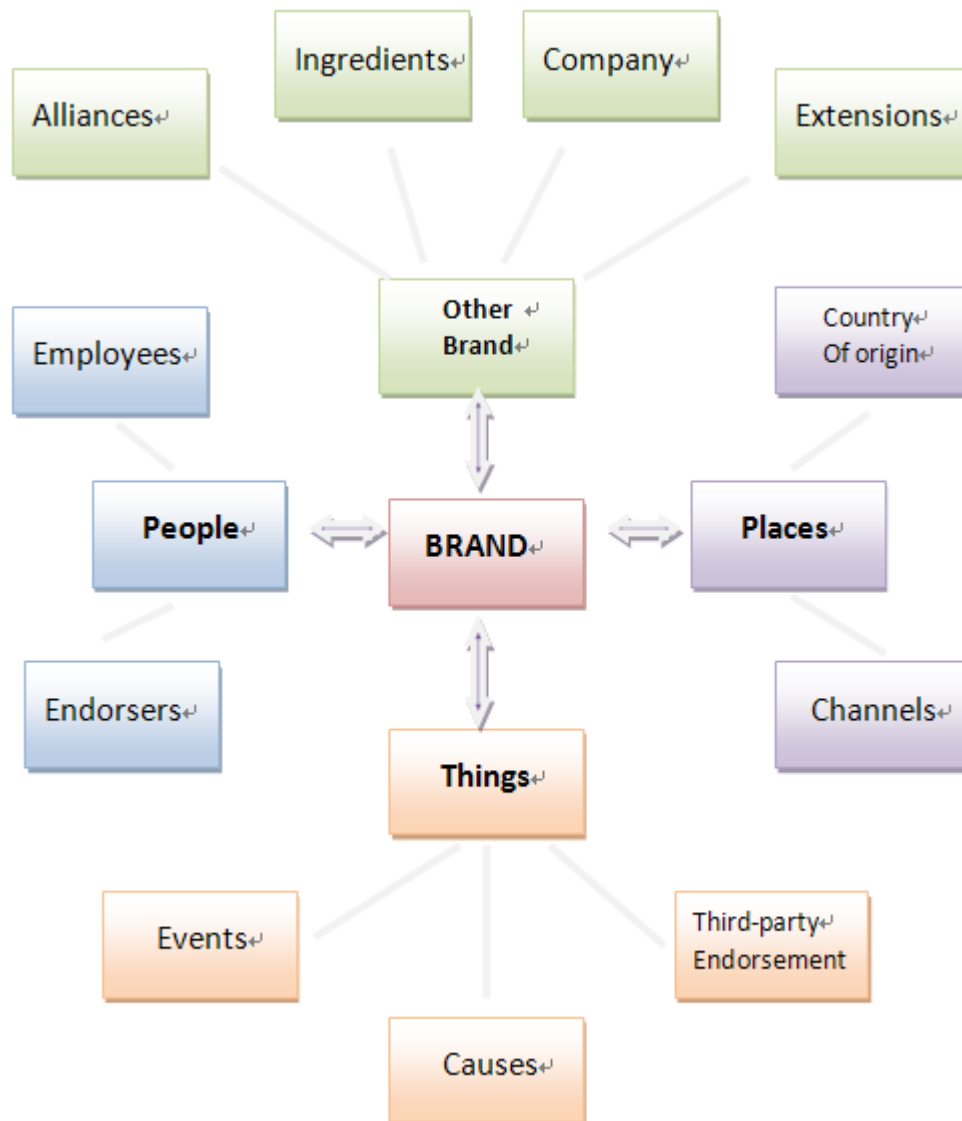


FIGURE 7. Secondary sources of brand knowledge (Kotler 2009, 432)

2.4.2 Brand reinforce

Brand need to be managed. As a company's major enduring asset, a brand needs to be carefully managed so that its value does not depreciate.

Brand equity is reinforced by marketing actions that consistently convey the meaning of the brand in terms of:

- What products and service the brand represents what core benefits it supplies

and what needs it satisfies.

- How the brand makes service or products superior to others and which strong, favorable and unique brand associations should exist in minds of customers.

Reinforcing brand image required innovation and relevance throughout the marketing programme. The brand must always be moving forward – but moving forward in the right direction, with new and compelling offerings and ways to market them. Brands that failed to move forwards – such as Benetton or Jaguar - find their market leadership dwindles or even disappears. (Kolter 2009, 443)

2.5 Developing marketing strategies

There are numbers of cases that show how important the marketing strategies are. In business area, how can small companies compete against leader companies and then survive, why two companies of the same type have different endings. The reason is: they have different marketing strategies.

Tools for competitive differentiation

A company must try to identify the specific ways it can differentiate its products to obtain a competitive advantage.

Differentiation is the act of designing a set of meaningful differences to distinguish the company's offering from competitors' offerings. How a market offering can be differentiated along five dimensions: there are product differentiation, services differentiation, personnel differentiation, channel differentiation and image differentiation. The differentiation variables are shown in Figure 8.

Differentiation Variables				
product	service	personnel	channel	image
Features	Ordering ease	Competence	Coverage	Symbol
Performance	Delivery	Courtesy	Expertise	Written and
Conformance	Installation	Credibility	Performance	audiovisual
Durability	Customer training	Reliability		media
Reliability	Maintenance and	Responsiveness		Atmosphere
Reparability	repair	Communication		Events
style	Miscellaneous			
Design				

FIGURE 8. Differentiation variables in marketing (Kotler 1997, 289)

Differentiation of physical products takes place along a continuum. The main product differentiators are features, performance, conformance, durability, reliability, reparability, style, and design. Most products can be offered with varying features and established initially at one of four performance levels: low, average, high and superior. Buyers expect products to have a high conformance quality; they normally will pay a premium for products with more reliability and for products that are attractively styled.

In addition to differentiating its physical product, a firm can also differentiate its services. When the physical product cannot easily be differentiated, the key to competitive success often lies in adding more value-adding services and improving their quality. The main service differentiators are ordering ease, delivery, installation, customer training, customer consulting, maintenance and repair, and a few others. (Kotler 1997, 289)

Companies can gain a strong competitive advantage through hiring and training better people than their competitors do. Better- training personnel exhibit six characteristics:

- 1) *Competence*: The employees possess the required skill and knowledge.

- 2) *Courtesy*: The employees are friendly, respectful, and considerate.
- 3) *Credibility*: The employees are trustworthy.
- 4) *Reliability*: The employees perform the service consistently and accurately.
- 5) *Responsiveness*: The employees respond quickly to customer's requests and problems.
- 6) *Communication*: The employees make an effort to understand the customer and communicate clearly. (Kotler 1997, 291)

Companies can achieve differentiation through the way they shape their distribution channels, particularly these channels' coverage, expertise, and performance. For instance, Dell, managed to achieve the number-one rating in customer satisfaction even though it dealt with its customers only over the phone.

Even when competing offers look the same, buyers may respond differently to the company image or brand image. The main image differentiators are symbols, written and audiovisual media, atmosphere and events.

Developing a positioning strategy

Once the company has developed a clear positioning strategy, it must communicate that positioning effectively. Suppose a company chooses the 'best-in-quality' strategy. Quality is communicated by choosing those physical signs and cues that people normally use to judge quality. Quality is also communicated through other marketing elements. A high price usually signals a premium-quality product to buyers. The product's quality image is also affected by the packaging, distribution, advertising, and promotion.

A manufacturer's reputation also contributes to the perception of quality. Certain companies are sticklers for quality; consumers expect Nestle products and IBM products to be well made. Smart companies communicate their quality to buyers and guarantee that this quality will be delivered or their money will be refunded.

Sales promotion

Sales promotion, a key ingredient in marketing campaigns, consists of collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers or the trade.

Whereas advertising offers a reason to buy, sales promotion offers an incentive to buy. Sale promotion includes tools for consumer promotion (samples, coupons, cash refund offers, prices off, premiums, prizes, patronage rewards, free trials, warranties, tie-in promotions. Cross-promotions, point-of purchase displays, and demonstrations); trade promotion (prices off, advertising and display allowances, and free goods); and business and sales-force promotion (trade shows and conventions, contests for sales reps, and specialty advertising). (Kotler 2006, 585)

In using sales promotion, a company must establish its objectives, select the tools, develop the program, implement and control it, and evaluate the results. (Kotler 2006, 587)

Yishion in Jing County used to use discount, prices off and so many others sales promotion methods to promote its products to survives in fierce competition according to company's location and consumer situation, objectives, target group and other elements. Sales promotion is so important that decide the sales of store or even influence the brand image in minds of local customers.

2.6 Building marketing plan

A good marketing plan is a result of a systematic, creative yet structured process that is designed to uncover market opportunities and threats that need to be addressed in order to achieve performance objectives. As illustrated in figure 8, the development of a marketing plan is a process, and each step in the process has a

structure that enables the marketing plan to evolve from abstract information and ideas into a tangible document that can easily be understood, evaluated, and implemented. This section is devoted to an in –depth discussion of each step in this process

The contents of marketing plan are:

- Executive summary and table of contents: The marketing plan should open with a brief summary for senior management of the main goals and recommendations. A table of contents outlines the rest of the plan and all the supporting rationale and operational detail. (Kotler 2009, 109)
- Situation analysis: The section presents relevant background data on sales, costs, the market, competitors, and the various forces in the macro environment. How do we define the market, how big is it, and how fast is it growing? What are the relevant trends? What is the product offering and what critical issues do we face? Firms will use all this information to carry out a SWOT (strengths, weaknesses, opportunities, threats) analysis. (Kotler 2009, 109)
- Goal Formulation: Once the company has performed a SWOT analysis, it can proceed to goal formulation, developing specific goals for the planning period. Goals are objectives that are specific with respect to magnitude and time. Most business units pursue a mix of objectives, including profitability, sales growth, marketing share improvement, risk containment, innovation, and reputation. The business unit sets these objectives and then manages by objectives. (Kotler 2012, 72)
- Target market, Positioning, and Segmentation: Not everyone likes the same cereal, restaurant, college, or movie. Therefore, marketers start by dividing the market into segments. They identify and profile distinct groups of buyers who might prefer or require varying product and service mixes by examining demographic, psychographic, and behavioral differences among buyers. After identifying market segments, the marketer decides which present the greatest

opportunities- which are its target markets. For each, the firm develops a market offering that it positions in the minds of target buyers as delivering some central benefits. (Kotler 2012, 32)

- Marketing channels: To reach a target market, the marketer uses three kinds of marketing channels. Communication channels deliver and receive messages from target buyers and include newspapers, magazines, radio. Marketers are increasingly adding dialogue channels such as e-mail, blogs, and toll-free numbers to familiar monologue channels such as ads. (Kotler 2012, 33)

The marketer uses distribution channels to display, sell, or deliver the physical product or services to the buyer or user. These channels may be direct via the Internet, mail, or mobile phone or telephone, or indirect with distributors, wholesalers, retailers, and agents as intermediaries. (Kotler 2012, 33)

To carry out the transactions with potential buyers, the marketer also uses service channels that include warehouses, transportation companies, banks, and insurance companies. Marketers clearly face a design challenge in choosing the best mix of communication, distribution, and service channels for their offerings. (Kotler 2012, 33)

- Marketing strategy: Here the product manager defines the mission, marketing and financial objectives, and groups and needs that the market offerings are intended to satisfy. The manager then establishes the product line's competitive positioning, which will inform the 'game plan' to accomplish the plan's objectives. All this requires inputs from other areas, such as purchasing, manufacturing, sales, finance and human resources. (Kotler 2009, 109)
- Financial projections: Financial projections include a sales forecast, an expense forecast and a break-even analysis. On the revenue side, the projections show the forecast sales volume by month and product category. On the expense side, they show the expected costs of marketing, broken down into finer categories. The break-even analysis shows how many units the firm must sell monthly to offset its monthly fixed costs and average per-unit variable costs. (Kotler 2009,

110)

- Implementation controls: The last section of the marketing plan outlines the controls for monitoring and adjusting implementation of the plan. Typically, it spells out the goals and budget for each month or quarter, so management can review each period's results and take corrective action as needed. Firms must also take a number of different internal and external measures to assess progress and suggest possible modifications. Some organizations include contingency plans outlining the steps management would take in response to specific environmental developments, such as price wars or strikes. (Kotler 2009, 110)

In the following part, a marketing plan will be given for Yishion in Jing County according to the process of marketing planning. It concludes situation analysis depend on questionnaire research and interview research, then a SWOT analysis will be given for Yishion in Jing County, these two analysis are the basic foundation of marketing plan.

3 MARKETING RESEARCH FOR YISHION IN JING COUNTY

Both a quantitative questionnaire survey and three qualitative interviews were used to obtain a summary of the marketing performance of Yishion in Jing County, besides, a series of comments and suggestions of customers' opinions about Yishion in Jing County and questions about marketing strategies of Yishion in Jing County were collected through questionnaire survey and interviews. After the data collection step, the questionnaire data and interviews analysis will be done to analyze what is customer's preference and the existing issues or shortages of Yishion in Jing County.

3.1 Questionnaire research

Questionnaire research is a quantitative research method. The consequence of questionnaire research is to collection and accumulation of customer's preferences and ideas about Yishion in Jing County. Furthermore, the main objective is to find out the existing situation the of Yishion in Jing County.

Totally 300 questionnaires were sent out in the main public places in Jing County. The main public places are located in No.1 High Middle school in Jing County, No.2 High Middle school in Jing County, Ru Hai supermarket, Shu Guo supermarket and Red Star Square. These public places dispersed in differents directions and areas in Jing County, because of considering the accuracy of random sampling and easy to approach the respondents of the questionnaire research.

The questionnaires were delivered between 2nd of Apirl and 5th of Apirl and the process last 4 days. Five members of the authors' relatives participated in sent out 300 questionnaires. Ms Xu Zhongyuan as one of the invited questionnaire sender responsible for students in No.1 High Middle school in Jing County, Mr Wu Qiang responsible for students in No.2 High Middle school in Jing County, and the other three participantes were responsible for the other three public places respectively. All questionnaires were collected immediately after the respondents complete the questions.

3.2 Questionnaire data analysis

There are sixteen questions in the questionnaire and the questions of the research can be divided into two sorts, it involves fifteen closed questions and one open question. The first three questions are questions about the background of respondents. And the next twelve questions are used to collect customers' views about Yishion in Jing County, their preferences and many other information. The last question is an open question, only parts of respondents give comments and suggestions, some people don't have enough time to finish it and some of them have no ideas and suggestions for Yishion in Jing County.

3.2.1 Background information of the respondents

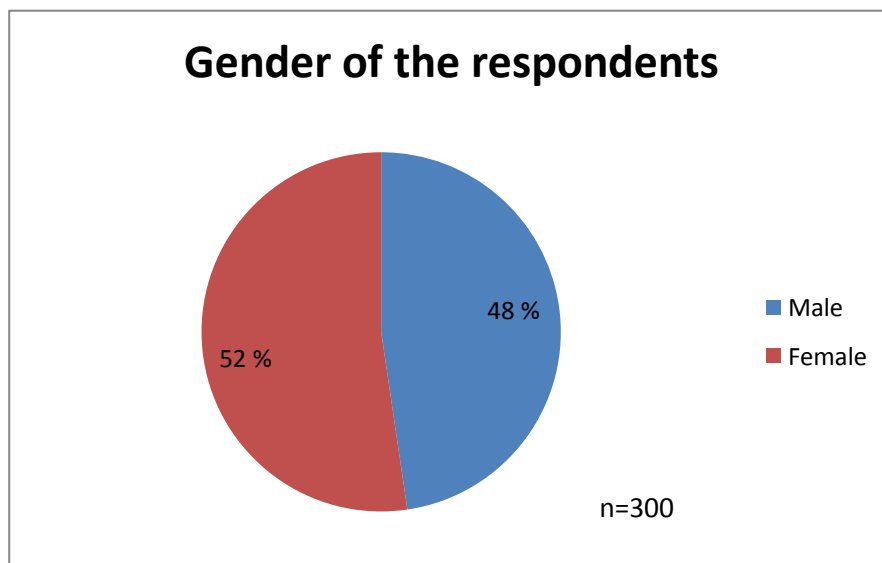


FIGURE 9. Gender of the respondents

There are 300 respondents who participated in this survey and 52 % of them are female and 48 % of them are male. Both genders occupied around equal in total responders which reflect that the result of survey can reflect both gender's opinions.

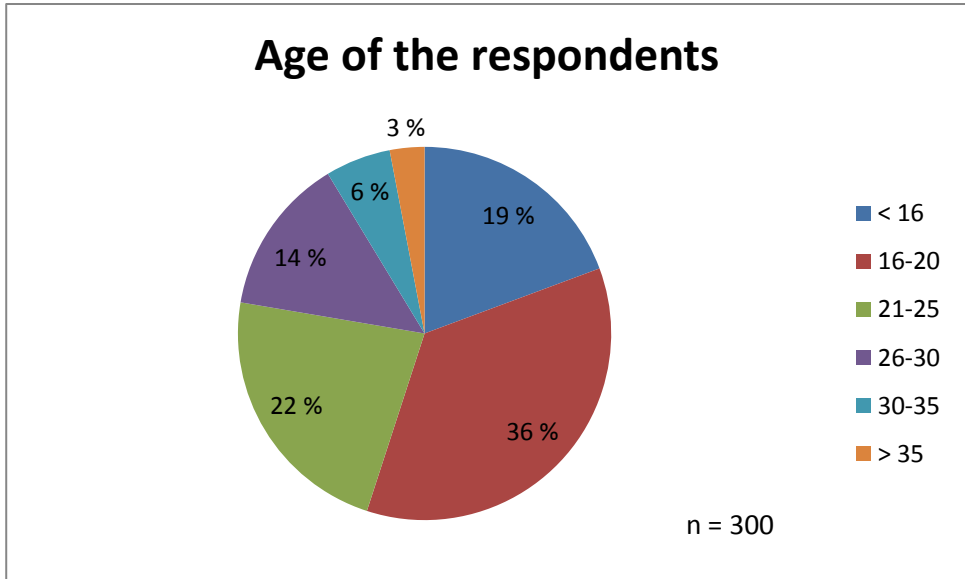


FIGURE 10. Age of the respondents

From Figure 10 we can find that the most respondents are from 16 to 20 years old. The second top is respondents who are from 21 to 25 years old. After that, it is responders less than 16 (19 %), respondents from 26 to 30 (14 %), responders from 30 to 35 (6 %) and respondents over 35 (3 %).

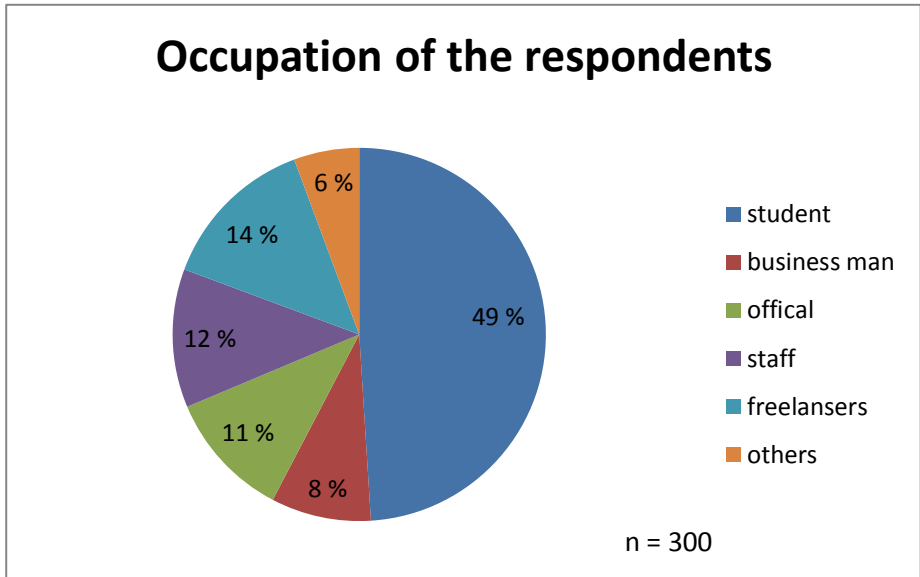


FIGURE 11. Occupation of the respondents

Figure 11 apparently shows that around half of respondents are students. Besides students, other profession occupy almost equal. And that the questionnaires were delivered in two schools. It may due to the fact that the questionnaire survey is for customers of YISHION retail store and the main consumers of YISHION are students.

3.2.2 Customers' opinions about service and products of Yishion in Jing County

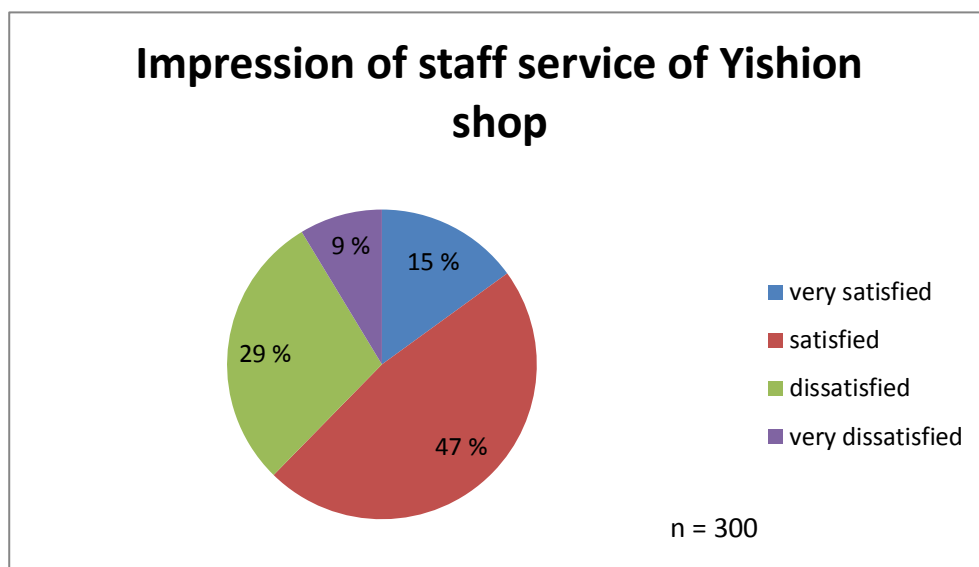


FIGURE 12. Impression of staff service of Yishion shop

From Figure 12, it is shown that the respondents felt satisfied or very satisfied about staff service of Yishion store occupied 64 %. Customers feeling very satisfied occupied 15 %. Otherwise, nearly 38 % of consumers think the service of Yishion staff is dissatisfied or very dissatisfied. 9 % of consumers felt very dissatisfied about Yishion services. It is obvious that the staff service of Yishion shop should be improved.

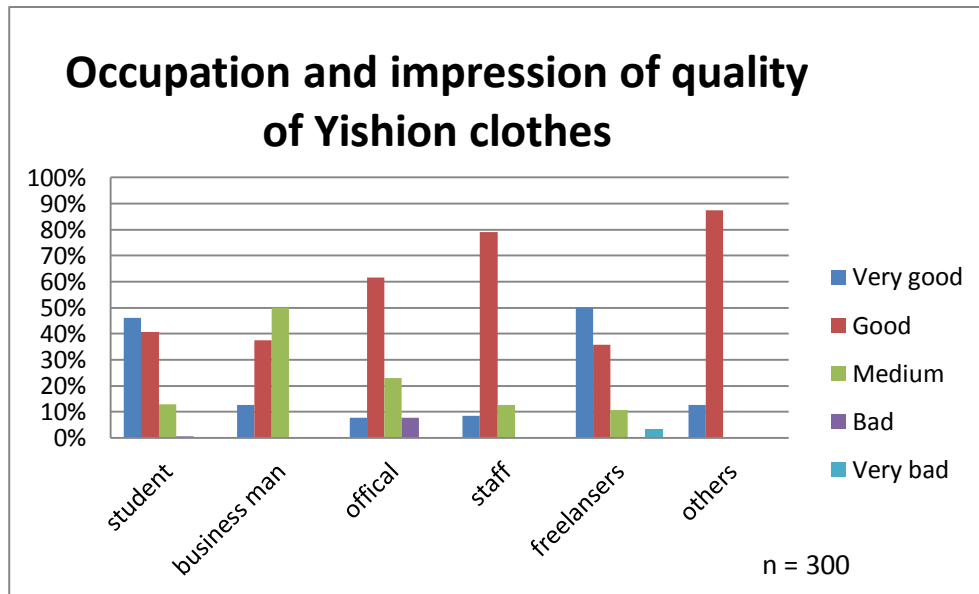


FIGURE 13. Occupation and impression of quality of Yishion clothes

In Figure 13, it is apparently that about 45 % of the students thought the quality of YISHION cloth is very good. 40 % of the students thought the quality was good and only 12 % of them thought Yishion clothes had medium quality. There are no students that had bad or very bad impression on YISHION clothes. In business men group, most of them thought YISHION clothes had medium quality. Most of officials, staff and other professions thought YISHION clothes had good quality. Most freelancers had very good impression on YISHION clothes. Almost all respondents had good impression on the quality of Yishion clothes.

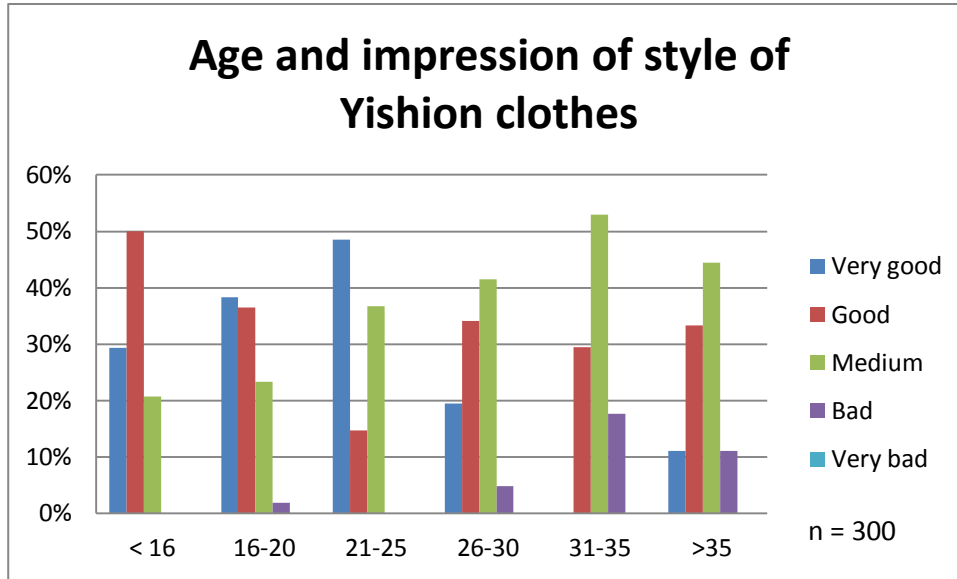


FIGURE 14. Age and impression of style of Yishion clothes

An obvious phenomenon from Figure 14 is that YISHION clothes had better impression of style in young age group’s mind. From this graph, most customers who are less than 25 thought YISHION style is at least medium but things changed in age group from 26 to 35, in these three age groups (26-30, 31-35 and >35) the most common opinion is that the style of YISHION is medium and in age group 31-35, around 20 % of respondents thought YISHION style is bad.

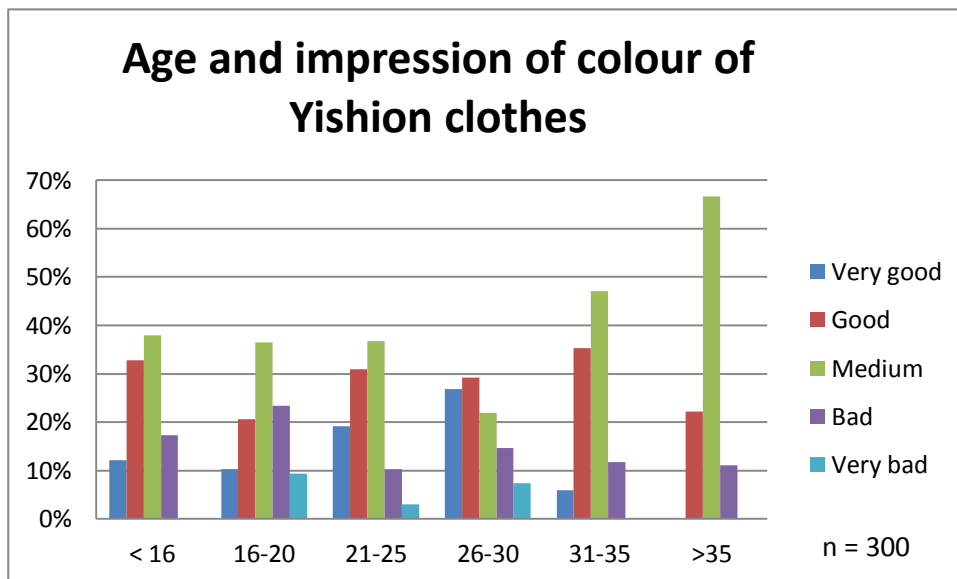


FIGURE 15. Age and impression of colour of Yishion clothes

Figure 15 shows that almost in every age group, most consumers thought the color of YISHION is medium. In age group over 35, there were more than 65 % of respondents that thought the color of YISHION is medium. The only difference appears in age group 26-30. Most of them thought YISHION's color is good. Another apparent phenomenon is some consumers in every age group thought the color of YISHION were bad. In age group 16-20, more than 20 % customers thought the color is bad and the least one appear in age group 21-25 which is 10 %. From this figure, color element didn't have positive effects on Yishion clothes.

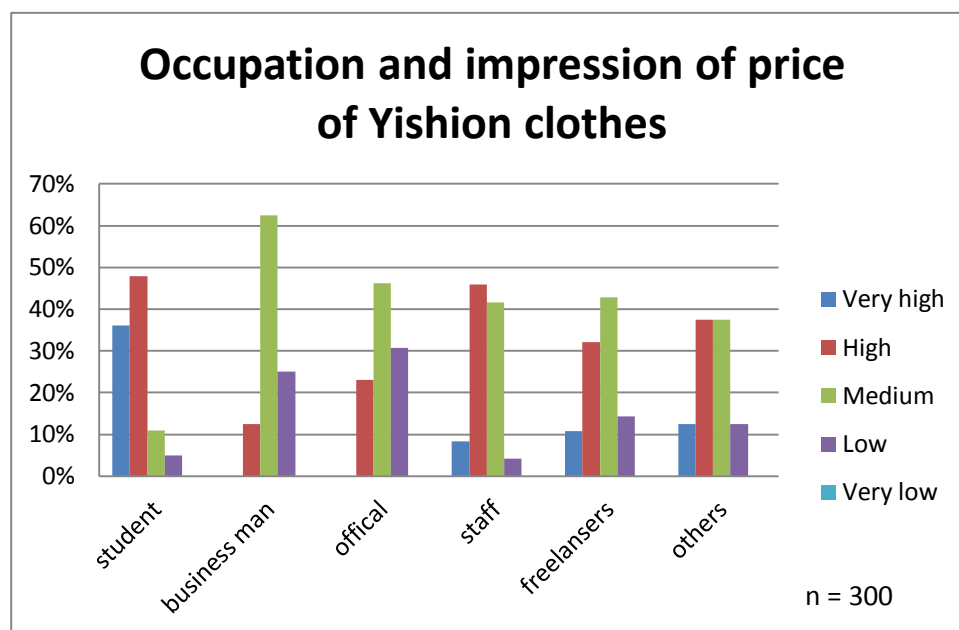


FIGURE 16. Occupation and impression of price of Yishion clothes

In Figure 16, can be seen that around 48 % of students thought YISHION clothes had high price. About 35 % of them thought the price is very high and only 10 % and 5 % of students thought the price is low or very low. The situation is different with business men. Most business men thought YISHION price is medium and over 20 % of them believed the price is low. Only about 13 % of business men thought YISHION price are high. About 45 % of officials thought the price is medium. 30 % of them thought YISHION price are low and over 20 % of officials believed YISHION price are high. Most staff thought YISHION's price is high or medium. Less than 10 % of them thought the price is very high and less than 5 % of them thought it is low.

Around 42 % of freelancers thought the price of YISHION is medium. The freelancers who thought the prices are high occupied 31 %. Others thought the price is low (12 %) or very high (10 %). For other profession group, about both 38 % of them thought the price is high or medium and around 12 % of them thought the price is very high or low.

3.2.3 Customers' preferences and other information

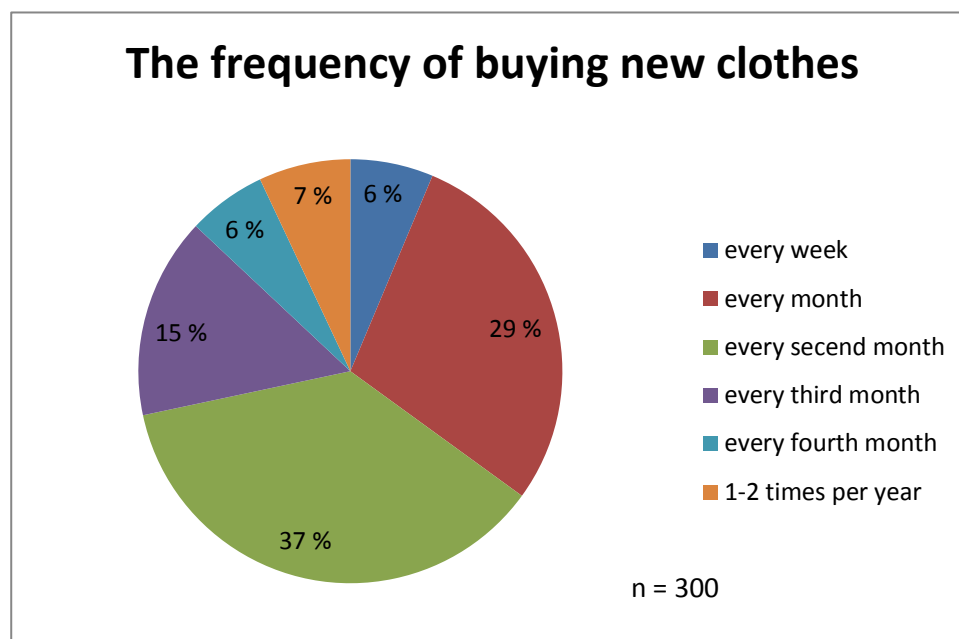


FIGURE 17. The frequency of buying new clothes

FIGURE 17 points out that 37 % of respondents buy new clothes every second month. 29 % of them buy clothes every month. Customers who buy new clothes every third month occupy around 15 %. A person buying clothes every week is as less as persons buying clothes every fourth month and buying new clothes 1 or 2 times per year occupies 7 %.

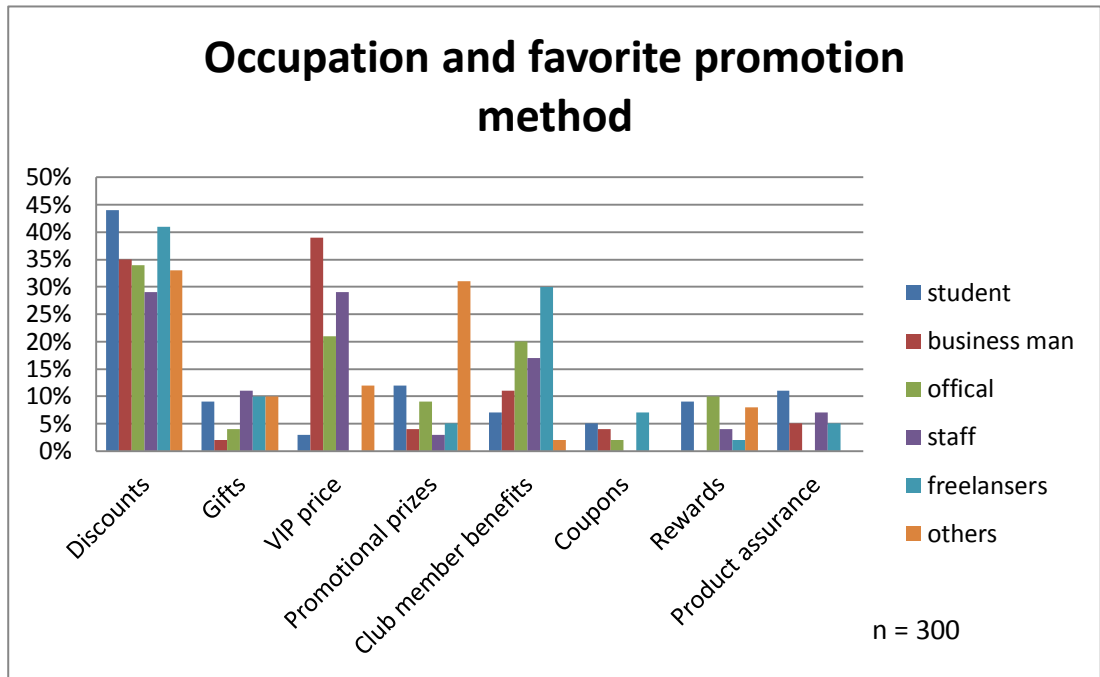


FIGURE 18. Occupation and favorite promotion method

An apparent phenomenon is that almost all profession groups chose discounts as their favorite promotion method. In addition, around 40 % of business men would like to receive VIP price as their promotion. For other professions, over 30 % of them prefer promotional prizes. 30 % of freelancers thought club member benefits is the promotion method which they like most. It is obvious that less people chose gifts, coupons, rewards and product assurance as their ideal promotion method in Figure 18. Overall, the favorite promotion method accepted by all customers was discounts, then VIP price and club member benefits were also popular.

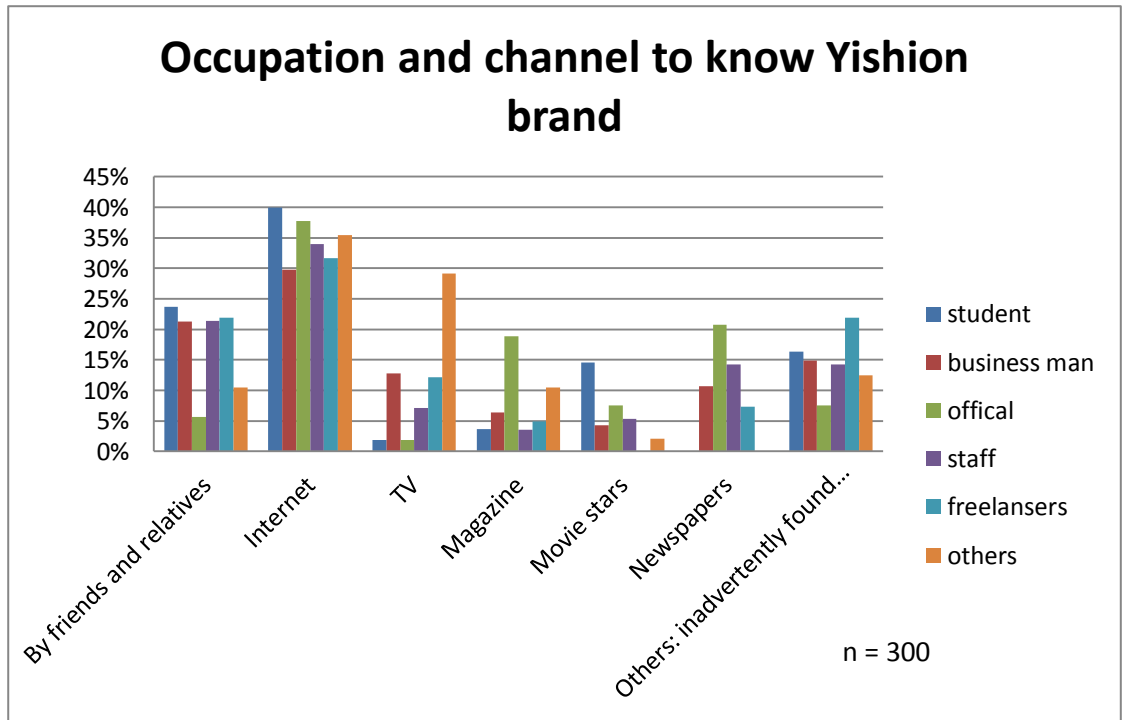


FIGURE 19. Occupation and channel to know Yishion brand

From Figure 19, most customers in every profession groups learned to know YISHION from internet. In addition, besides officials and others, know YISHION from friends and relatives are the respondents second favor channel. The third one is inadvertently found. After that, newspapers are the fourth method for customers to know YISHION. TV, magazine and movie stars had similar effect on promote YISHION brand. In conclusion, the most favorable channel for all respondents divided in groups by occupation was internet, Internet as the new communication tool plays the key role in Yishion brand promotion.

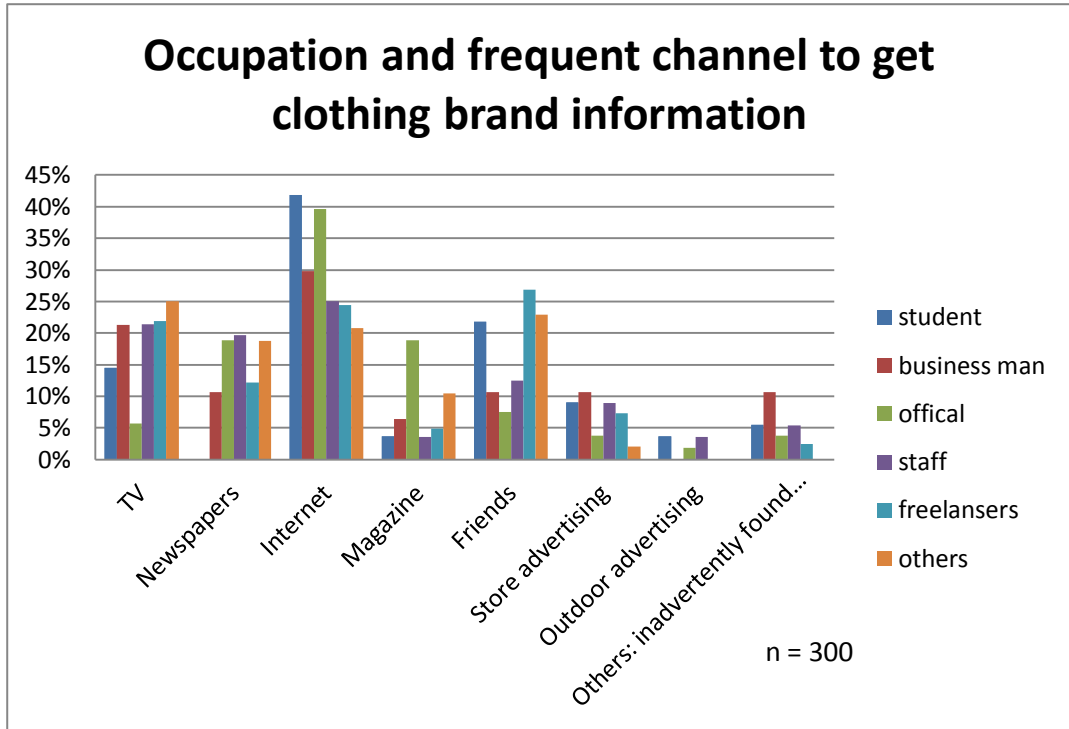


FIGURE 20. Occupation and frequent channel to get clothing brand information

Compared to Figure 19 and show in figure 20, internet is still the most popular method to learn about clothing brands. However respondents also chose TV and from friends as their second favorite channel to learn about clothing brand. Newspaper and magazine is still the important channel while they became the third choice as shown in Figure 20. Finally outdoor advertising and store advertising are new promotion channels compared to Figure 19 but they were still useful during brand promotion.

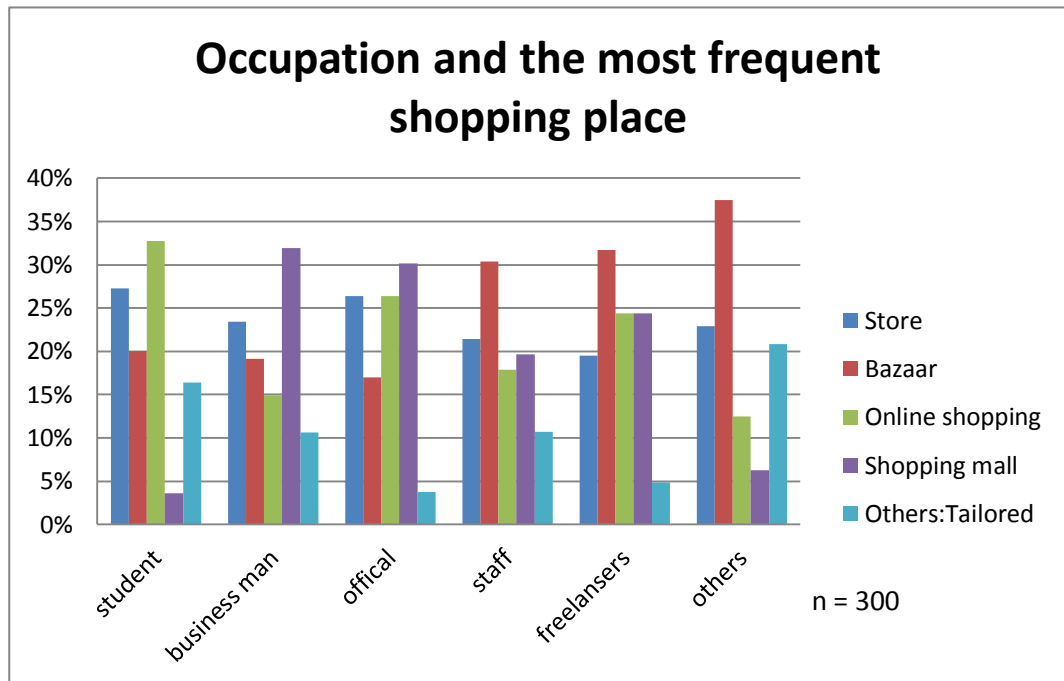


FIGURE 21. Occupation and the most frequent shopping place

Most students would like to buy clothes from an online shop. They chose store and tailored as their second and third choice. For business men, shopping mall is their favorite shopping place and they also like store and bazaar. The situation is similar in officials group, shopping in shopping mall is their first choice and store and online shop had the same attraction to them. For staff, freelancers and others, bazaar is their favorite shopping place; store is the second choice for staff and others. Freelancers prefer online shop and shopping mall as their second shopping place. For staff, the third choice is shopping mall but in freelancers and others, they prefer store and tailored separately.

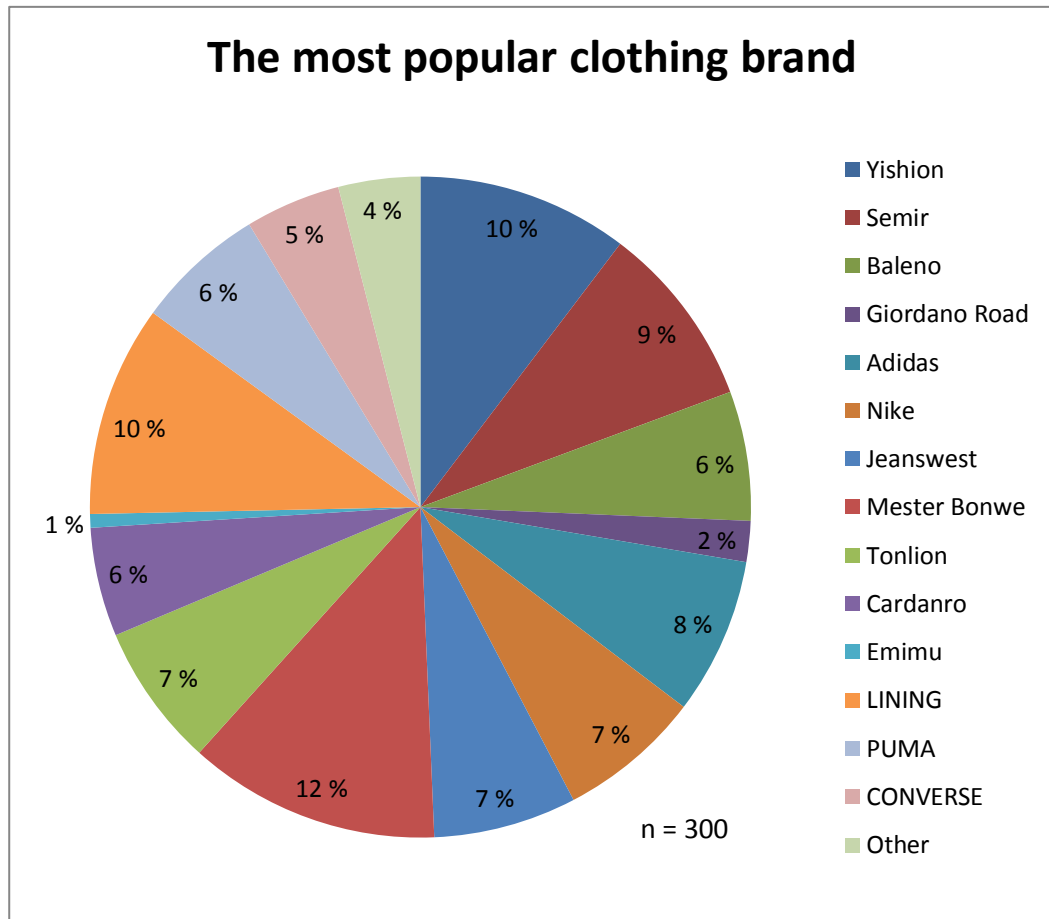


FIGURE 22. The most popular clothing brand

From Figure 22, obvious findings are LINING, Mester Bonwe, Semir and Yishion. There are “Big Four” brand in Jin County. Specially, Mester Bonwe occupied the biggest part (12 %) in the market. After it, there are LINING and Yishion. Both of them took 10 % in all clothes brand. The fourth one is Semir which occupied 9 %. After these “Big Four” brands, other clothes brand almost have the similar popularity in customers’ mind. However, another apparent phenomenon is the disparity of every brand’s popularity is very small it can reflect that the competition between different clothes brand are very acute in Jin County.

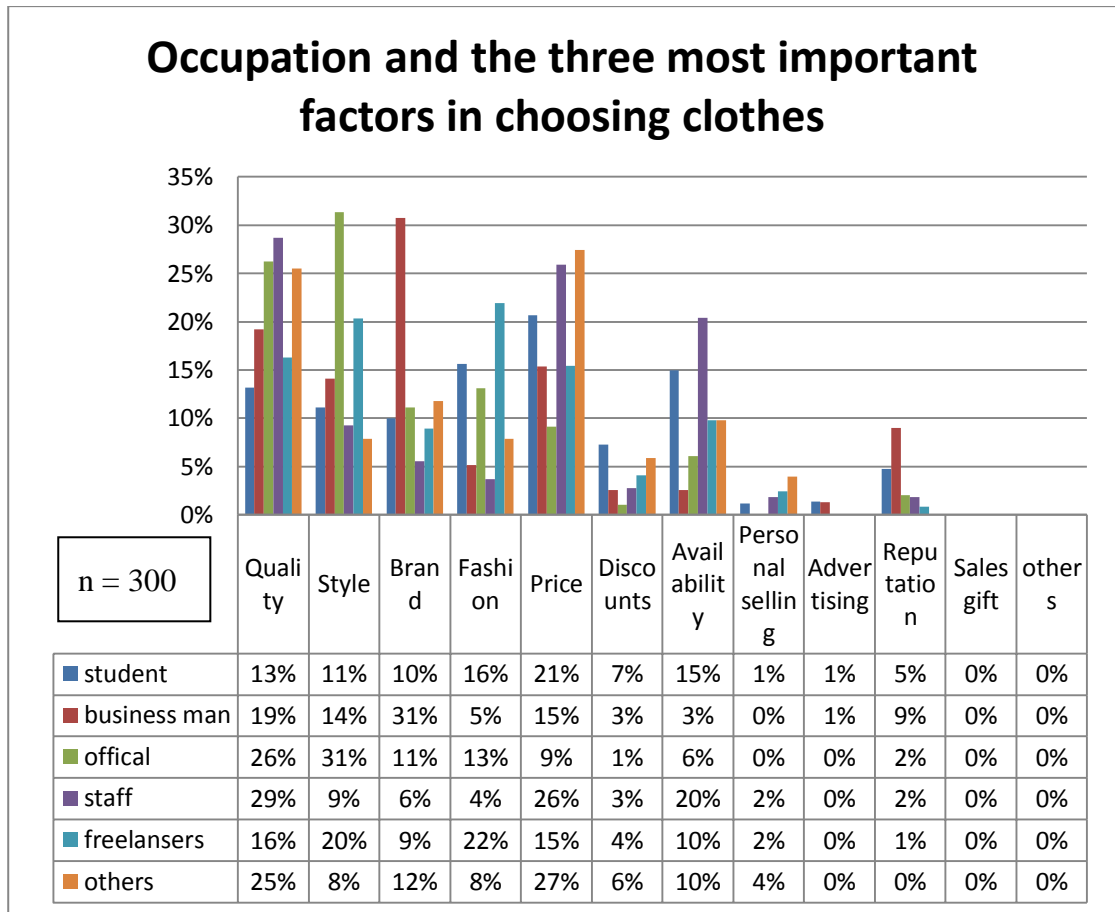


FIGURE 23. Occupation and the three most important factors in choosing clothes

In Figure 23 for students, price is their most important issue when they choose clothes. The second one is fashion and the third is availability. Business men group consider brand as their most important factor and they also care about quality and price a lot. For officials group, the most important issue is style, the second one is quality and fashion is the third factor. Most of staff cares quality most when they chose clothes and they also compare price and availability. Freelancers consider fashion most during their purchasing clothes while they also chose style and quality as their second and third considering factors. For others group, they prefer price as the priority factor. Quality and brand are the second and the third factors for them.

About respondents' opinions and suggestions for Yishion in Jing County, many respondents didn't give response because of time limited and some of them were not familiar with Yishion before. The results were concluded as follows:

- Many students complain the prices of Yishion clothes are too high.
- Students annoy that sales person is always following them, customer just want to look around and don't need services sometimes.
- The music of Yishion is quite noisy.
- Two women more 30 complain that they can't find some clothes for themselves. The styles not suitable for them.
- Some staffs of Yishion offer bad services for them.
- Many respondents reflect the promotion methods of Yishion are too monotonous.
- Some students say it is better for Yishion in Jing County to give them extra discount.

3.3 Interview research

Interviews research as one of the qualitative research methods was used to collect and accumulate marketing performance of Yishion in Jing County by interviewing one manger and one sales person of Yishion in Jing County.

Reason why interviews were made for managers have two aspects. On one hand, as the store's managers, they have the overall understanding of the existing situation and competitors of their stores and the resources are true and reliable. On the other hand, they also have duties to make the future marketing strategy plan for their stores and brands based on their own knowledge. So they can offer a list of important and useful information for the research according to the content of their interviews.

The duty of sales person is to promote their products to customers, so they communicate with customers directly and they are the group best understanding the customers. This is the reason why the sales person was interviewed .

Yishion office was chosen as interview place because of the relatively quiet environment and interviewees are not easier disturbed. For manager, almost all of his useful working materials and data are in the office; he can check materials convenient when answering the questions.

Computer was chosen to be used as an interview tool because of long distance between interviewees and interviewer. A voice recorder was used to record the content of interviews, because of fast speaking speed and large number of content, it was important to record their voice and then translate in English and it is easy for author to write down their opinions completely. Interview for manager Mr Wang Xinghong last 40 minutes and interview for sales person Ms Wei Juan last around 25 minutes.

One-to-one interview was done for manager Mr Wang Xinghong of Yishion in Jing County. The objective of interviewing manager Mr Wang Xinghong of Yishion in Jing County was to realize the existing market situation and marketing strategies of Yishion store in Jing County. Based on the objective of interviewing manager, thirteen questions were prepared for interviewing; seven questions were asked about to give an introduction of existing market situation and objectives of Yishion in Jing County. The last six questions were related to marketing strategies for Yishion in Jing County.

Totally eight interview questions are designed for the sake of interviewing sales person Wei Juan. The purpose of interviewing sales person is to find out the sales techniques of sales person and grasp opinions of customers for Yishion store in Jing County.

The process of interviewing manager and sales person was as follows:

- Preparing interview questions and place.
- Calling the interviewee at the appointed time, open the voice recorder.

- Polite to say some greeting.
- Short introduction of the interview and the objectives.
- Interview questions asked and answered one by one.
- To express thanks, close the voice recorder and the end.

3.4 Interview result analysis and conclusions

Interviewee: Wang Xinghong, manager of Yishion in Jing County

Date: 10th of May, 2012

Location: manager office, Yishion in Jing County. NO.51 Yeting Street, Jing County.

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The result of the interview:

Existing market situation and objectives

Mr Wang Xinghong introduced the existing market situation of Yishion in Jing County in demand and competition. Yishion in Jing County is one of the franchise stores of Yishion Company; it has operated since spring 2003. The target group for Yishion casual apparel in Jing County is young group and the most part of them are students. At the beginning years of operating, the only competitor of Yishion was Semir, the business of Yishion in Jing County is very well and there are large demands of casual clothes, but in recent years, the situation has changed with the operation of many other casual apparel stores, like Mester Bonwe, Tonlion, etc.

Mr Wang Xinghong said that the goals and objectives of marketing of Yishion in Jing County are:

- Occupy student market as soon as possible.
- Yishion in Jing County is the best seller among casual apparel stores in Jing

County.

- Customers are satisfied with the products and staff of Yishion in Jing County.

Mr. Wang Xinghong shortly introduced the long term marketing strategy for Yishion in Jing County.

To occupy student market is the long term marketing strategy, students as a group pursues fashion and new things, they also purchase clothes frequently, there are many schools in Jing County and students' parents in Jing County are willing to spend money for their children. So to occupy student market is the key point for Yishion in Jing County.

About the interview question: What is your future business plan concerning Yishion markets and target customer groups? Mr Wang Xinghong answered:

The target customer groups of Yishion is between 18 and 30, Yishion in Jing County as part of Yishion Company also respects this plan, but after practice, Yishion in Jing County changed its target group range because of the unique situation of Jing County, there are no universities in Jing County, the target group of Yishion in Jing County is between 13 and 28, it's younger than the target customer groups of Yishion Company. Among this age range, ages younger than 24 are the main customers and the majority of them are students. So occupying the student market is the future business plan.

Mr Wang Xinghong presented the future business plan concerning Yishion products and services:

The products of Yishion in Jing County are all taken from Yishion Company, we don't participate in design or make the clothes, so Yishion in Jing County can't change the clothes of Yishion, but we can choose the styles of clothes for our shop from all season styles. We want to employ a professional person who walks in the front of fashion to help us to choose clothing styles.

About the staff service, all the staff will have a professional training before working here, we have confidence that our staff is working hard to serve the customers, at the same time, our store will strengthen the management of staff.

Mr Wang Xinghong's opinion about 'What is your future business plan concerning Yishion strengths and weaknesses of the company'?

About Yishion strengths, such as high quality clothes, good brand image and fashion style, good location of Yishion in Jing County, we should keep and improve it. And about the weaknesses, for instance, high price, dark colour, simple promotion methods and have similar style to other casual apparel brands, Yishion Company should be innovative to renew the marketing strategy and focus on products' personalization.

What is your future business plan concerning Yishion image and brands?

Yishion advocated lifestyle of H2O since its inception. H2O refers to Healthy, Happy and Open. Yishion brand invites a lot of celebrities as spokespersons. Yishion gives customers a feeling about youth, energy and fashion. The brand of Yishion is famous casual apparel brand in China, the future business plan concerning Yishion image and brand is to do more promotions to expand the reputation of Yishion image and brands.

Marketing strategies

Mr Wang Xinghong responded the question about the major competitors for Yishion in Jing County and how to compete with them.

The major competitors for Yishion in Jing County are casual apparel stores like Mester Bonwe, Semir, Tonlion, Jeanswest and so on. Because of the similar product style and target group, and weakness of Yishion in price compared with them. Methods to compete with them are varied, such as using different kinds of promotional tools to attract the eyes of potential customers, to keep the loyalty of old customers by some activities, or improve the quality of staff.

Mr Wang Xinghong gave a short introduction of the advantages and disadvantages of Yishion in Jing County.

Advantages of Yishion in Jing County are:

- Operating in Jing County earlier than the others, have a good reputation in Jing County areas.
- High quality of fabric and products give customers a feeling of high quality brand.
- Large numbers of target groups so that there are large demand for casual apparel.

Disadvantages of Yishion in Jing County are

- There are more and more competitors nowadays, it not easy to operate a business in Jing County.
- So many young people study or work in many other cities and it makes the decrease of target customer group.

About the question "How do you plan your sales"? Mr Wang Xinghong said:

I will combine many factors such as the sales situation in recent months, competitors' products and price, the weather and temperature change, whether there are some festivals then depend on my own experience to plan the sales of Yishion in Jing County every month.

Mr Wang Xinghong answered the question "How do you deal with the inventory insufficient and surplus"?

Yishion products in Jing County often sell well, if the inventory insufficient, we can transfer products from other Yishion franchise stores nearby. If the inventory surplus, we can't reback all products to Yishion Company, so we will take some promotion strategies.

Does your shop have after sales service, for example, customer is not satisfied with the cloth after purchase, and how do you deal with these kinds of problems?

Mr Wang Xinghong said: Yishion in Jing County has after sales service for non-promotion products, when customer is not satisfied with the cloth after purchase,

Yishion in Jing County is responsible for returning money or change the products except it the products which the customer bought are promotion products.

Does your company have some methods to keep customer loyalty and old customers?

Mr Wang Xinghong explained that the method Yishion in Jing County wants to keep customer loyalty and old customers is the VIP card, 39 RMB per one, it can be used to make 10 % discount of all Yishion clothes. Not any other methods.

Interviewee: Ms Wei Juan, sales person of Yishion in Jing County

Date: 10th of May 2012

Location: Manager office, Yishion in Jing County. NO.51 Yeting Street, Jing County.

Tel: +86 18788817599

Ms Wei Juan said she have been working in Yishion shop in Jing County for two and half years.

Ms Wei Juan said they have some special training before starting the work, but the time is just few days, the contents of the special training are the simple sales techniques.

Ms Wei Juan had no idea when asked the sales slogan of Yishion in Jing County, then after ten seconds, she said the sales slogan is 'Hard work, you can do it'.

About the main promotional activities she is using, Ms Wei Juan presented that Yishion staff in Jing County wear Yishion clothes as uniform. It is kinds of advertising. The products of Yishion in Jing County have discounts at the turn of the season; customer can get special gift or coupons when shopping in the time of festivals at Yishion in Jing County.

Ms Wei Juan responded questions of “Have customers complained about your shop’s shortcomings when you communicate with them? If yes, what?”

If customers complained the shortcomings of Yishion, I communicate with them patiently and explain to them and sometimes just say nothing.

- Some customers complained that the prices of Yishion products are too high to sales.
- There are some problems with quality of Yishion products.

Ms Wei Juan introduced the opening times of Yishion shop in Jing County are different in the four seasons. In spring and summer, the opening time of Yishion in Jing County is from 8:00 am to 8:00 pm, in autumn and winter, the opening time of Yishion in Jing County is between 9:00 am to 8:00.

Ms Wei Juan explained question of ‘If the customer wants to return back the cloth because of the quality problem, how do you deal with it and how do you deal with some trouble customers?’

If the customer wants to return back the cloth because of the quality problem, we will return money or change good for customer for free. And tell them some knowledge about how to keep the quality of cloth at the same time. When meet the trouble customer, the only way Wei Juan choose is to avoid and ignore them until they leave or ask other questions from us.

When Wei Juan was asked about main sales techniques she is using in sales process, she answered quickly.

- Introduce products to customers in 4W, that are when are you going to wear this cloth, where are you wearing this cloth, who will wearing this cloth and why are you wear this cloth, it is easier to be a sales person successful.
- When introduce the characteristics of Yishion clothes, the sentences must be

concise, clear, and easy to be understood.

- When you communicate with customers, you can't treat them in the same way, your promotion words and style should be changed based on different customers.

3.5 SWOT analysis of YISHION in Jing County

After quantitative questionnaire research and qualitative interview research, an overall evaluation about external and internal marketing environment for Yishion in Jing County will be given, it involves in the strengths, weaknesses, opportunities and threats of Yishion in Jing County based on analysis of the data survey and results of the interviews.

Strengths

1. The market competitiveness of Yishion far exceeded the products

Yishion Company is a brand corporate that has sense of originality. Yishion is not sensitive to the cost and management is impacted less by the changes of cost, the reason is the marketing competitiveness far exceeded the price of Yishion products. Yishion brand meets the satisfaction of customers by its exquisite handmade, high quality fabrics, crane fast and fashion style, it gets lots of brand recognition by customers and rapidly becomes the well-know brand of casual wear.

Yishion franchising stores are distended all over the world. More detailed, Yishion franchising stores were set up in Iran, Jordan, Kuwait, Lebanon, Malaysia, Nepal, Oman, Qatar, Saudi Aribia, Serbia, Singapore, Syria, United Arab Emirates and Vietnam one by one. From the long-term development, Yishion Company invested five million RMB to establish the product quality inspection center to make sure the quality of the material and quality of their products

Yishion in Jing County is one of the franchised stores of Yishion, good reputation and high quality assured of Yishion brand are intangible capital and competitiveness for Yishion in Jing County.

2. As the major brand of Yishion, casual apparel has strong competitiveness.

There are five series of Yishion brand, the products of Yishion in Jing County are casual apparel; with the changes of people's pursue lifestyle from tradition to leisure, more and more people now choose casual clothing instead of traditional clothing, it offers a broad market for casual apparel. So the trend of fashion and customer preferences decide Yishion in Jing County have strong competitiveness in apparel market.

Weaknesses

1. Brand features are similar to other casual apparel, Yishion casual apparel lack of creativity to maintain competitiveness.

Yishion Company is short of excellent team of designers, this is also the shortage of many other casual apparel brands in China, and the style of casual apparel is similar to other casual apparel brands. Most of the designs are following the fashion of Europe, United States and South Korea.

With the development of casual apparel brands in domestic; the marketing competition is increasingly fierce. Under the double squeeze of competition and cost, the net profit of brands is increasingly decreased. Innovation is the key factor for future corporate development; it can reduce costs of product to increase the competitiveness of brand.

2. Inadequate of Yishion product promotion

Yishion Company has five product series, there are Yishion casual apparel, Yishion sport apparel, Yishion S women serious, Yishion kids apparel and Yishion commercial series. Yishion casual apparel as the major product series promotional through different channels, but ignoring to promotion other four series, for instance, Yishion sport apparel has no ability to compete other sport brand, Yishion kids' apparel series was in an embarrassing situation of dispensable.

3. There are no advantages of price and colour of Yishion apparel compared with competitors.

Based on the analysis of questionnaire, large amount of customers of Yishion are not satisfied with the price and colour of Yishion products. Compared with its competitors, it is plain that the prices ranges of Yishion clothing for four seasons are from 70RMB to 260RMB, 49 RMB to 129RMB, 70RMB to 300RMB and 220RMB to 700RMB in spring, summer, autumn and winter respectively while the prices ranges of Semir in four seasons are from 60RMB to 200RMB, 30RMB to 120RMB, 70RMB to 300 RMB and 200 RMB to 500 RMB respectively.

Most customers reflect that the colours of Yishion apparel are too monotonous; almost all of the clothes either dark or grey, what they lack are bright colours.

Opportunities

1. Apparel industry is always the dominant industries of China's international trade.

China is the biggest apparel produce and apparel export country in the world, with the rapidly increase in recent years makes China's apparel exporting trade plays key role in international apparel trade. Japan, American, Europe and Hongkong are four main exporting markets for China's apparel. Both from the near future or the long term oriented, with the improvement of the product's value-added and rising up of strong apparel brands, apparel industry is always the dominant industries of China's international trade.

2. Yishion launch paternity apparel easier than other brands.

Yishion has five apparel series, it includes apparel for both men and women and it also has a series offer products for kids, if five apparel series of Yishion can work together, it will broaden the product range of Yishion and can launch paternity apparel for customers. From the survey of Beijing OLX, paternity apparel market in China now is not mature, only a small amount of production factories launch paternity apparel timely, there is no famous brand design and produce paternity apparel professionally.

3. Yishion in Jing County should focus on the students at schools, such as uniform market.

According to the research of questionnaire and interview, students as the major customer of Yishion in Jing County, this group have a kind of inexplicable preference of Yishion. The target group of Yishion Company is young group from 18-30. School uniform market is a big potencial market for casual apparel brand, Yishion have advantages of high quality and suitable style for young people, concertrating on the school uniform market will raise the competitiveness of Yishion in Jing County.

Threats

1. There is a fierce marketing competition of Yishion in Jing County

Yishion in Jing County located in a shopping street which is bustling place in Jing County, there are so many other casual apparel brands like Semir, Giordano Road, Baleno, Mester Bonwe, and Tonlion and so on also located quite near Yishion and these casual apparel stores together to form a casual apparel brand street. Yishion in Jing County existing in a fierce competition environment; Brand features are quite similar to others also lead to increase in the number of competitors. Large amount of competitors will decrease the marketing share of Yishion in Jing County under a certain amount of demands.

2. Traditional marketing methods is facing unprecedented challenges

With the fierce competition of brand, the impact of international brand marketing methods and increase of consumer demand levels; traditional marketing methods is facing unprecedented challenges, and nowadays, attracting customer's concern become a prerequisite of successful sales. Visual merchandising in the apparel industry attracts more attentions.

4 MARKETING STRATEGY SUGGESTIONS FOR YISHION IN JING COUNTY

After comprehending the basic marketing environment performance, quantitative questionnaire survey, qualitative interviews research and finally SWOT analysis of Yishion in Jing County, in this chapter, marketing strategy plans for Yishion in Jing County will be given, it consists of situation statement of Yishion in Jing County, building strong brand and developing marketing strategies. The objective of this chapter is to find out the advantages and disadvantages of Yishion in Jing County, then give suggestions for Yishion in Jing County to overcome its disadvantages to improve its competitiveness strength.

4.1 Situation statement

Yishion in Jing County is one of the franchise stores of Yishion Company, it operated since spring 2003 in No. 51 Ye Ting Street, the location of Yishion in Jing County is very superior that there are so many customers almost every day, many other stores and supermarkets surround the Yishion in Jing County. The total area of Yishion in Jing County is 100 square meters and it is divided into two layers, first floor is the zone for women and the second floor for men. The clothing prices of Yishion in Jing County are different in four seasons. The prices ranges of clothing for four seasons are from 70RMB to 260RMB, 49 RMB to 129RMB, 70RMB to 300RMB and 220RMB to 700RMB in spring, summer, autumn and winter respectively.

Advantages of Yishion in Jing County are:

- Product strengths

the products of Yishion in Jing County meet the satisfaction of customers by its exquisite handmade, high quality fabrics, crane fast and fashion style, Yishion products focus on the treatment and combinations of fabrics, giving customers feeling of casual but elegant. Besides, Yishion Company will create about 20 clothing styles every month, the style of Yishion clothes is following the fashion all the times. Products as one factors of 4P strategies plays key role in influencing the sales amount.

- Casual apparel strength

The products of Yishion in Jing County are casual apparel; with the changes of people's pursue lifestyle from tradition to leisure, more and more people now choose casual clothing instead of traditional clothing, it offers a broad market for casual apparel. So the trends of fashion and customer preferences decide Yishion in Jing County has strong competitiveness in apparel market.

- Brand strength

Yishion in Jing County was started in 2003 in Jing County, at the beginning years of operating, there are only a few casual apparel shops located in Jing County, the business of Yishion in Jing County at that time is very well and there are large demands of casual clothes. Yishion brand was accepted earlier by the customers of Jing County, first impression is strongest, so Yishion brand has a related high position compared with other casual apparel brands in the heart of customers in Jing County. In additional, Yishion advocated lifestyle of H2O since its inception. H2O refers to Healthy, Happy and Open. Yishion brand invites a lot of celebrities as spokespersons. It is easy to be remembered by customers.

- Place strength

The location of Yishion in Jing County is No.51 Ye Ting Street which is one of famous walking Streets situated in city centre in Jing County, there are many other casual apparel boutiques also located in this street, such as Mester Bonwe, Tonlion, Lining, Semir and so on. Furthermore, 4 supermarkets, three banks and a lot of other style clothing stores and shoe stores around Yishion in Jing County.

Yishion in Jing County also has many disadvantages:

- The absent part of target customer groups

The target customer groups of Yishion is between 18 and 30, Yishion in Jing County as part of Yishion Company also respects this plan, but after practice,

Yishion in Jing County changed its target group range because of the unique situation of Jing County, no universities and colleges, so graduated from high middle school students who want to study further have to go and live in other bigger cities or they choose to work and do business in developed coastal cities of China and then stay in said cities. The age of this group people are around 24, they are parts of target customer group of Yishion in Jing County. It's a great loss for Yishion in Jing County.

- So many existing competitors

The products of Yishion in Jing County are clothes, so all clothing shops in Jing County are existing competitors for Yishion in Jing County. There are more than 150 clothing shops located in Jing County area, some of the shops are casual apparel stores for men and women, some are for kids, part of them are fashion dress boutiques, and part of them are sport stores. More specific, the main competitors for Yishion in Jing County are casual apparel stores. Because they have the same characters of products, same target customers and marketing areas. They directly impact the sales of Yishion in Jing County, such as Semir, Giordano Road, Baleno, Mester Bonwe, Tonlion, etc.

- The conflict between the price of product and consumption level of target customer groups

The prices ranges of Yishion clothing for four seasons are from 70RMB to 260RMB, 49 RMB to 129RMB, 70RMB to 300RMB and 220RMB to 700RMB in spring, summer, autumn and winter respectively. On one hand, the product price of Yishion clothes in the negative side because it's related higher than many competitors. On the other hand, the target customer group of Yishion in Jing County are students; the feature of student group is no income, their expenses are all on their parents, so their consumption levels are lower than the price of Yishion products, there is a conflict between the price of products and

consumption level of target customer groups.

- Yishion products in Jing County lack of uniqueness

The style of Yishion casual apparel are quite similar to other casual apparel brands, such as Mester Bonwe, Tonlion, Semir, Jeanswear, etc. In the other words, most of the designs are following the fashion of Europe, United States and South Korea.

Additionally, the main colours of Yishion clothes are black and grey because of its international apparel style, Yishion design team pursues international blindly to ignoring the traditional elements of Chinese culture, Chinese people prefer colourful to monotonous, the colour element resulting in the loss of target customer group.

4.2 Building strong brand

Building a strong brand needs careful planning and insists long term environment. Even though Yishion in Jing County has a related high position in minds of customers in local area, it still needs to create brand equity. Yishion in Jing County should summaries loyal customers and potential customers' feelings about Yishion brand through questions of what customers have seen, read, heard, learned, thought and felt about Yishion brand.

Yishion in Jing County is just a franchise store of Yishion Company and it has no impact on many factors of Yishion brand, such as Yishion products, the name of brand, logos, design, slogan, spokespeople and symbols. What Yishion in Jing County can change is to improve professionalism of staff, package of the products, how to place the products more reasonable and appearance, and attending all kinds

of exhibitions and social activities to accumulate the brand reputation and promote Yishion brand image.

- The quality of sales persons in Jing County should be improved. Sales persons as the direct contact images, they stand for the content and culture of Yishion brand, a good professionalism is essential for all staffs of Yishion in Jing County. According to the interview of sales person Ms Wei, there will be a special training before work, but the training only lasts a few days, the content of training is very simple sales techniques. Wei Juan also responded a slogan question after ten seconds, then said the sales slogan is 'Hard work, you can do it'. It is obvious that many members are not familiar with the brand of their stores. From this aspect, the special training should be longer, and the content should be more comprehensive to improve the professionalism of staff.
- Cashier staff of Yishion can make effort on the package of Yishion products. Young groups as the target customer group, they advocate beautiful and delicate things. An exquisite package will fascinate their interests and attract more customers.
- The first impression for customers is especially important when they entering the store. How to place the products more reasonable and appearance is meaningful. Such as the placing of models, distinguishing between new style and old style, the distinction between types, etc. The set of products not only convenient for customers to choose, but also reflects the cleanliness and suitable atmosphere of Yishion store.
- Attending all kinds of exhibitions to accumulate the brand reputation is a good way for Yishion in Jing County. Jing County has many exhibitions and social activities every year because of the demands of local development. More exactly, Jing County is famous for producing rice paper which is one of the Four Treasures of Study in China. It is also the town of combs and comb festival are held every year. Yishion in Jing County can take full use of these exhibitions as sponsor to increase brand awareness and build brand equity.

- Launching some social activities to express the social responsibility of Yishion in Jing County. In many rural areas of Jing County, there are many families with low income, parents are too impoverished to offer the study expenses of their children, it is a chance for Yishion in Jing County to demonstrate its corporate social responsibilities to fund some of those students, for Yishion in Jing County, it refers to the minimum investment in exchange for the greatest benefit. It improves Yishion brand image in minds of students in Jing County which are the target customer group of Yishion.

4.3 Developing marketing strategies

Marketing strategies can direct companies to developed sustained and steady; it also can play the role as a guider for companies to adapt fiece competition and to meet the satisfaction of customers. The features of a complete marketing strategies include long-term oriented, comprehensive, objectivity, adjustable and guidance.

The SWOT analysis and situation statement of Yishion in Jing County are given according to the result of quentiative quastionnaire survey and qualitative interviews for manager and sales peroson of Yishion in Jing County. It involves in the analysis of advantages and diadvantages of Yishion in Jing County, for these advantages, Yishion in Jing County should keep and improve, and for the disadvantages, Yishion in Jing County must draft a suitable marketing strategies plan because it directly decides the future marketing share and development direction of Yishion in Jing County.

1. Further improving of the website of Yishion.

Yishion website should offer shopping online service. The questionnaire surveys show the most frequency channel to get information of clothing by the respondents are from internet, besides, the target customer groups for Yishion

are young groups like students, internet is the most important channel for them to access to information and the trend is increasingly in the future. So the website of Yishion plays the key role in promote Yishion brand and products.

Yishion website has both English and Chinese pages, both of them are simple enough that there are only five pages of the whole website which are home page, about us page, products page, our network page and contact us page, Yishion website will be better if added more contents and information, such as news of Yishion company, the introductions of new products of Yishion, categories of clothes, renew Yishion website on time, etc.

There is one more point which should be revised, the main target markets of Yishion Company are domestic markets, international markets are the goals for the future and it has related small marketing share compared with domestic markets. Almost all plane models are foreigners appeared in both English page and Chinese page, it is so strange that why Yishion Company choose foreigner plane models in Chinese page. It will affect the judgment by customers to the products because of the difference between the human race, features, looks and cultures. The same clothes may have different effect on different human race. So I think the plane models in Chinese page should changed to be Chinese or the people of the same race.

2. Paying attention on outdoor promoting strategy methods

Outdoor promoting strategy is good for Yishion in Jing County because outdoor promoting of Yishion in Jing County almost did not exist before. It can deepen the brand image of Yishion to customers and also attract more potential customers. Outdoor promoting methods for Yishion in Jing County include send flyers, posters in public places, pull up banners, etc.

More exactly, Yishion in Jing County can employ students as part time workers

to send flyers in public places in Jing County area at weekends. It also can paste posters in some public places like the boards of bus stations. In addition, if Yishion in Jing County participate in some activities as sponsors, it will be allowed to pull up banners in prominent places. The advantage of outdoor promoting is less investment and more benefit.

3. Engaging in other series of Yishion products

Yishion has five apparel series, it includes apparel for both men and women and it also has a series offer products for kids, the products of Yishion in Jing County are casual apparel for men and women, if combine the products for kids together, it will broaden the product range of Yishion in Jing County and can launch paternity apparel for customers.

On one hand, from the survey of Beijing OLX, paternity apparel market in China now is not mature, only a small amount of production factories launch paternity apparel timely, there is no famous brand design and produce paternity apparel professionally and this situation is the real existing situation in Jing County. So there is no fierce competition in paternity apparel market in Jing County. On the other hand, the target customer group is young group, they are glad and easier to accept and try new and personal things, paternity apparel for them is a kind of unique and it also reflects the warmth of new families.

It's a good opportunity for Yishion in Jing County to expend a new potential market in future, and it is also more convenient for them than many other casual apparel brands because of five series of Yishion brand.

4. Entering and occupying student markets

The main target customer group of Yishion in Jing County are students, students market is the most important part of Yishion in Jing County, but there are so many main competitors of Yishion in Jing County have the same target group, the situation is the cake of school market are occupied by several pieces, how to stand out from the fierce competition and then occupy the main part or the whole part of student market are the goals and objectives in the future of Yishion in Jing County.

Here are some strategies to occupy student market of Jing County combined with the real situation of Yishion in Jing County.

- School uniform market

There are four high middle schools, more than 30 middle schools and more than 30 primary schools distribute in urban and rural areas of Jing County. All students of schools have at least two sets of uniforms, and the common feature of all uniforms in Jing County is lack of style, so the uniform market is huge. Uniform market is also orderless because of there is no unified uniform manufacture and brand. So school uniform market is a big potential market for casual apparel brand.

Yishion have advantages of high quality and suitable style for young people, Yishion brand also have a related high position in minds of peoples in Jing County. Yishion in Jing County can plan a marketing strategy of how to promote their school uniform idea to all schools and students and how to make agreement with schools. Concentrating on the school uniform market will raise the competitiveness of Yishion in Jing County.

- Steps for Yishion in Jing County to entry school market in Jing County

In the beginning, Yishion in Jing County can make good relationships with schools in Jing County through sponsoring some activities of schools and provide financial aid for some poor students of schools.

After building a good relationship with schools, Yishion in Jing County will penetrate deeply in schools via making contracts with schools that Yishion in Jing County can hold some activities in schools, such as Yishion apparel fashion show, clothing design contest, singing contest, etc. All the performance clothing of participants and the gifts or prizes for winner is offered by Yishion in Jing County for free.

This strategy are easy to succeed because both two sides receive benefits from it, for schools, they get financial support from Yishion in Jing County, besides, activities hold by Yishion enrich the campus life. For Yishion, all the activities reflect the social responsibilities and improve the brand image of

Yishion in Jing County. It also attracts more customers especially students and increase the products sale virtually.

5 CONCLUSIONS AND EVALUATION OF THE THESIS PROCESS

The fifth part of thesis is conclusions and evaluation of the thesis process, it consists of assessment of thesis topic and research and assessment of own work in these two parts.

5.1 Assessment of thesis topic and research

The topic of the thesis is 'The Marketing Strategy Plan for YISHION in Jing County', it is obviously from the topic that the objective of the thesis research is YISHION in Jing County, and the purpose is to give an marketing strategy plan to improve the situation of YISHION in Jing County.

The framework of the thesis can be divided into five parts; it involves an introduction part, theoretic part, research part, suggestion part and conclusion part.

The first introduction part comprises of presentation of Yishion, presentation of Jing County and casual apparel market in China; the objective of this chapter is to give a basic introduction of Yishion in Jing County.

Second theoretic part involves franchising, marketing environment, consumer markets and buyer behavior, building a strong brand, developing marketing strategies and building a marketing plan. The objective of this chapter is to introduce theory bases for marketing management factors in Yishion.

Research part includes quantitative questionnaire survey with 300 respondents, qualitative interviews research for manager and sales person of Yishion in Jing County and SWOT analysis is given after two methods of research, for the sake of finding out the main problems for YISHION in Jing County.

After research part, marketing strategy plans for Yishion in Jing County was given, it consists of situation statement of Yishion in Jing County, building strong brand and developing marketing strategies. The objective of this chapter is to find out the advantages and disadvantages of Yishion in Jing County, then give suggestions for Yishion in Jing County to overcome its disadvantages and expand market to improve its competitiveness strength.

This part belongs to conclusion part, the objective is to give an assessment of thesis topic and thesis processes, conclusion part also includes assessment of author's work.

5.2 Assessment of own work

Jing County has populations of 419711 and the total area of Jing County is 2059 square kilometres. Inside the scope of the author's work ability, 300 questionnaires survey had been researched and collected in Jing County. 300 questionnaires were sent out in the main public places in Jing County because of considering the accuracy of random sampling and the final completion rate was 100 %. Despite this, compared with the large population, 300 questionnaires survey was too small and maybe the data analysis results cannot stand for the real marketing situation of Yishion in Jing County.

On one hand, some respondents answered the questions without fully considered and the completion rate of the last questions was relatively lower because of time limited and their busy life. On the other hand, part of the respondents were not familiar with Yishion in Jing County before or even don't know Yishion in Jing County, their answers cannot represent the existing situation of Yishion in Jing County.

Two interviews for manager and sales person of Yishion in Jing County were done by the author. The interview questions for manager and sales person are 13 and 8 respectively because large number of questions can cover more aspects in detail. The objective of interviewing manager is to realize the existing market situation and

marketing strategies of Yishion store in Jing County, and the objective of interviewing is to find out the sales techniques of sales person and grasp opinions of customers for Yishion store in Jing County. The interviews result can display different areas of Yishion in Jing County.

The disadvantage is that two interviewees cannot stand for the opinions of all staff of Yishion in Jing County. If more people were interviewed, it would be better for collecting information. In addition, the interviewees didn't have professional theoretical knowledge about marketing, answers for some questions just depend on their experiences and ideas. It can't represent the true marketing situation of Yishion in Jing County.

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APPENDICE

Appendix 1 Questionnaire for Yishion in Jing County (In English).

QUESTIONNAIRE FOR YISHION MARKETING IN JING COUNTY

This questionnaire is used for researching the situation of YISHION in Jing County.

The research belongs to Bachelor studies as part of final thesis.

Please add "x" in the box in front of the option which suits you best.

Please choose your answer to every question seriously. All your answers will be handled confidentially.

Thank you very much for your cooperation!

1. What is your gender?

- Male Female

2. What is your age?

- <16 16-20 21-25 26-30 31-35 > 35

3. What is your occupation?

- Students Business man Official Staff
 Freelancers Other, what _____

4. How frequently do you buy new clothing?

- Every week Every month Every second month
 Every third month Every fourth month 1 - 2 times a year

5. What do you think about the quality of YISHION clothes?

- Very good Good Medium Bad Very bad

6. What do you think about the price of YISHION clothes?

- Very high High Medium Low Very low

7. What do you think about the colours of YISHION clothes?

- Very good Good Medium Bad Very bad

8. What do you think the style of YISHION clothes?

- Very good Good Medium Bad Very bad

9. What do you think about the staff service of YISHION shop?

- Very satisfied Satisfied Dissatisfied Very dissatisfied

10. Which promotion method attracts you most when purchasing clothing?

- Discounts Gifts VIP price Promotional prizes
 Club member benefits Coupons Rewards Product
 assurance

11. By which channel do you know YISHION brand?

- By friends and relatives Internet TV Magazine
 Movie stars Newspaper Other, what _____

12. Where do you get information about clothing brands?

- TV Newspaper Internet Magazine Friends
 Store advertising Outdoor advertising Other, what

13. Which shopping place do you choose most frequently?

- Store Bazaar Online shopping Shopping mall
 Other, what? _____

14. Which brand you like the most?

- YISHION SEMIR BALENO GIORDANO ROAD
 ADIDAS NIKE JEANSWEST MESTER BONWE
 TONLION CARDANRO EMINU LINING
 PUMA CONVERSE Other, what _____

15. What are the three (3) most common factors when choosing clothing?

- Quality Style Brand Fashion Price
 Discounts Availability Personal selling
 Advertising Reputation Sales gifts
 Other , what _____

Could you give some suggestions and comments to develop YISHION marketing!

Thank you for your co-operation! O(∩_∩)O

Appendix 2 Questionnaire for Yishion in Jing County (In Chinese).

泾县以纯品牌店问卷调查

这份问卷调查是用作调查泾县以纯的市场现状，它属于学士论文的一部分，请在你认定的选项前画“×”并认真回答每个问题，你们的回答不会被公开！

1. 您的性别？

- 男 女

2. 您的年龄？

- <16 16-20 21-25 26-30 31-35 > 35

3. 您的职业？

- 学生 商人 公务员 一般职工
 个体户 其他，什么_____

4. 您购买新衣服的频率？

- 每个星期 每个月 每两个月
 每三个月 每四个月 每年 1 到 2 次

5. 您认为以纯服装的质量如何？

- 非常好 好 中等 差 非常差

6. 您认为以纯服装的价格如何？

- 非常高 高 中等 低 非常低

7. 您认为以纯服装的颜色如何？

- 非常好 好 中等 差 非常差

8. 您认为以纯服装的款式如何？

非常好 好 中等 差 非常差

9. 您认为以纯店员工的服务如何?

非常满意 满意 不满意 非常不满意

10. 在你选购衣服的时候您最喜欢哪种促销方式?

打折 礼品赠送 VIP卡 有奖促销
 会员卡 礼券 奖金 产品质量保证

11. 您怎样知道以纯品牌的?

通过朋友和亲人的介绍 网络 电视 杂志
 明星 报纸 其他, 什么_____

12. 您获取服装品牌信息的渠道是什么?

电视 报纸 网络 杂志 朋友和亲人介绍
 商店广告 户外广告 其他, 什么_____

13. 你经常在哪买衣服?

专卖店 商场 网购 购物街
 其他, 什么? _____

14. 您最喜欢的服装品牌?

以纯 森马 宾奴 佐丹路
 阿迪达斯 耐克 真维斯 美斯特邦威
 唐狮 卡丹路 依米奴 李宁
 彪马 匡威 其他, 什么_____

15. 你认为在购买衣服时哪3个因素最重要?

质量 款式 品牌 时尚度 价格
 打折 实用性 销售人员的态度

广告

名声

礼品

其他，什么_____

您对泾县以纯的意见和建议是什么！

谢谢您的合作! O(∩_∩)O

Appendix 3 Qualitative interview questions for manager of Yishion in Jing County.

The objective of interviewing manager of Yishion in Jing County is to realize the existing market situation, management methods and marketing strategies of Yishion store in Jing County.

Manager

Existing market situation and objectives

1. Please introduce the existing market situation (demand and competition) of Yishion in Jing County.
2. What are the goals and objectives of marketing of Yishion in Jing County?
3. What kind of long term marketing strategy you have?
4. What is your future business plan concerning Yishion markets and target customer groups?
5. What is your future business plan concerning Yishion products and services?
6. What is your future business plan concerning Yishion strengths and weaknesses of the company?
7. What is your future business plan concerning Yishion image and brands?

Marketing strategies

8. What are the major competitors for Yishion in Jing County and how do you compete with your competitors?
9. What are the advantages and disadvantages of Yishion shop in Jing County?

10. How do you plan your sales?

11. How do you deal with the inventory insufficient and surplus?

12. Does your shop have after sales service, for example, customer is not satisfied with the cloth after purchase, and how do you deal with these kinds of problems?

13. Does your company have some methods to keep customer loyalty and old customers?

Appendix 4 Qualitative interview questions for sales person of Yishion in Jing County.

The purpose of interviewing sales persons is to find out the sales techniques of sales persons and grasp opinions of customers for Yishion store in Jing County.

Sales person

1. How long have you been working in Yishion shop in Jing County?
2. Did you have some special training before starting the work?
3. What is your shop's sales slogan?
4. What are the main promotional activities you are using?
5. Have customers complained about your shop's shortcomings when you communicate with them? If yes, what?
6. How about the opening time of Yishion shop in Jing County?
7. If the customer wants to return back the cloth because of the quality problem, how do you deal with it and how do you deal with some trouble customers?
8. What are the main sales techniques you are using?