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MARKET PROMOTION SUGGESTIONS FOR NVC LIGHTING PRODUCTS Case: NVC Lighting Feixi, China

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<p>Abstract</p> <p>The research was conducted in the field of Feixi lighting industry. The study brings a suggestion for market promotion of NVC specialty store's products and services in Feixi. Therefore, it helps the representative of NVC specialty store to increase sales, improve brand image and awareness, and enlarge the market share. The aim of the study was to find out the customer needs of NVC Lighting products and what kind of promotion activity is suitable for NVC specialty store. In addition, the thesis report gives some suggestions for the promotion of NVC specialty store's products and services.</p> <p>The purpose of the questionnaire survey was to understand the lighting market situation of Feixi. In addition, the promotion suggestions were provided according to the results of the questionnaire survey. The quantitative data was collected by means of questionnaires, which were given to 350 people while 316 respondents answered. The aim of the research was to investigate the demand of customers, brand recognition and product needs in Feixi area through a series of questions.</p> <p>The conclusions show that the demand for NVC Lighting products has increased and the brand awareness of NVC has to be improved because of a big percentage of respondents in Feixi didn't know the brand of NVC. After analyzing the questionnaire survey, the target market and market positioning of NVC were selected. In the thesis, two specific promotion projects are suggested for NVC specialty store aiming at increasing sales and improving brand awareness.</p>			
<p>Keywords</p> <p>promotion, SWOT analysis, brand awareness, sales, questionnaire survey, target market, market positioning, advertising, marketing mix, NVC Lighting</p>			

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1 INTRODUCTION

With the increasing development of home lighting industry, the competition between lighting brands has become more and more intense. The lighting industry is a technology-intensive and labor-intensive double combination industry.

According to the research of real estate development enterprises top 500 lighting procurement in China, shows that 500 channels of China's real estate developers lighting procurement brands were as competition pattern shown in Figure 1:

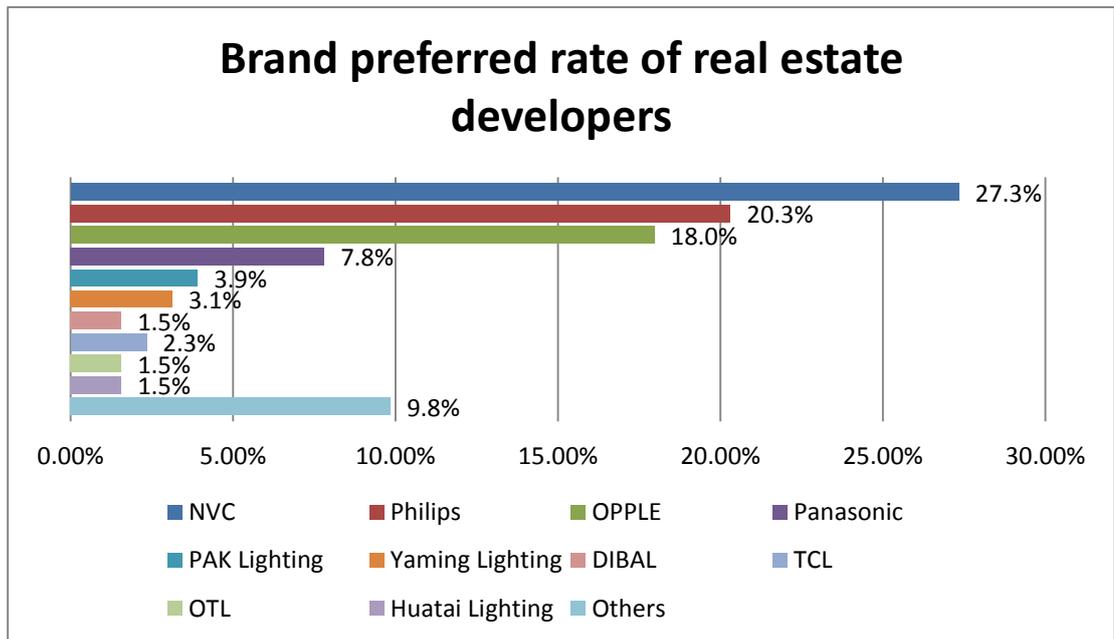


FIGURE 1. Preferred lighting brand rate of real estate developers in China in 2011 (Lighting Designer Exchange Center 2011)

In Figure 1, it is shown that the vast majority of real estate development enterprises always choose brands which have strong brand influence and brand lamps. As can be seen from Figure 1, the developer selection rate of NVC, Philips and Oppl are exceeding 15 % which are 27.3 %, 20.3 % and 17.9 % respectively. The overall developer usage rate of these three brands accounted for 65.6 %. Preferred brand of top ten developers accounted for 87.5 % of the sum of the market.

As can be seen from the Figure 1, the market concentration of the lighting industry is high. The NVC, Philips and Oppl enterprises which are the representative of domestic lighting industry occupy more than 60 % of the market in China, leading the lighting industry to the direction of diversification. When the developers choose lighting products, they focus on large well-known brands. Because of well-known brand of

lighting products are variety, quantity, high quality, and more product choices. A brand image can enhance the quality and aesthetics of the project and brand impression on the minds of consumers.

The full name of NVC Lighting is NVC Lighting Technology Corporation. Although the brand selection rate of NVC Lighting for real estate developers is higher than other brands, the brand awareness and loyalty is not high in Feixi area. Based on this reason, the representative of the NVC Lighting specialty store in Feixi expects to understand Feixi consumer market situation through market research. After analyzing the questionnaire data, some suggestions and specific projects of marketing promotion will be provided.

1.1 Research Problem

The study topic of the research is concentrated on the survey of Feixi consumer market situation based on the theory of marketing. The reason for choosing this study topic is to improve the market share of NVC's products in Feixi, and also help the representative of the NVC specialty store to improve the brand recognition and brand influence in Feixi. Besides that, the understanding of local market situation is also very significant aspect for NVC's specialty store to sell their products to the local customers. Broadly, to provide some suggestions for NVC specialty store's developing. There are many competitors NVC has to face, for instance, Opplé, Philips, etc. in Feixi.

To formulate the research problem as a question: What are the customer needs of lighting industry in Feixi? Besides that, the demand and competition environment will also be investigated. In the questionnaire survey, there are some questions about customers' product and service needs, lighting information channels, brand promotion and so on. In addition, the suggestion about product, price, target group, market promotion will be presented in this thesis after analyzing the results of questionnaire. How to implement these promotion projects of NVC in Feixi will also be presented in this thesis. The research of local customers is definitely a good opportunity for NVC to improve their brand awareness.

1.2 NVC Lighting Company and Products

Company

NVC Lighting Technology Corporation is a professional lighting company specializing in research, manufacturing and sales of all kinds of lighting products. NVC's product cover commercial lighting, office lighting, outdoor lighting, residential lighting, lamps & gears, etc. NVC was established in 1998 and has been the No.1 in the China lighting industry. In 2006, the company started promoting its brand in the Middle-East, Asia, Australia, Africa and Eastern Europe. With its two business models, NVC aims to be a worldwide famous lighting brand. (NVC Lighting 2013)

"Expert in environmental lighting" is the core brand idea of NVC. The professional, dedicated team of NVC creates a beautiful, comfortable, safe and energy-saving light environment for customers. Besides providing optimal lighting application solutions, NVC also helps to promote the healthy and rapid growth of the lighting industry. NVC has become a leader in China's lighting industry after years of development. In 2000, the company opened its first store in Shenyang. Now, with more than 2,000 stores in the country, NVC sees its brand value enhanced. It is well known and widely accepted by the community. In the past exhibitions nationwide and worldwide, NVC excelled as a high-end lighting expert. (NVC Lighting 2013)

The current R&D center of NVC consists of the Department of Electron and the Department of Machinery. They have adopted many types of high-end equipment such as Integrated Testing Instrument for Electronic Ballast, Digital Testing Instrument of Parameter, Output - Characteristic Analyzer for Electronic Ballast and Energy-saving Lamp, Multi-Functional Screener for Transistor, Flow Sorter of Inductor Parameter, etc. The annual budget of R&D accounts for 5 % of the sales turnover. NVC is keeping a close watch on the market, giving great attention to the demand and setting the lighting trend in the domestic market. (NVC Lighting 2013)

Products

NVC Lighting's products can be classified into different areas which include LED, indoor range, outdoor range, lamp, control gear, industry and e-catalog. The product catalogue of NVC Lighting can be seen from following Table 1:

TABLE 1. Product catalogue of NVC Lighting

LED	LED Display LED Outdoor Lights LED Lamps LED Indoor Lights LED Control Gears
Indoor Range	Metal – halide Light Metal – halide Spotlights Ceiling Lights Halogen Spotlights CFL&PL Downlights High Bay Halogen Downlights Fluorescent Louvers Wall Lights Fluorescent Battens Multiple Light
Outdoor Range	Road Lights Lawn Lights Wall Lights Flood Lights Underground Lights Linear Fluorescent Fittings Garden Lights Underwater Lights
Lamp	Compact Fluorescent Lamps Metal Halide Lamps Halogen Lamps Linear Fluorescent Tubes High Pressure Sodium Lamps
Control Gear	Electronic Transformer Electronic Ballast(PLC) Electronic Ballast(Metal Halide) Electronic Ballast(T5/T8)
Industry	Other Industry Lamps Explosion-proof Lamps

The Basic Information NVC Home Lighting Products is: (Sunshine dreamworks 2011)

- Sheepskin lanterns: lampshade mainly imitation sheepskin, fabric or cloth film, drawing, and other materials.
- European-style lamps: the lamp body mainly copper, resin material, combined with metal trim, lampshades glass, marble style.
- Artistic lamps: lampshade mainly PP film-based, modeling is also artistic.
- Crystal Lights: Crystal Light refers to the traditional engineering, including those applicable to the general furniture, small size crystal lamp modern minimalist.
- Kitchen lights: professional kitchen and bathroom lighting fixtures, often divided Ming-mounted submerged two.
- Acrylic ceiling lamps: round acrylic mask ceiling lamp
- Mirror lights: partial lighting for make-up mirror, murals, wall or hanging installation usually is divided into low-voltage mirror front lamps and high-pressure mirror front lamps .
- Room lights: professional lighting for hotel rooms, and the lighting of each series containing table lamps, floor lamps, wall lamps suit lamps.
- Table lamps, floor lamps: only desk lamp or floor lamp, not including decorative lamps chandelier or wall mounting.
- Low-voltage lights: the main light source operating voltage is less than 50V low voltage chandelier, low pressure flat crystal lamps, low pressure elbows, aluminum and other types of lamps.

The product category of NVC Lighting is diversification according to the different use. The main product classification of NVC Lighting is divided into home lighting and engineering lighting. The specialty store of NVC lighting is more focus on the home lighting. The marketing way of NVC specialty store almost can be defined as retail.

2 SITUATION STATEMENT ANALYSIS OF NVC

Armstrong & Kotler mentioned that marketing is more than any other business function, its deals with customers directly. The simplest definition is: Marketing is managing profitable customer relationships. The twofold goal of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivery satisfaction. Broadly defined, marketing is a social and managerial process by which individuals and organizations obtain what they demand through creating and exchanging value with others. (Armstrong & Kotler 2013, 33)

The marketing environment is a number of external and internal factors. Some of the factors limit marketing and others create new opportunities for success. (Lahtinen & Isoviita 1994, 56) From the Lahtinen & Isoviita point of view, the external and internal environment of customer relationship marketing is shown in Figure 2.

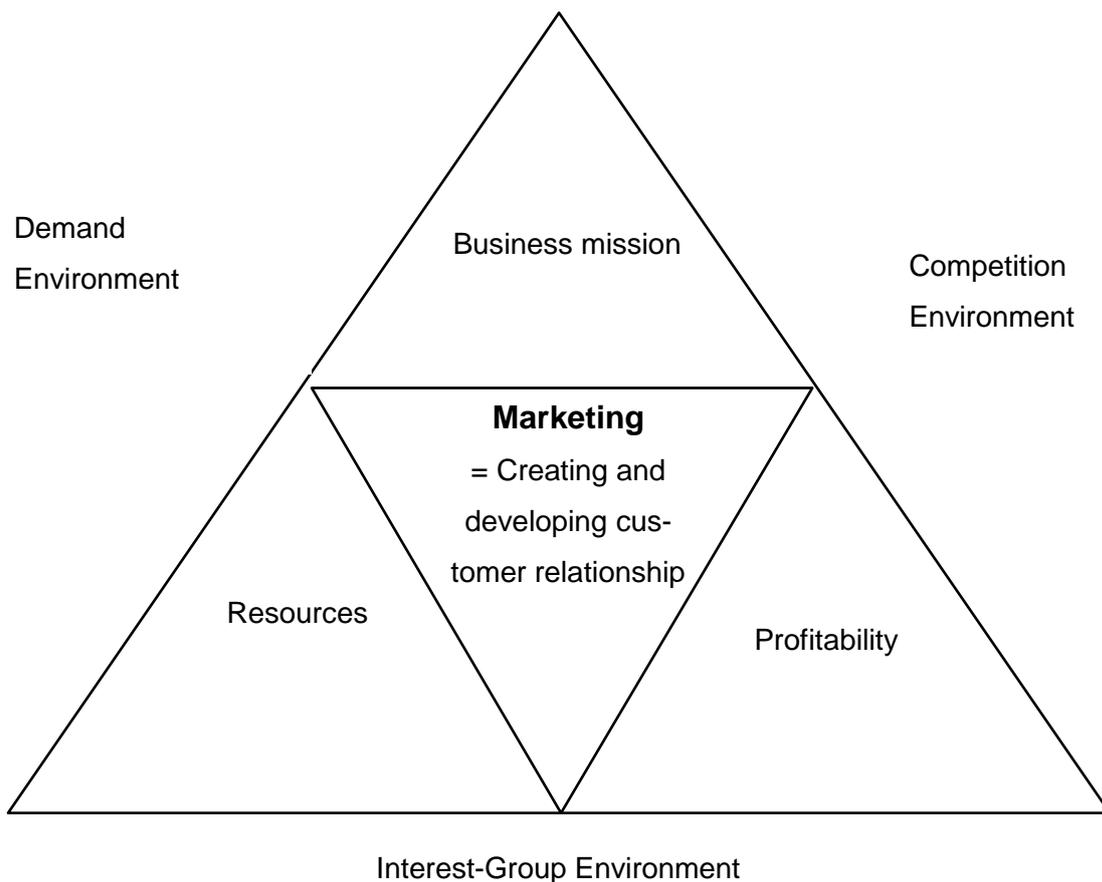


FIGURE 2. The external and internal environment of customer relationship marketing (Lahtinen & Isoviita 1994, 57)

2.1 External Marketing Environment

Except internal environment, the company also has to know its main competitors, and what are their products, strengths, weaknesses and methods. Furthermore, interest group and a number of institutional factors also have to be known. The factors which limit a company's operations are laws, agreements, regulations, traditions and cultural habits. The company has to choose the kind of environment where it can succeed. (Lahtinen & Isoviita 1994, 57)

2.1.1 Demand

A market is the set of all actual and potential buyers of a market offer. The size of a market hinges on the number of buyers who might exist for a particular market offer. The potential market is the set of customers who profess a sufficient level of interest in a market offer. (Kotler 2003, 57)

Demand for a product is the sum of potential customers' purchase intentions in each segment. Demand for a company's particular product is also affected by demand for competing products in the same industry. A company's sales volume and market share increase the more customers purchase company's products. The purchase of a product requires a decision to buy. The decision to buy requires willingness to buy and purchasing power. (Lahtinen & Isoviita 1994, 63)

Figure 3 points out the factors which influence to customer's decision to buy :

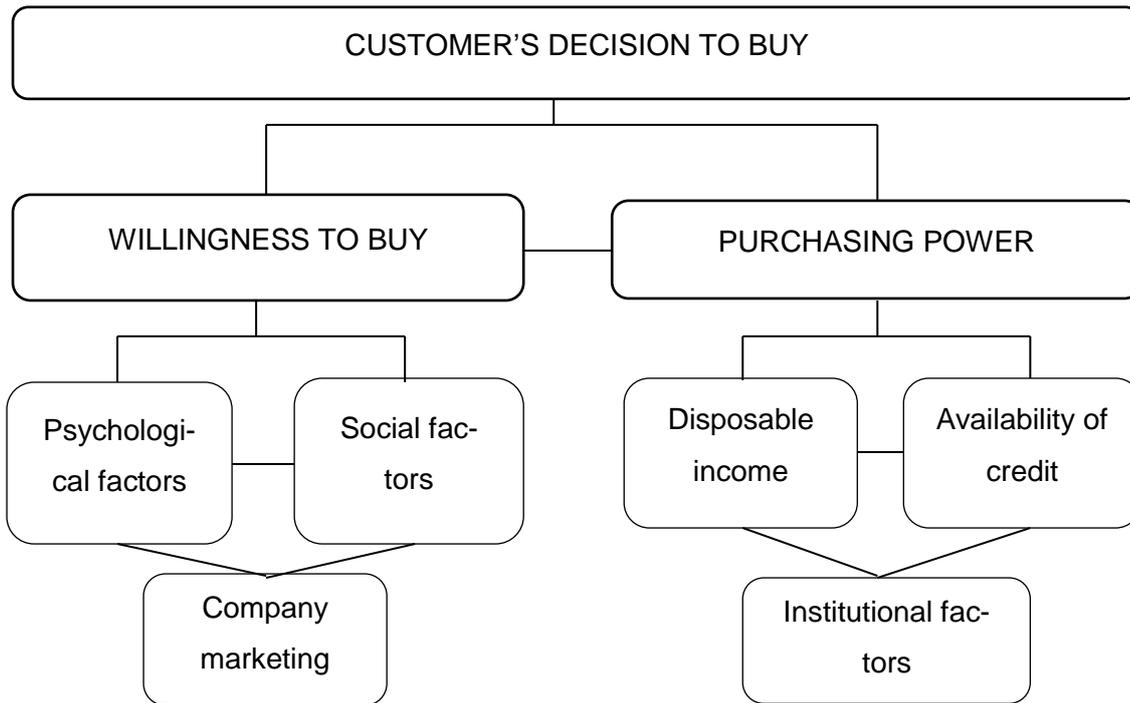


FIGURE 3. Factors influencing the customer's decision to buy (Lahtinen & Isoviita 1994, 63)

In most markets, total demand and company demand are not stable. Good forecasting becomes a key factor in company success. The more unstable the demand is, the more critical forecast accuracy is, and the more detailed forecasting procedure is. Companies may develop their demand forecasts internally or buy forecasts from outside sources such as marketing research firms, which develop a forecast by interviewing customers, distributors, and other knowledgeable parties; and specialized forecasting firms, which produce long-range forecasts of particular macro-environmental components, such as population, natural resources. (Kotler 2003, 151)

All forecasts are built on one of three information bases: what people say, what people do, or what people have done. The first basis – what people say – involves surveying the opinion of buyers or those close to them, such as salespeople or outside experts. It encompasses three methods: surveys of buyer's intentions, composites of sales force opinion, and expert opinion. Building a forecast on what people do involves another method – putting the product into a test market to measure buyer response. The final basis – what people have done – involves analyzing records of past buying behavior or using time-series or statistical demand analysis. (Kotler 2003, 152)

For NVC specialty store, the demand of their products is unpredictable and inaccurately if only according to the general sales volume. The opinions and suggestions from NVC's customers are also important for the store to improvement. These opinion and suggestions will help the NVC specialty store to know how their customer think about, customer needs, why their customer willing to buy NVC products.

2.1.2 Competition

Competition in the market is another important part of the external marketing environment. In making marketing decisions, the company must pay attention to the competitive situation and to the operations of the competition. In order to market more successfully than the competitors, a company must identify its main competitors and be familiar with their operations. (Lahtinen & Isoviita 1994, 71)

When a company considers competition as part of the external marketing environment, the company must find answers to the following questions:

- ✧ Which companies and products are competitors?
- ✧ How do competitors market?
- ✧ What are the competitors' strengths and weaknesses?
- ✧ Are competitors entering or leaving the market?
- ✧ How do competitors react to given situations?

(Lahtinen & Isoviita 1994, 71)

Competitor analysis is the process of identifying key competitors; assessing their objectives, strategies, strengths and weaknesses, and reaction patterns; and selecting which competitors to attack or avoid. (Kotler, Armstrong, Wong, & John 2008, 461)

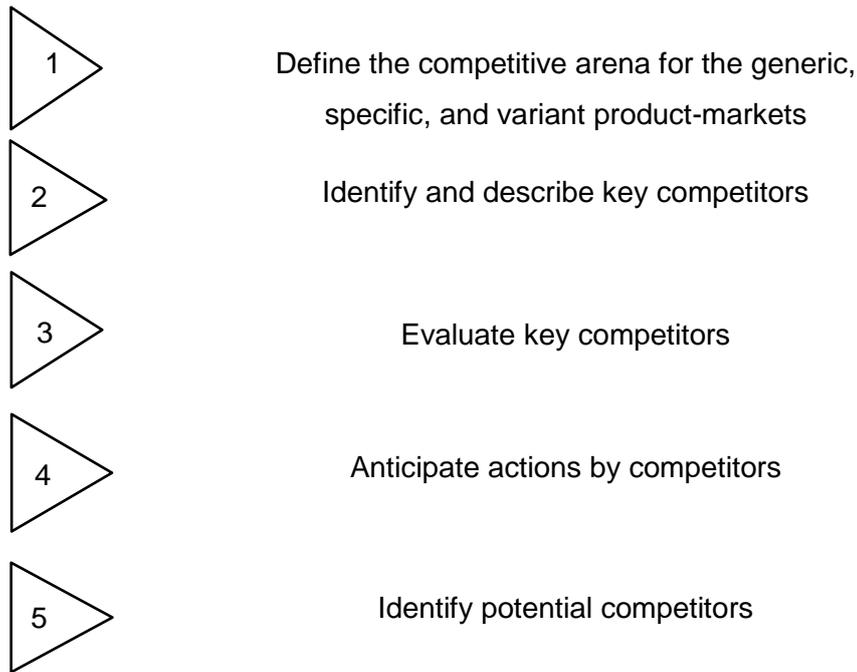


FIGURE 4. Analyzing competition (Nigel & David 2003, 96)

The NVC Lighting has maintained the leading position in the lighting industry in the field of domestic commercial lighting. Because of the late start of home lighting, the current major competitors are mainly Philips, Opplé, OTL and other lighting brands.

Philips

Philips was established in the late 19th century and early 20th century, is Europe's largest manufacturers of carbon filament bulb. In the last decade, under the premise of following the global economic, social trends, Philips has experienced a profound transformation, from a high volume, low value added, technology-driven electronic company transformed into a high growth, high value added, market-oriented company, become a diversified "health, comfort, quality of life" company. As a leader of the global lighting industry, Philips provides efficient solutions for outdoors, roads, offices, schools, shops, home energy lighting areas. Through the promotion and application of LED technology, lighting industry has achieves an unprecedented breakthrough situation. (Philip Lighting 2013)

In 2006, Philips Lighting acquired Europe's leading home lighting manufacturers PLI, to further strengthen Philips' strength in the field of home lighting. Philips has a professional class home lighting designer team in Shenzhen, specifically for the needs of

local consumers, design and development suitable lighting solutions for Chinese families. (Philip Lighting 2013)

From the beginning of 2008, Philips has opened nearly 200 lighting specialty stores and 1500 store-in-store which simulate real home environment, demonstrate its full range of home lighting products. Before 2015, the company will also set up in a greater range 1000 Philips home lighting specialty store, covering most of the first, second and third-tier cities in China. (Philip Lighting 2013)

Philips has a professional and complete innovation system, emphasizing the concept of people-oriented. Philips is very optimistic about China's LED lighting market. In recent years, Philips was the first LED technology used in home lighting, and produced a lot of unique products to the market. For example, Philips provides 16 million kinds of lighting colors change depending on the mood, occasion; create different atmosphere Living Colors. Philips has a strong advantage in LED field, and provides strong support for the expansion of the field in home lighting market. (Philip Lighting 2013)

Oppl

Oppl lighting is an innovative, fast-growing company, established in August 1996. Oppl is a research and development lighting company which production and sales all over the world. The company has more than 5000 employees. Their products cover the field of home, business, license, electricians. The main products of energy-saving lamps, ceiling lamps, bracket, tube lighting, LED lighting products has a leading position in the domestic market. Oppl has a strong marketing team and improve domestic and international marketing network. Currently, there are 35 branches/offices and nearly 3000 brand stores, the sales network of over 5000 home lighting products, nearly 3000 supermarket outlets, more than 500 sales outlets of commercial lighting products. In 2009, Oppl's sales revenue is more than 2 billion RMB (Ren Min Bi) for three consecutive years, and more than 30 % compound growth. (OPPLE Lighting 2013)

Without a doubt, Oppl lighting is still the leader in home lighting. Since the concept of home lighting was proposed, "personalized whole home lighting", "harmonious home lighting", "home art lighting", etc. are emerging in the lighting industry. The field of home lighting which has 20 years develop, has become the backbone of the entire lighting industry. With the development of more and more home lighting companies, products become more and more creative. Fast update, fashion, functionality compli-

cated and personalized products have become the main features of the home lighting products. The lighting market situation has faced increasingly fierce competition. Op-ple lighting is still leading the lighting industry as a household lighting of the giant. (OPPLE Lighting 2013)

After ten years development, Op-ple already has an high brand awareness. According to senior industry sources judgment, Op-ple annual output value has reached about three billion RMB (Ren Min Bi). At the same time, Op-ple is facing a transition because of the traditional home lighting has reached the pinnacle of development. Op-ple excessive depend on traditional home lighting products, leading to a huge corporate enormous pressure within the system during the low-speed development period. (OPPLE Lighting 2013)

OTL

Zhongshan OTL Lighting Co., Ltd., formerly known as Zhongshan City Zhongheng Lighting Craft Factory which is a professional lighting and lighting products R & D, production and sales integrated enterprise. OTL founded in 1987, is one of the first companies to enter the lighting industry. The increasingly development of OTL is because of the virtue of the professional level and mature technology in the lighting field. (OTL Lighting 2013)

Since March 2006, OTL established “home lighting industry to build first-class brand” three-year plan, efforts saving potential succession. And set up 33 operations center in Chongqing, Changzhou, Wuhan, Chengdu, Tianjin, Hangzhou and other places step by step. OTL has built more than 2000 stores and specialty areas. OTL has become one of the fastest growing lighting industry recognized and the most potential brand. (NVC Lighting 2013)

OTL now has two fully equipped modern plant. 30000 square feet of industrial park is currently under construction. OTL has a technical research centre of the group of lighting experts. OTL now has 10 workshops which cover blow molding, injection molding, electronic assembly, silk screen printing and more than 20 production lines. OTL’s products coverage the overall ceiling lamps, kitchen lamps, living room lamps, chandelier meal, energy-saving lamps, T5 bracket, mirror front lamps, table lamps, bath heater and other home lighting products. (OTL Lighting 2013)

2.2 Internal Marketing Environment

According to Lahtinen & Isoviita 1994, the analysis of a company's internal marketing environment focus on three aspects which are business mission, resources and profitability.

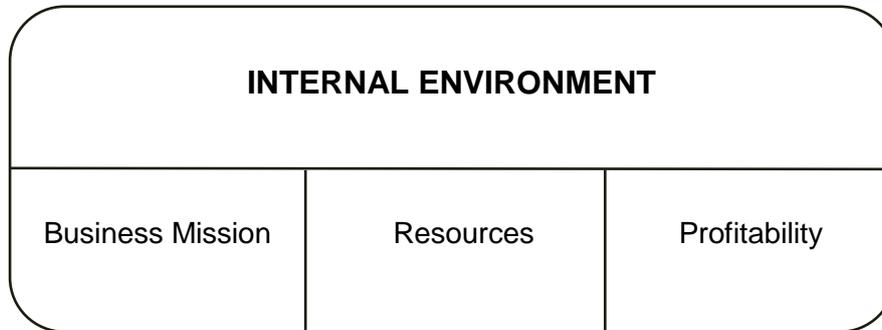


FIGURE 5. The internal marketing environment (Lahtinen & Isoviita 1994, 74)

2.2.1 Business Mission

The business mission determines the factors of the company's success. Since the company cannot market everything to everybody, it must decide what, to whom and how it is going to the market. Success is met when the company meets the right products and target group, produced using the right segment and high brand awareness images. The business mission consists of four main elements which complement each other well as following Figure 6: (Lahtinen & Isoviita 1994, 74)

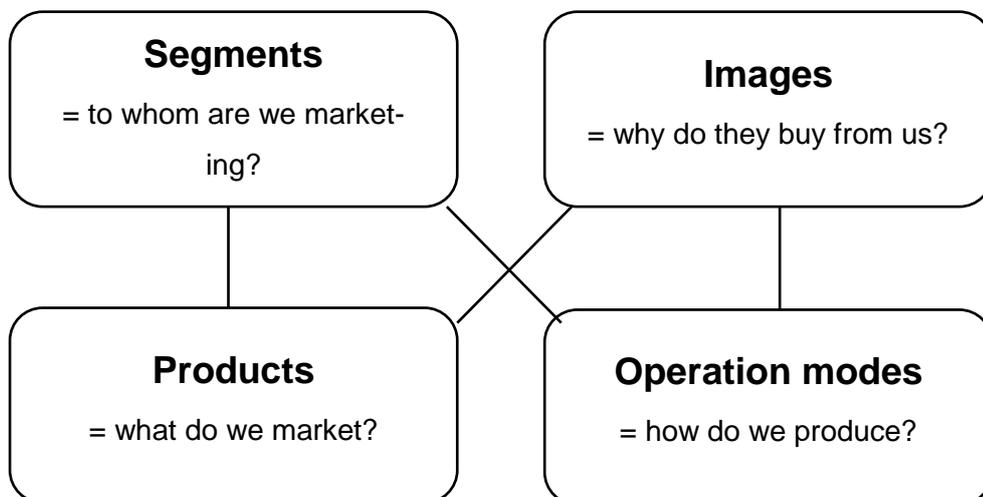


FIGURE 6. The main elements of business mission (Lahtinen & Isoviita 1994, 74)

The business mission of a company or an organization should be unique and difficult to forecast and follow. The attention of business mission must be paid to service in practice according to Lahtinen & Isoviita.

The business mission of NVC specialty store will be provided according to the research results. The segmentation of local market, the improvement of brand image and the alternative of products will be decided after the analysis of the research.

2.2.2 Resources

Marketing operation must be adjusted to existing resources. The more abundant the company's economic resources, the better the possibilities to experiment with new marketing modes. More and more managers admit that human resources (employee know-how) are a company's most important internal resource. From a marketing point of view, know-how consists of:

- well-motivated personnel who are interested in their work
- high professional skills and marketing knowledge
- high team spirit among the entire staff
- enterprising, initiative and innovative personnel
- personnel ability and desire to change familiar activities.

(Lahtinen & Isoviita 1994, 75)

The NVC Lighting Company provides the guideline of operation and management to their distributors. The company also provides the training of the store's personnel. The operation of the NVC specialty store can follow the guideline or not, it depends on the willingness of the owner of the specialty store.

2.3 SWOT Analysis

A scan of the internal and external environment is an important part of the strategic planning process. Environmental factors internal to the firm usually can be classified as strengths (S) or weaknesses (W), and those external to the firm can be classified as opportunities (O) or threats (T). Such an analysis of the strategic environment is referred to as a SWOT analysis. (Quick MBA 2013) The SWOT analysis of NVC will be introduced then.

2.3.1 Strengths

The strengths of NVC were reflected in national accreditation, high brand value, leader in lighting industry, brand awareness.

National Accreditation

2008, “NVC” trademark was identified as “China Famous Brand” by the State Administration for Industry and Commerce. The NVC Product has continuous access to a number of honors, “National Inspection-free Product”, “Guangdong Province Famous Brand”. April 1st, 2010, NVC Vietnam hosted a successful dealer meeting in Hilton Hotel of Vietnamese capital, Hanoi. (NVC Lighting 2013)

June 9, 2011, the LED tsunami has overwhelmed nineteen of the enormous halls of Guangzhou edition of the Messe Frankfurt, Guangzhou lighting fair. In the fair, numbers of LED lighting manufacturers show their new technologies and products.

High Brand Value

June 28, 2010, released by the World Brand Lab at the Marriott Hotel in Beijing “China’s 500 Most Valuable Brands” list in 2010. NVC ranked the lighting class brand value and brand value of 2.518 billion RMB.

Leader in the Lighting Industry

NVC is China’s largest domestic lighting brand supplier for the 2008 Beijing Olympics, the 2010 Shanghai World Expo, 2010 Guangdong Asian Games, the 2010 World Cup in South Africa and other major projects. NVC has maintained a leading position in the lighting industry. NVC has provided lighting products and solutions.

Brand Awareness

April 9, 2010, “China’s Real Estate Development Enterprises Building Materials Procurement Preferred 500 Bands List” released. The data shows that the NVC for the first time ranking over the international lighting brands such as Philips in the record of stable housing enterprises procurement preferred top 500. (SINA Real Estate 2010) The NVC specialty store has the highest brand awareness in Feixi market compared to other lighting brands.

Strong Strength

NVC UK handles the business in Europe. It is the design center of NVC in Europe. Its products are mainly lighting fixtures and outdoor lamps. (NVC Lighting 2013) May 20, 2010, in the case of turbulent fluctuations in the Hong Kong stock market, the largest manufacturer of energy-saving lamps NVC Lighting was successfully listed on the Hong Kong main board to issue 728 million RMB shares, raising net value of 1.373 billion RMB. (Sunshine dreamworks 2011)

2.3.2 Weakness

NVC product's price is relatively high, not suitable for mass consumption. NVC home lighting product's price is generally higher than other brands, and the purchasing power of Feixi customer is not high. A high degree of price concerns, impact NVC popularity of home lighting promotion.

NVC products cover a wide range, and did not form an exact core product. NVC's products are always colorful, and are not form an intrinsic core or representative product. In brand aspect, NVC do not have a clear professional brand. NVC home lighting is wide range of brands, without a clear professional brand on behalf of NVC.

NVC brand is mainly promoted to the staff, rarely do the media advertising. This leads to a large number of people do not know NVC home lighting. Media advertising needs to be improved.

2.3.3 Opportunities

The lighting industry has a vast potential for future development, and the market has a good condition. The impression of people in the past, lighting lamps just a tool. But in recent years of the development, lamps should not only pay attention to the effect of lighting, but also concentrated to the shape and style of the lamps. With enriched the material and shape of the lamp, the development of the lighting industry is getting better and better, and the market's condition becomes good.

Lighting industry needs professional lighting brand which means it is a very good opportunity for NVC's development. At the moment, lighting brands are disorganized,

price difference, and no guarantee of quality. There is no doubt that consumer needs a real professional lighting brand. (NVC Lighting 2013)

Urban construction increased demand for lighting products. With the accelerated process of urbanization, the city square, traffic, new commune, home decoration, mall and office building are decorated with lamps. And the demand of lighting will continue to increase for urban construction.

Home lighting improvements gained much attention. With the escalating consumption structure, people began to pay more attention to the home lighting decoration. The demand of lighting industry will continue to expand.

2.3.4 Threats

There are three main threats NVC Lighting are facing:

- Competitive market.
- Many similar products and brands are on the market. The confusion of price are broken the lighting market's rule.
- The urgent need to improve the lighting industry's standard.

According to the SWOT Analysis, in order to achieve better development in Feixi, NVC must catch the market opportunities for the development of their products, and learn from each other.

On the one hand, step up research and development of new energy-saving products, makes the company's products combined with mainstream thinking in the world, leading opportunity to further improve the visibility and reputation of the home lighting, better to expand the market.

On the other hand, the full development of the home lighting market, expand the NVC overall reputation and credibility, and strive to create a professional home lighting brand, improve the company's competitiveness in the lighting market.

3 RESEARCH IMPLEMENTATION AND RESEARCH RESULTS

In chapter 3, the questionnaire survey and research results will be introduced. For research process, there are mainly six steps to implement the questionnaire survey. Firstly, the author got contact with the representative of the NVC specialty store in February, 2013, and had a discussion with him. At the same time, the specific direction of the questionnaire survey was made which includes the target investigation group and the purpose of the questionnaire survey. After that, the research brief was made and sent to the representative by e-mail in March, 2013. In April, the research proposal from my thesis supervisor was sent and got his permission to implement the questionnaire survey. It took one week to collect the questionnaire answers and one day to gather the data from 15th to 21st, April. After getting the data from the representative, the data was analyzed what you will see in chapter 3.

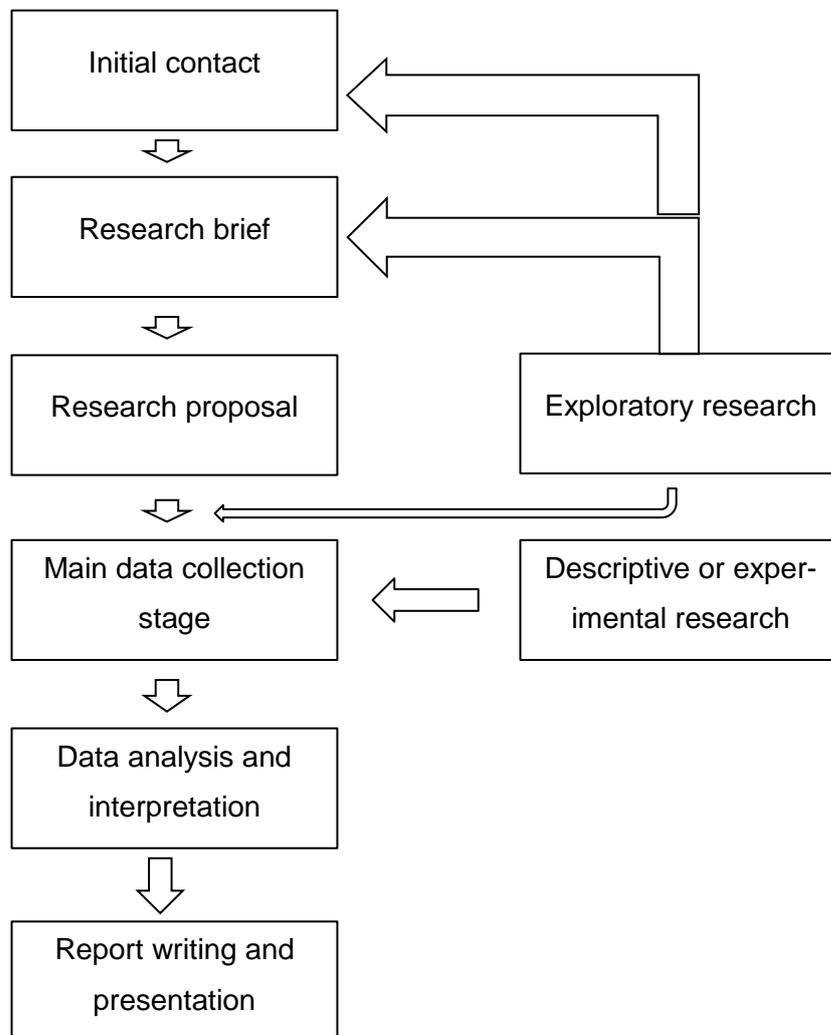


FIGURE 7. The marketing research process (David 2001, 161)

3.1 Research Objectives and Methodology

A questionnaire survey is a method of obtaining specific information about a defined problem so that the data, after analysis and interpretation, results in a better appreciation of the problem. It is an important element of the total research design, and its preparation and administration demand considerable professional expertise. The type of the questionnaire obviously depends on the method of survey, and this will be dependent on the nature of the problem being investigated, the kind of population sampled, and the sample size. (Chisnall 1992, 109)

Quantitative survey can be conducted by using mail, interview, telephone, post or internet. Questionnaires are the most common marketing research method. Marketer often uses it to find out people's opinions on their products or services in order to analyze the result to improve their sales or satisfy customers' needs. It provides the unique and first hand data which cannot be found from secondary data such as, books, newspaper and other sources. It has been used for collecting data from a questionnaire in this study. The approach was structured and involved number of questions. (Creswell 2002, 78)

Questionnaire

The purpose of this study is to understand the local current market situation in the field of home lighting industry. There are three main competitors of NVC Lighting: Opplé, OTL, and Philips respectively. The representative of NVC wants to know the brand recognition and market share in Feixi market through questionnaire survey. The aim of the research is to help the representative to understanding the local market situation deeply. After that, some suggestions about how to promote NVC products in Feixi will be provided.

Quantitative research is the most effectively way to investigate and analyze the local market situation from the view of Feixi customers. The questionnaire data will be carried out by computer. The research was adopted from the NVC specialty store's representative's point of view. The aim of the research was to forecast the future market size and segment target group, then determine the promotion suggestion through the analysis of questionnaire data.

Totally, 350 questionnaires were sent out in the NVC specialty store in Feixi. The NVC specialty store is located in the county central. Altogether 350 pieces of ques-

tionnaires were carried out in the middle of April, 2013. The shop assistants of NVC specialty store were responsible for collecting the questionnaires. Their customers can fill in the questionnaire after shopping if they prefer. In addition, the representative arranged some workers to delivery questionnaire on the street. Customer who filled in the questionnaire can get a gift such as key ring and shopping bag. All questionnaires were collected immediately after the respondents completed the questions. And 316 persons were accepted to fill in the questionnaire. After the end of questionnaire research, the shop manager was responsible for gathering and collecting data through excel software. The finished statistical data was delivered to the author by e-mail.

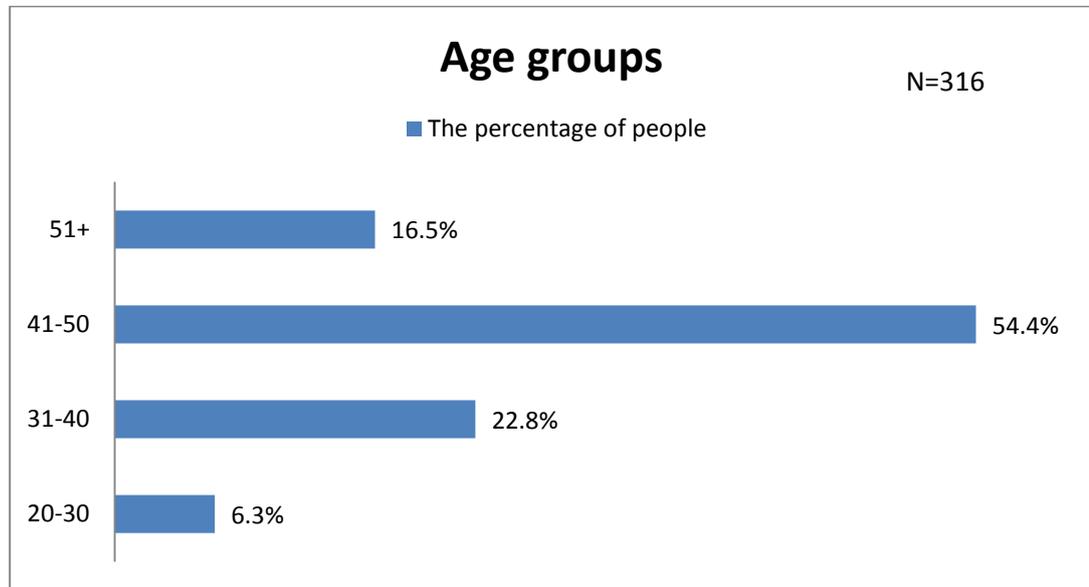
3.2 Research Results

After gathering and collecting the data from the research, the result of the research will be pointed out. Besides that, conclusions and suggestions to the NVC specialty store will be given. It will help the representative to think out how to improve their products market situation in Feixi.

There are nineteen questions in the questionnaire which can be divided into two parts which include background questions about respondents and research questions. In the first part, four questions about the age, gender, living area and decision power of respondents were asked. The respondent needed to tick the correct option. In the second part, there are fifteen questions which can be divided into three aspects. In the first aspect, ten questions about customer needs concerning lamps were asked. In the second aspect, concerning sales and promotion five questions about consumer custom, brand recognition, promotion tools, consumption level and information channels were asked. The rest four questions contained the assessment of NVC's product, service, advertising from respondents' point of view. In the one open question, only part of respondents gave comments and suggestions.

3.2.1 Background Information of the Respondents

The sample consists of 193 men and 123 women which is 61 percentages and 39 percentages of total sample. There are 296 respondents living in Feixi and only 20 respondents are not.



Note: n=number of respondents

FIGURE 8. Age groups of the respondents

According to the Figure 8, 54.4 % of the respondents age concentrated on the 41-50 years old. Next biggest age group is 31-40 years old which take up 22.8 % of respondents. 16.5 % of the respondents belong to the age group of 51+. Only 6.3 % of the respondents belong to the age group of 20-30.

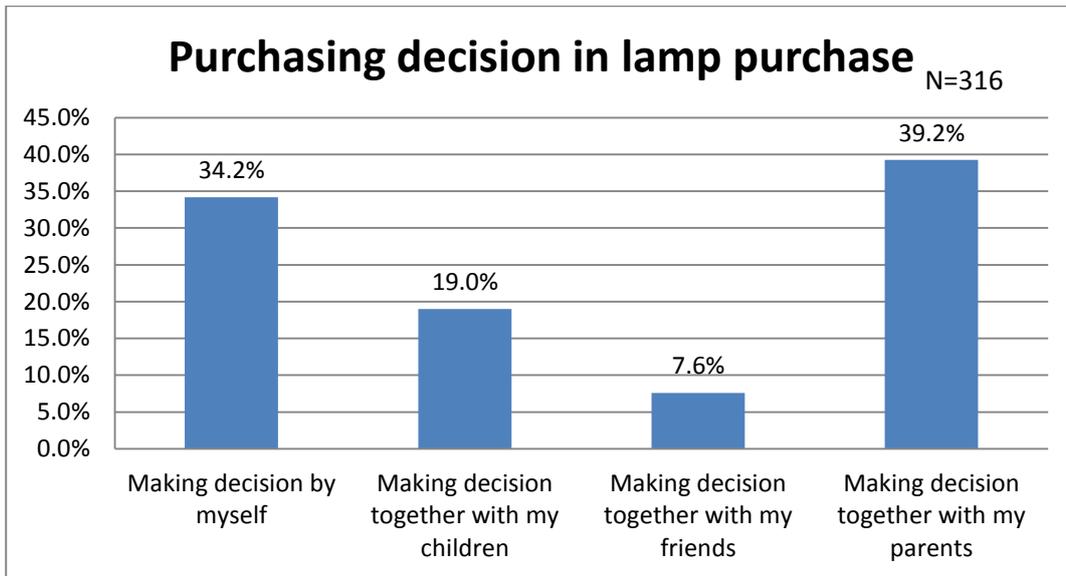


FIGURE 9. The way of making purchasing decision by the respondents when they are buying lamps

The column graph in Figure 9 shows the number of respondents who make the purchasing decision by themselves, with children, with friends and with parent respectively. About 39.2 % of respondents made purchasing decision together with parents. And 34.2 % of respondents make purchasing decision by themselves. 19 % of respondents make purchasing decision with their children. Only 7.6 % of respondents made purchasing decision together with their friends.

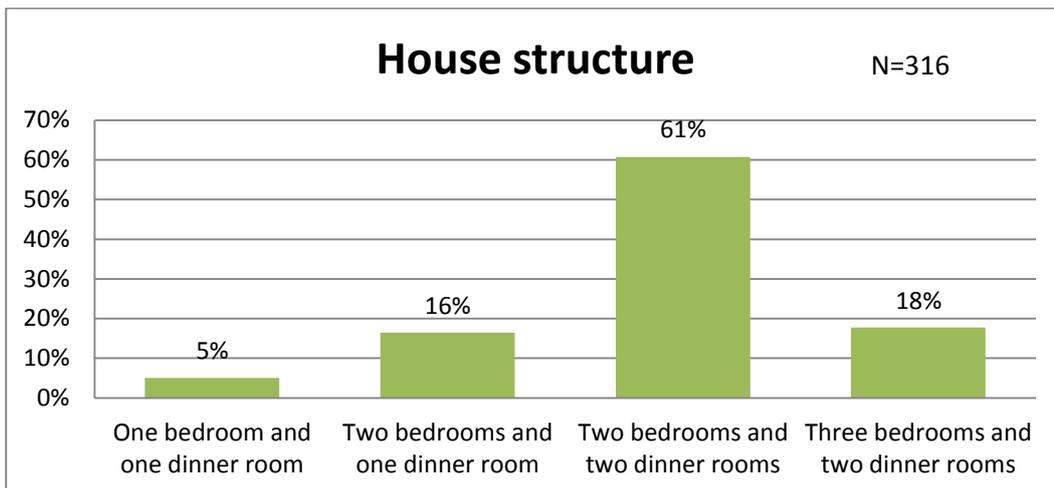


FIGURE 10. House structure of the respondents

Figure 10 reflects the house structure of the respondents in Feixi. In the diagram, more than half of respondent's house structure is two bedrooms and two dinner rooms. 18 % of respondents' house structure is three bedrooms and two dinner rooms. The lowest rate is 5 % which means only 5 % of respondents' house structure

is one bedroom and one dinner room. The rest 16 % respondents' house structure is two bedrooms and one dinner rooms.

3.2.2 NVC Lighting Customer Needs

In the aspect of customer needs, some questions about the purchasing motivation and product' needs when they buying lamps were asked in the second part of questionnaire.

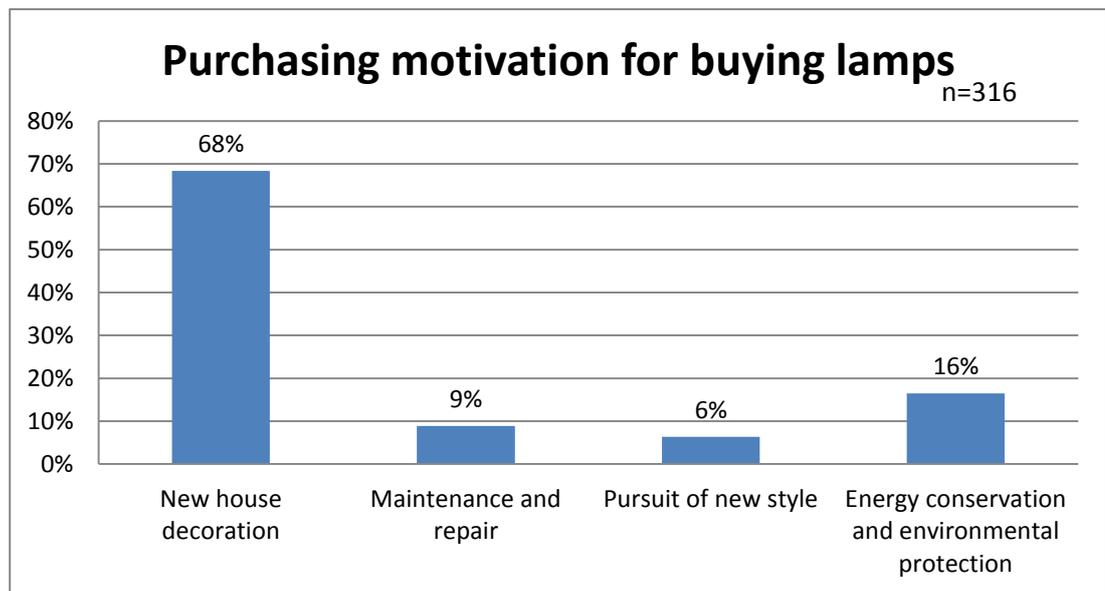


FIGURE 11. Purchasing motivation of the respondents when they intend to buy lamps

In the second part of the questionnaire, the motivation of purchasing was asked, as the graph in Figure 11 shows, the reason of new house decoration has the highest rate which is approximately 68 %. The second highest rate is energy conservation and environmental protection which is about 16 %. The reason of maintenance and pursuit of new style are 9 % and 6 %.

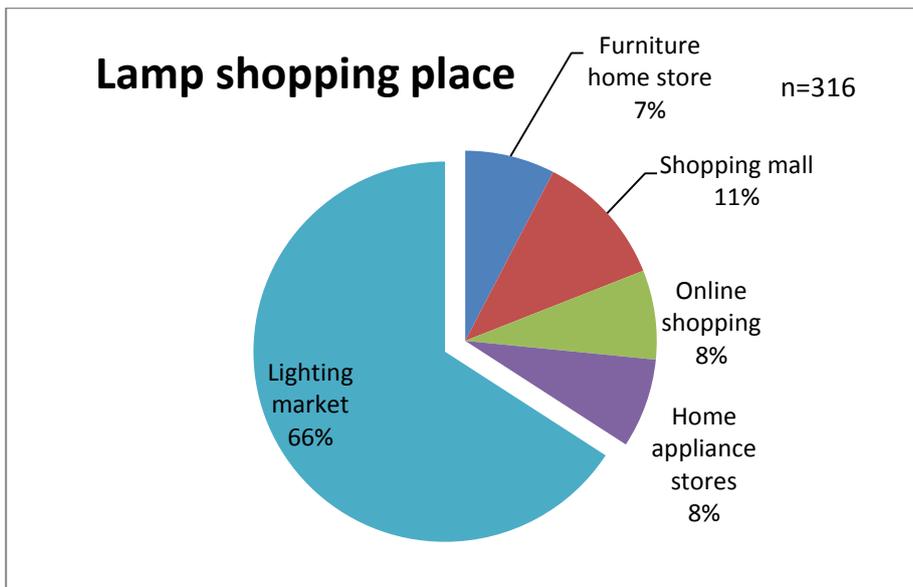


FIGURE 12. Lamp shopping place when buying lamps

The majority of the respondents selected lighting market as their consumption place which rate is 66 %. The rate of respondents who buy lamps in shopping mall is 11 %. With the increasing development of internet business, most of people prefer to stay at home and do shopping online to buy clothing, cosmetics and electronic products. But for home lighting products, online shopping and home appliance stores are the same rate which is 8 %. Only 7 % of respondents buy lamps from furniture home store.

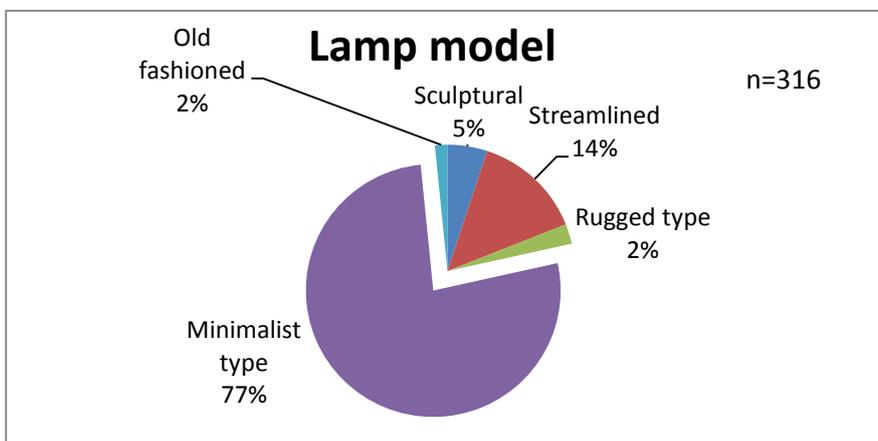


FIGURE 13. Respondents' choice of lamp model when intending to buy lamps

Figure 13 is a diagram showing respondents' proportion of choice for lamp model in Feixi. The result displayed that there are 77 % of respondents to choose minimalist type of lamp to be their house decoration. The number of respondents who choose streamlined type lamp is 44 that take up 14 % of total demand. 5% of respondents selects sculptural as their choice. Only 2 % of respondents choose rugged type, also old-fashioned type.

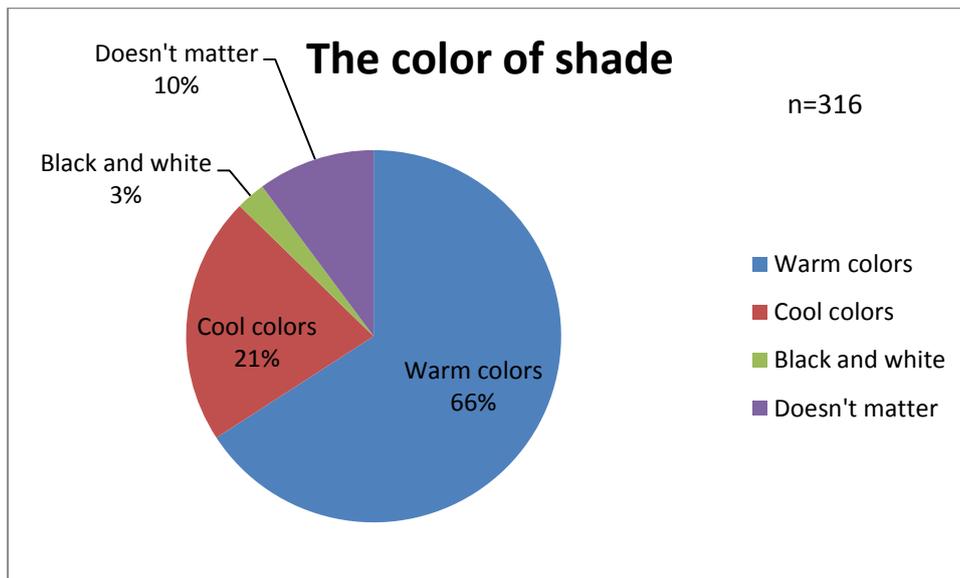


FIGURE 14. The choice of shade's color when intending to buy lamps

In the diagram in Figure 14, respondents' choice of shade color is shown. As can be seen from the pie chart, the percentage of respondents who select the warm colors is 66 %, 21 % respondents choose cool colors. The black and white colors are not welcome by the respondents, their proportion is only 3 %. About 10% of respondents don't mind the shade color.

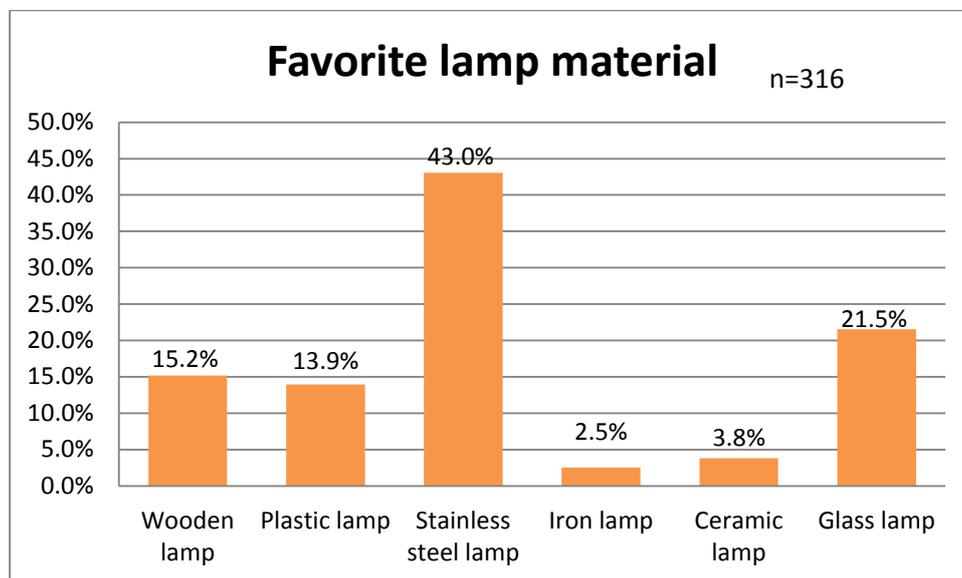


FIGURE 15. The respondent's favourite lamp material

The results in Figure 15 show the favorite lamp material of the respondents. There is 43 % of respondents who selected stainless steel lamp as their choice. By contrast with stainless steel lamp, the iron lamp and ceramic lamp were selected only by 2.5 % and 3.8 % of respondents choose it respectively. The percentage of respondents who

choose wooden lamp, plastic lamp and glass lamp are in the same way which numbers are 15.2 %, 13.9 % and 21.5 %.

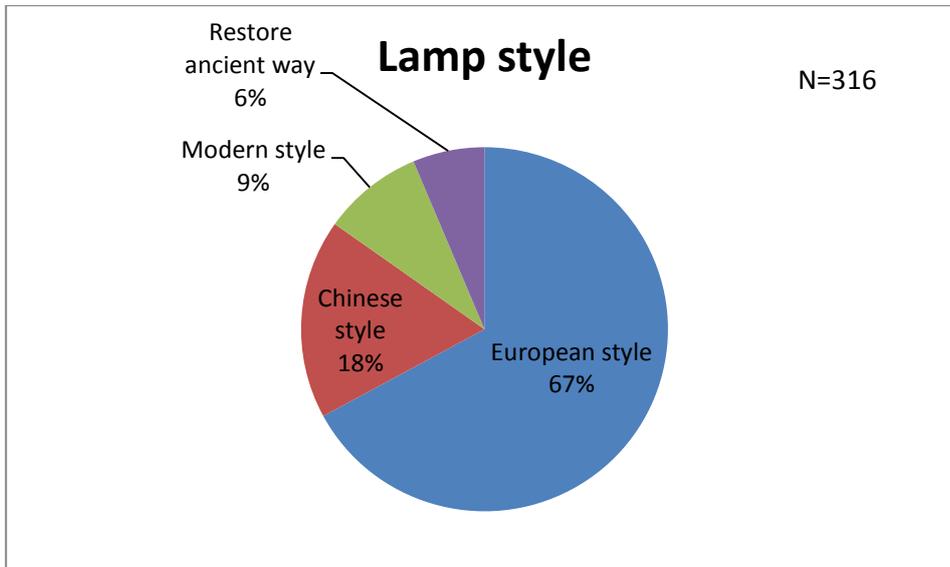


FIGURE 16. The respondent's favourite lamp style

In this questionnaire survey, the favorite lamp style of respondents was asked. From the bar chart, most of respondents prefer to choose European style which rate is 67 %. There are approximately 18 % of respondents who choose Chinese style. The modern style and restore ancient way are 9 % and 6 % respectively.

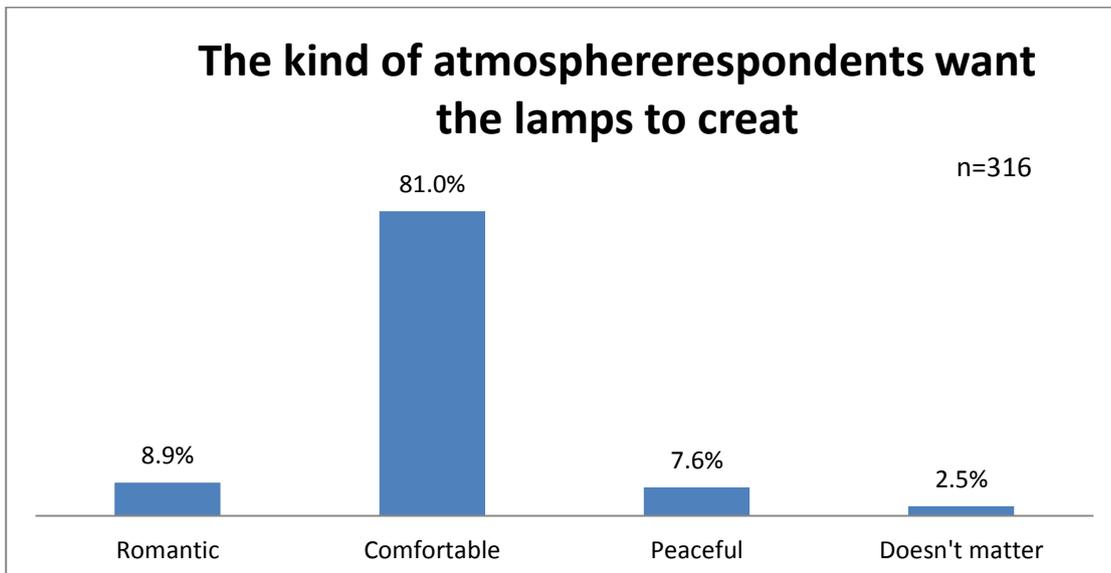


FIGURE 17. The kind of atmosphere the respondents want the lamps to create

In Figure 17, there are 81 % of the respondents who want to create comfortable atmosphere through lamps. Only 8.9 % and 7.6 % of respondents would like the ro-

mantic and peaceful atmosphere according to the figure. The rest respondents do not mind the atmosphere.

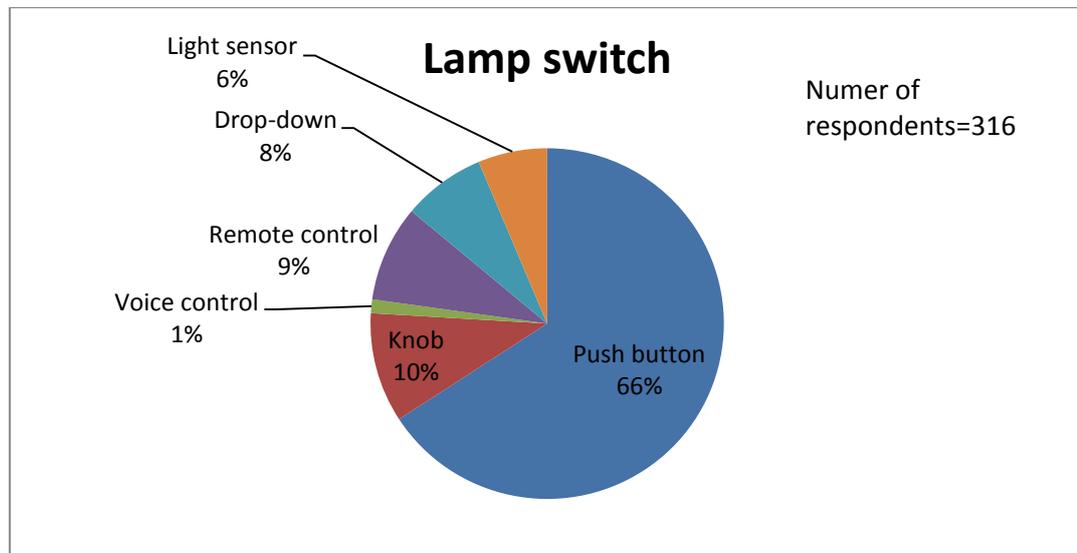


FIGURE 18. The respondents' choice of lamp switch

In the diagram, about 66 % of the respondents like to use push button to control the lamp. After that, there are 10 % of the respondents like to use knob to control lamp. The rate of remote control, drop-down, light sensor, voice control is all less than 10 %.

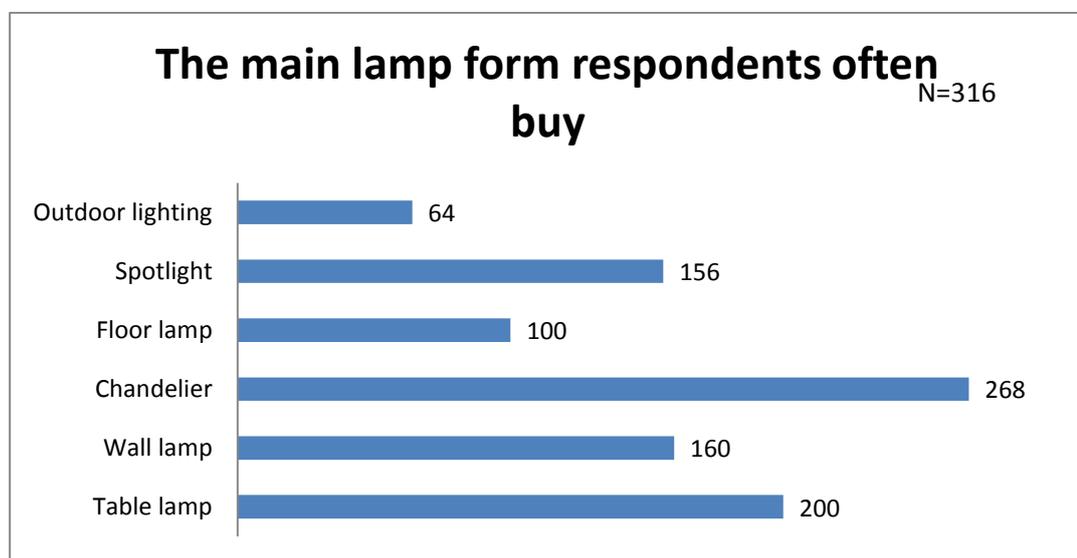


FIGURE 19. The main lamp form the respondents often buy

Respondents can select three options for this question which is the main lamp form they often buy. The number of respondents who choose chandelier is more than others which is 268. 200 respondents choose table lamp and 160 respondents choose wall lamp. There are 156 and 100 respondents choose spotlight and floor lamp.

3.2.3 NVC Lighting Market Situation Analysis

Concerning about the market situation of NVC Lighting in Feixi, some questions about brand awareness, information channel, promotion method, evaluation of NVC were asked. From these aspects, the analysis of NVC Lighting market situation will be introduced then.

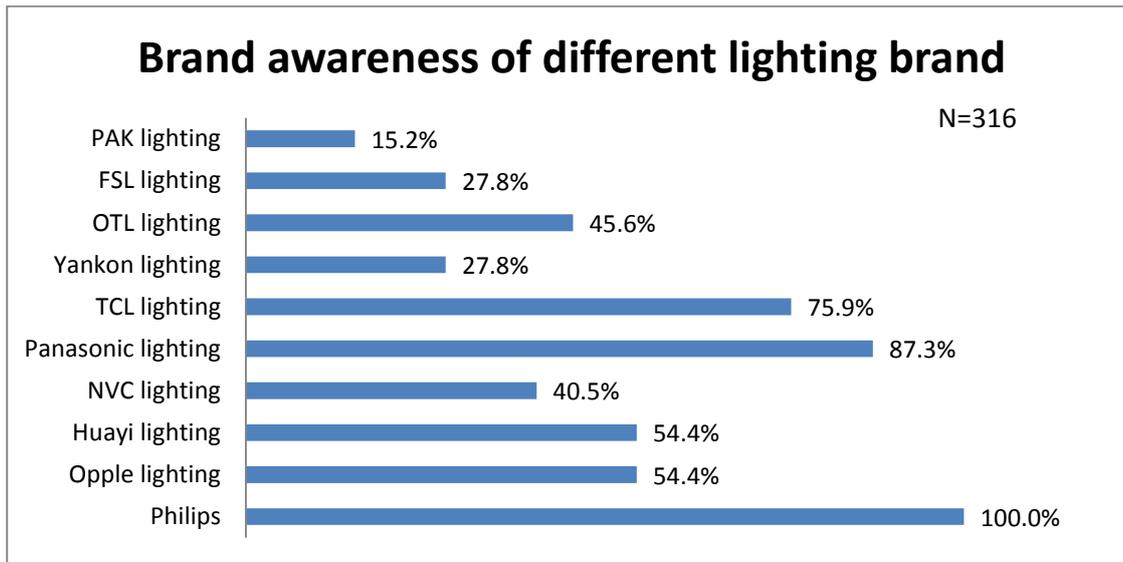


FIGURE 20. Brand awareness of 10 lighting brands by the respondents

The graph in Figure 20 shows the brand awareness of different lighting brand. There were 10 lighting brands options listed in the questionnaire survey, respondents could choose as many options as they needed. The result presented in Figure 21 shows that: all the respondents know the brand of Philips, on the contrast, not even half of respondents know the NVC lighting. As can be seen from the graph, the percentage of respondents who choose TCL lighting and Panasonic lighting are more than 75 % which are 75.9 % and 87.3 %. From 40 % to 60 % of respondents, there are four brands which are OTL lighting, NVC lighting, Huayi lighting and Oppl lighting. Less than 30 % of respondents know about PAK lighting, FSL lighting and Yankon lighting. The brand awareness of NVC Lighting compared to other nine lighting brands is unsatisfied. Less than half of respondents know the brand of NVC Lighting. The improvement of NVC brand awareness should be one of the advertising objectives.

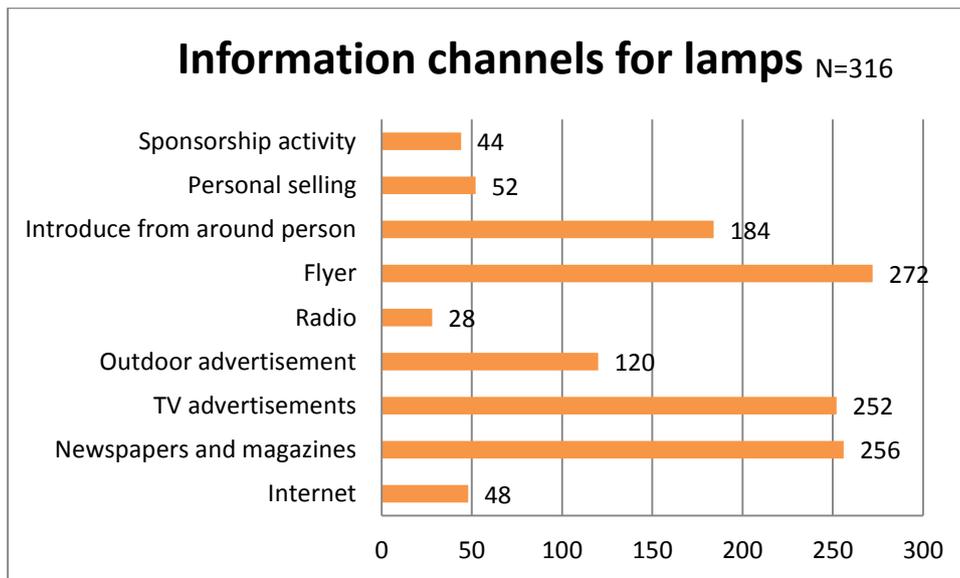


FIGURE 21. Information channels of lamps the respondents used to know

In the question 13, the channel or media respondent used to know lamps were asked. Respondents could choose as many options as they needed. For home lighting industry, the information channel still focus on TV, newspaper and flyer. The results in Figure 21 show that there are 272, 252, 256 respondents whose choose flyer, TV and newspaper respectively. There are 184 respondents who get information about lamps from the introduction of people around. And 120 respondents get information from outdoor advertisements. The internet, radio and sponsorship activity are 48, 28 and 44 respectively. According to the analysis, the advertising methods of NVC Lighting for NVC specialty store will focus on flyer, newspapers and magazines and TV commercials.

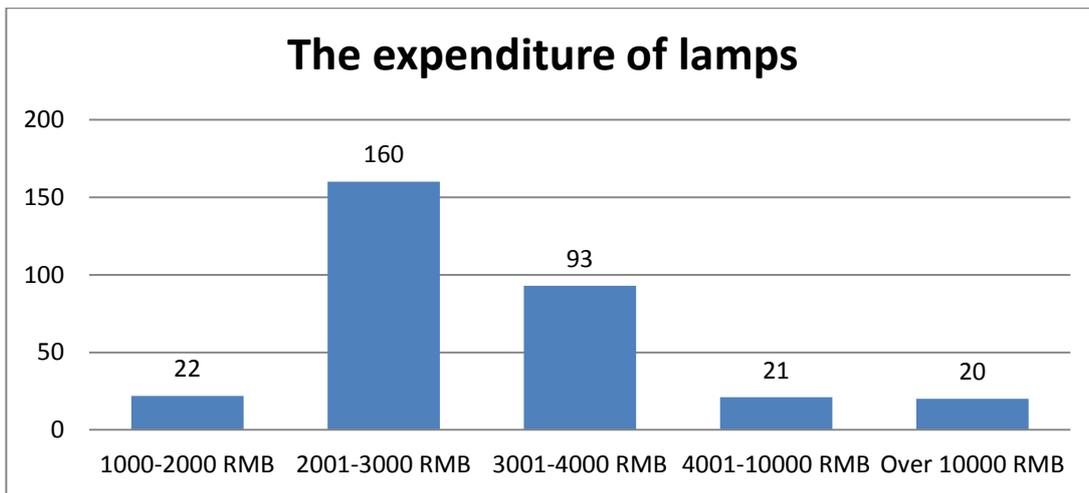


FIGURE 22. The expenditure of lamps when intending to decorate the house

In the question 15, 160 respondents were willing to spend 2001-3000 RMB on home lighting decoration. 93 respondents prefer to take 3001-4000 RMB on home lighting decoration expense. There are 20 respondents decided to spend over 10000 RMB on home lighting decoration. And 21 respondents decided to spend 4001-10000 RMB on home lighting decoration. According to the Table 2, the age of respondents has influence on their consumption level.

TABLE 2. The connection between the age group of respondents with the expenditure of lamps

Age Expenditure	20-30 years old	31-40 years old	40-51 years old	Over 51 years old	Number of respondents
1000-2000 RMB	12	3	2	5	22
2001-3000 RMB	5	37	104	14	160
3001-4000 RMB	3	25	47	18	93
4001-10000 RMB	0	5	6	10	21
Over 10000 RMB	0	2	13	5	20
Number of re- spondents	20	72	172	52	316

As can be seen from Table 2, in the expenditure stage of 1000 to 2000 RMB, the largest number of the respondents is focus on 20 to 30 years old. In the expenditure level of 2001 to 3000 RMB and 3001 to 4000 RMB, there are 104 and 47 respondents in the age group of 40 to 51 years old. In the expenditure level of 4001 to 10000 RMB, 10 respondents are over 51 years old. 13 respondents whose age is 40 to 51 years old are prefer to spend over 10000 RMB in the expenditure of lamps. According

to the analysis, the consumption group of lamps concentrated on 40 to 51 years old. The next important consumption group is 30 to 41 years old.

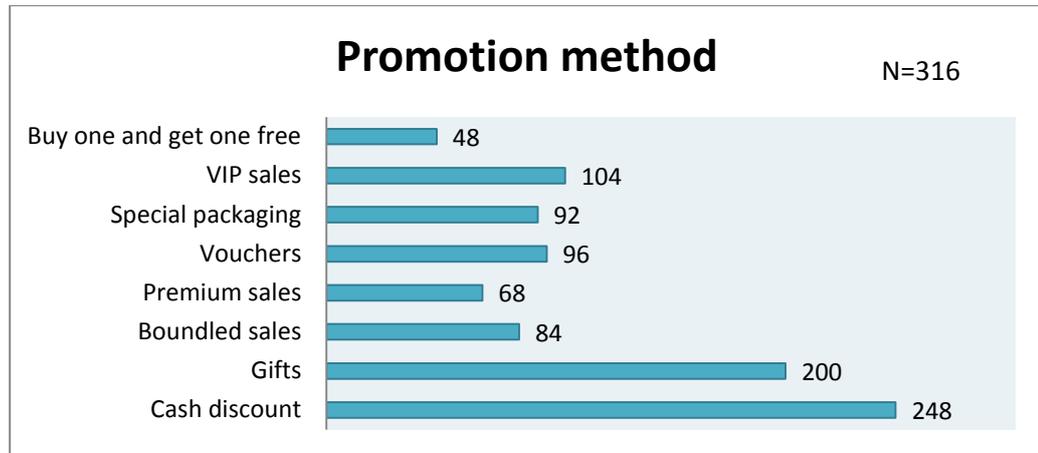


FIGURE 23. The most interesting promotion method for the respondents

Most of respondents are interested in cash discount and gifts which number of respondent are 248 and 200. There are 104 respondents who would like VIP sales. And 92 and 96 respondents accepted the method of special packaging and vouchers respectively. According to the analysis of research, gifts and cash discounts will be the promotion method of NVC specialty store.

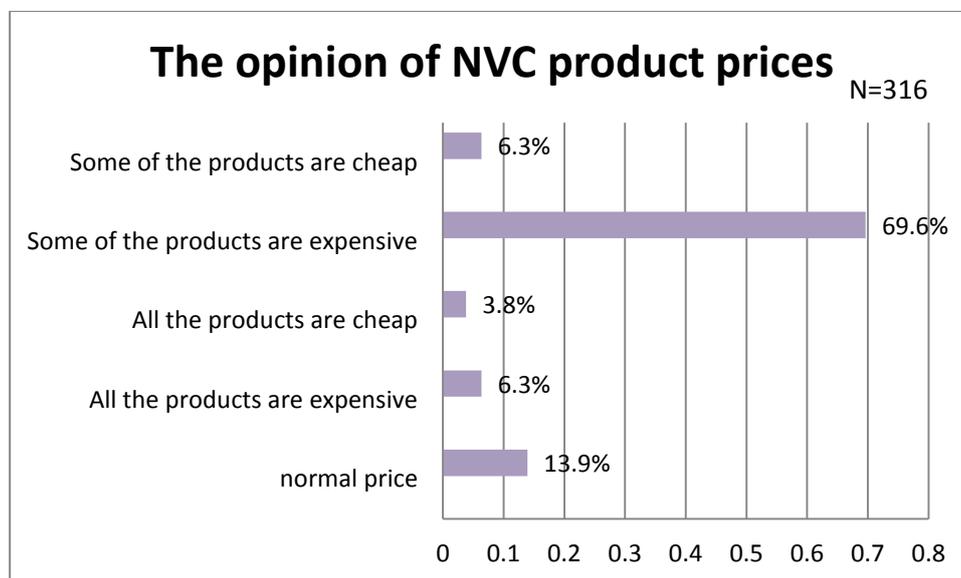


FIGURE 24. Respondents' opinion about NVC product prices

In the second part of questionnaire the respondents' opinions about NVC product's price was asked. The result presented in Figure 24 shows that: there are 69.6 % of respondents who thought some of NVC product's price are expensive and 13.9 % of respondents supposed the price of NVC product is normal, 3.8 % of respondents

thought NVC products are all cheap, 6.3 % of respondents thought some of NVC products are cheap. And also 6.3 % of respondents thought NVC products are all expensive. The market position of NVC lighting product could target on midrange and high-end consumption, so that the brand image will be easy to build.

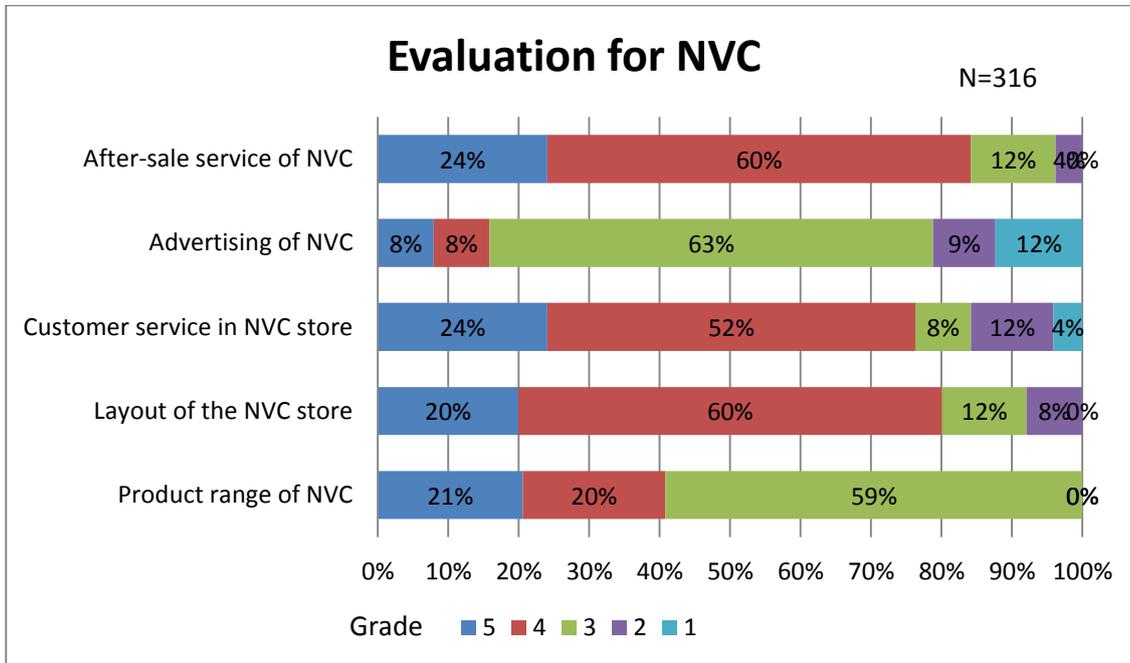


FIGURE 25. Respondents' evaluation of NVC

The Figure 25 shows the changes of the respondents' evaluation for NVC. As you can see from the graph, respondents gave the grade for NVC different aspects from grade 1 to 5. It can be seen from the graph that the "5" grade rate of product range, store layout, customer service and after-sale service are over 20%. The "4" grade rate of store layout, customer service and after-sale service are more than 50%. Nobody gave grade 1 in the aspect of product range, store layout and after-sale service. Overall, the advertising evaluation of NVC lighting is not good at all, it should be improved. The project of advertising will be introduced in chapter 5.

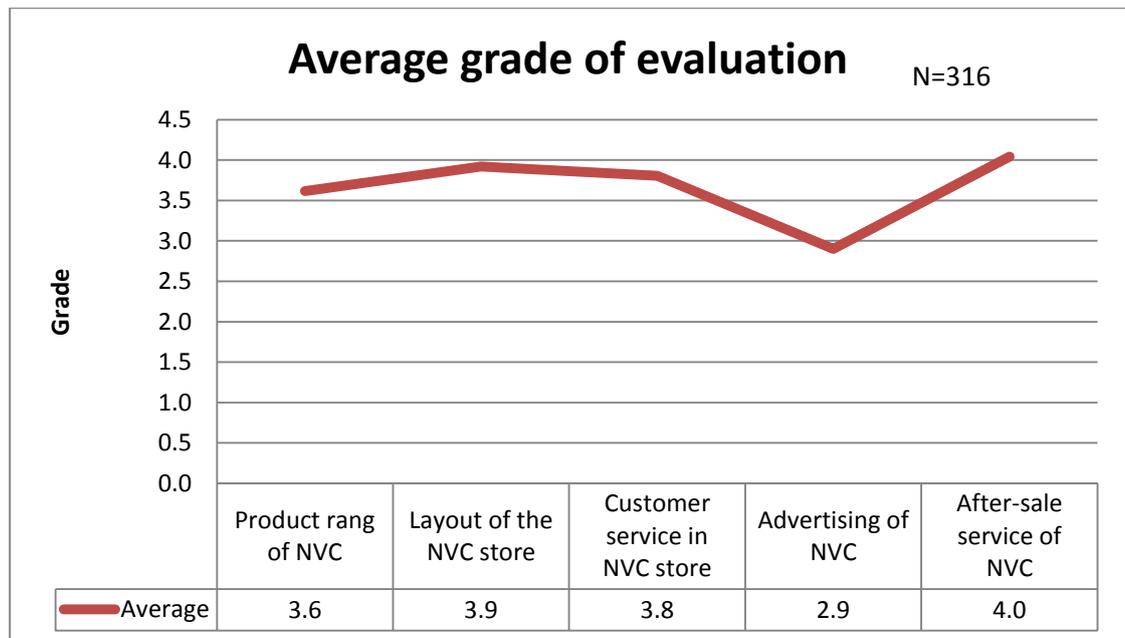


FIGURE 26. The average grades of respondents' evaluation

The line chart in Figure 26 illustrates the average grade of each aspect for NVC. As can be seen from the chart, the evaluation of after-sale service gets the highest average grade 4. The second highest average grade is 3.9 which is the grade of store layout. The lowest average grade is 2.9 for the advertising of NVC. The average grade of advertising evaluation should increase after promotion activities.

In the open question 19, the respondents mentioned variable opinions about NVC. Some of the respondents expressed that they want more promotion activity of NVC products. Some respondents hoped that the price of NVC products can be lower and improve the customer service. And the rest respondents did not state anything.

4 MARKETING STRATEGY

In chapter 4, the marketing strategies will be introduced which includes two parts, target market and marketing mix. In the first part, it will be mentioned who are NVC's target customers, what is the market position of NVC specialty store in Feixi according to the results of questionnaire survey. In the second part, it will focus on a series of marketing tools which include product, price, promotion and place.

Feixi county is located in the middle of Anhui province and is one of the top one hundred counties of China. The population of Feixi county is 88.9 million. Feixi county area is 1961 square kilometers. Feixi county is one of the economic counties of Anhui province. Feixi County and Hefei high-tech zone, economic development zone, scientific and technological innovation demonstration zone and the Chief Cultural District as an integration. (Baidu Wikipedia 2013)

4.1 Target Market and Market Positioning Strategy

A company can categorize or "segment" target customers into various groups. The company selects one or more customers groups or segments. A different product or a different version of the same product is marketed to each of the groups through different marketing activities (different advertising techniques and sales presentations). Segmentation is the process of defining target groups so that the company has a greater opportunity to achieve sales and profit targets. (Lahtinen & Isoviita 1994, 40)

Before selecting a target market for NVC specialty store, we need to segment the consumer market. There are many different segmentation criterias, for instance, geographic segmentation, demographic segmentation, psychographic segmentation and behavioral segmentation. NVC Lighting products mainly focus on home decoration, so that the segment of NVC specialty store will follow the demographic and psychographic segmentation. According to the age, income, social class, lifestyle and personality characteristics of customers, segment the target market for NVC specialty store. After segmenting the target market and customers, several marketing strategies will be provided which will emphasis on the market promotion side.

Target market

A target market consists of a set of buyers who share same need or characteristics that the company decides to serve. (Kotler, Armstrong, Wong, & John 2008, 424)

Segmentation procedure is divided into the following five steps:

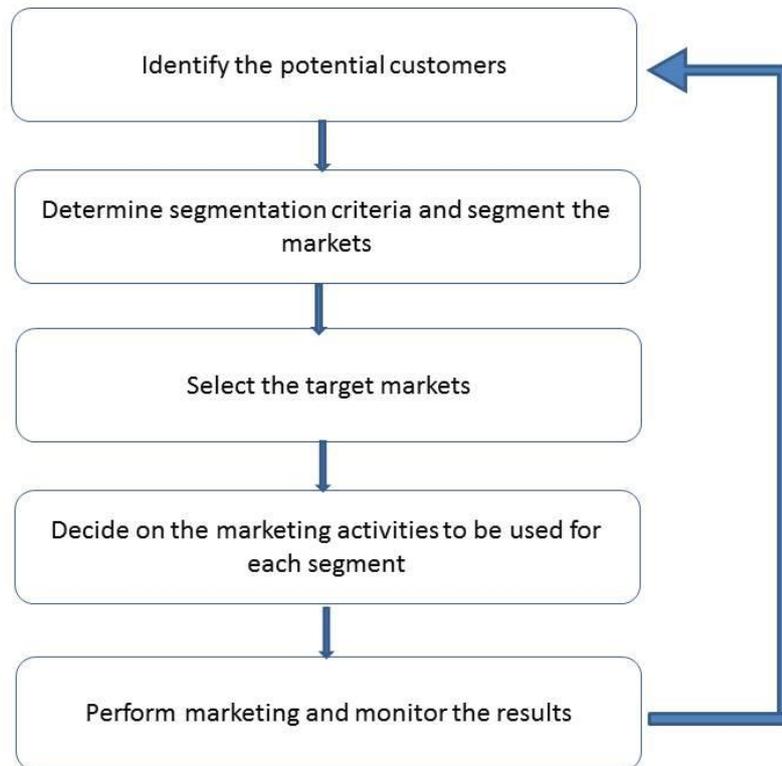


FIGURE 27. Segmentation procedure (Lahtinen & Isoviita 1994, 42)

A. Identify objectives and potential customers

NVC specialty store's potential customers are those people who need to buy lamp whoever they are business man, housewife or media workers. Because it is a retail store so that their customers are only individual buyers.

B. Determining segmentation criteria and segmenting the markets

According to the results of questionnaire survey, the target age group of NVC specialty store is focus on 31-40 and 41-50 years old. Most of respondents are making purchasing decision by themselves and together with their parents. The motivation of buying is about 68 % of respondents based on the reason of new house decoration.

And about 16 % of respondents start from the motivation of energy-saving and environmental protection. In addition, on the basis of customer hobby's differentiation, here is a figure to show the NVC's specialty store's segmentation criteria as follows:

Segmentation criteria	Research results
Age	31-40 years old (22.8 %) / 41-50 years old (54.4 %)
Purchasing decision making	Customer themselves (34.2 %) / together with their parents (39.2 %)
Purchasing motivation	New house decoration (68 %)
House structure	Two bedrooms and two dinner rooms (61 %)
Lamp shopping place	Lighting market (66 %) / shopping mall (11 %)
Lamp model	Minimalist (77 %) / streamlined (14 %)
Color of shade	Warm colors (66 %)
Lamp material	Stainless steel lamp (43 %) / glass lamp (21.5 %)
Lamp style	European style (67 %) / Chinese style (18 %)
Atmosphere	Comfortable (81 %)
Lamp switch	Push button (66 %) / knob (10 %)

Note: the total number of respondents is 316.

FIGURE 28. Segmentation criterias and lamp styles of NVC specialty store

C. Selecting the target groups for marketing

After the markets have been divided into segments, the next step of segmentation procedure is to select the target groups for marketing. Based on the geographic condition of Feixi county, the strategy of target market will use focused marketing strategy which is better for NVC specialty store to access the target group. As former analysing, the target market/group of NVC specialty store will focus on middle-age customers, who have the need for house decoration, bought lighting products from lighting market and who can make purchasing decision immediately by themselves. In addition, the different favourite lamp model, material, switch, colour for customers are also important for NVC specialty store to follow.

D. Deciding the marketing operations

Having selected the target groups, a company has to decide which product version will be marketed to each segment and which type of marketing activity will be used. (Lahtinen & Isoviita 1994, 45) According to the target groups as analysed before the company has to decide, how the product version will be marketed to the target group will be introduced later. After that, two marketing promotion activities will be introduced in chapter 5.

E. Implementing marketing strategies and controlling results

After presenting the marketing strategies to NVC specialty store, the representative will decide whether implement these strategies or not. The decision power belongs to the representative of NVC specialty store. If the representative decides to implement these strategies and promotion activities, the marketing process will begin and the success of marketing activities will be evaluated.

Specialty store is a kind of retailer. Retailers use any or all of the promotion tools – advertising, personal selling, sales promotion, public relations and direct marketing – to reach consumers. (Armstrong, Kotler, Harker, & Brennan 2009, 278) For NVC specialty store, they have many ways to improve their sales and customer loyalty, also brand awareness. They can advertise in magazines and newspapers and on radio, television and the internet. They can hold public relations activities, such as press conferences and speeches, store openings, special events and public service activities, also some sales promotion activities, such as store demonstrations and visiting celebrities.

Market positioning

The marketer must plan positions that will give their products the greatest competitive advantage in selected target markets, and they should design marketing mixes to create these planned position. Market positioning is based on the location of the existing competing products on the market, focus on the degree of attention of some of the characteristics or attributes of the customer for the products. The enterprise products shaping distinctive and giving the deep impression of a distinctive image and kinds of vividly passed to the customer, so that the products on the market to determine the appropriate position. (ZHIKU Wiki 2013)

The market positioning for NVC is to make NVC household products to become the light of the warm soul of every family. The design of NVC Lighting products purposed to create a homelike environment of modern family. In addition, the design of product need to highlight the stylish, simple, and make the European style combined with structural characteristics of today's housing. Introduction of safe, comfortable, healthy and advanced product design concept more actively. First import the intelligent control system in the lighting industry, and strive to fully meet the needs of the modern consumer of natural, energy-saving, environmental protection, high - technology. In the production process, NVC has always been adhering to the rigorous, delicate style, truly power consumption energy-saving and environmental protection of the production process.

4.2 Marketing Mix

Marketing mix is one of the major concepts in modern marketing. The marketing mix is a set of tactical tools that the firm blends to produce the response it was in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. (Armstrong & Kotler 2013, 81)

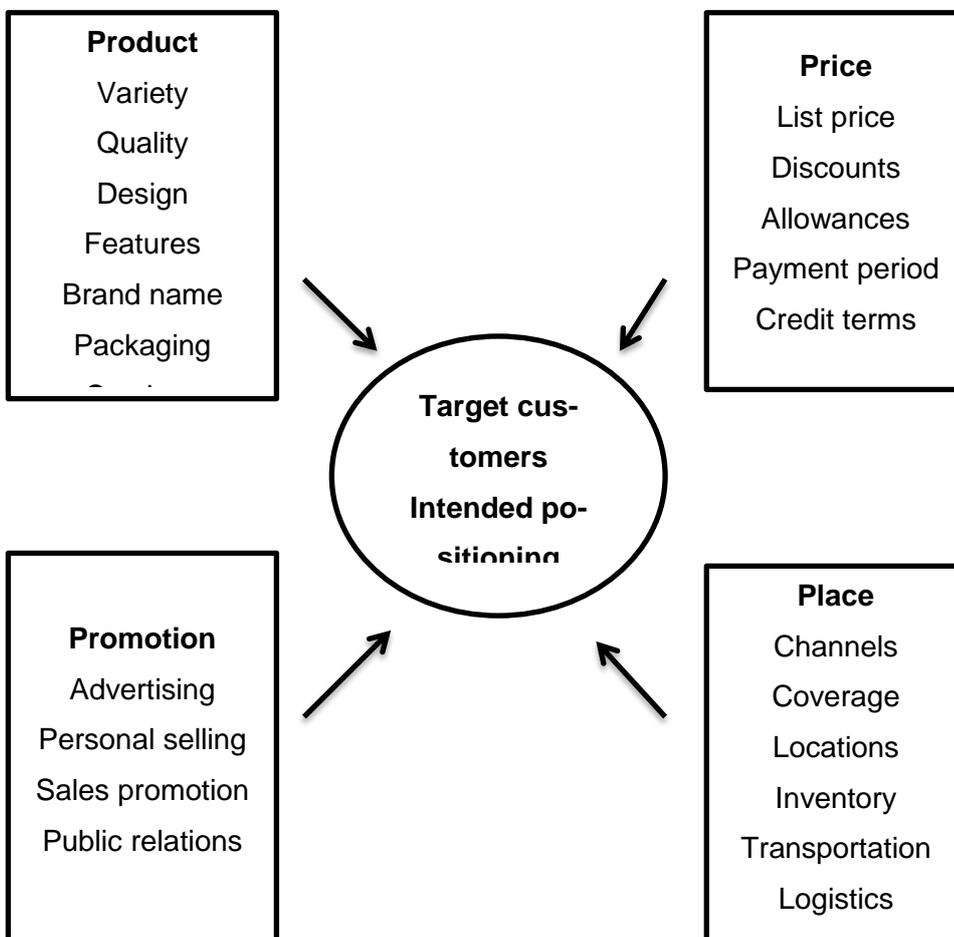


FIGURE 29. The four P's of marketing mix (Armstrong & Kotler 2013, 81)

Promotion strategy consists of planning, implementation, and controlling an organization's communication to its customers and other target audiences. (Nigel & David 2003, 400) In addition, the most common strategies used into promotion include personal selling, advertising, sales promotion and public relations.

Promotion

Promotion strategy is focused on promoting customers to buy goods in order to achieve the strategy to expand sales. The influencing factors includes advertising, personal selling, publicity, sales promotion and public relations. (ZHIKU Wiki 2013)

The research results presented in Figure 20 show that all the respondents know the brand of Philips, on the contrast, not even half of the respondents knows the NVC lighting. The results show that the brand awareness of NVC lighting has to be improved.

For home lighting industry, the information channel still focus on TV, newspaper and flyer. The research results in Figure 21 show that there are 272, 252, 256 respondents whose choose flyer, TV and newspaper respectively. It means that most of respondents get touch in lighting and lamp information through flyer, TV and newspaper.

Promotion strategy focus on advertising will be suitable for NVC lighting. In consideration of NVC lighting's market situation, brand awareness and customer need, two specific promotion projects will be introduced in chapter 5.

Product

Product strategy includes product development, product planning, product design, delivery and other decision-making. The impact of factors such as product features, quality, appearance, accessories, brands, trademarks, packaging, warranties, service. (ZHIKU Wiki 2013) For NVC specialty store, it is only the terminal dealer of NVC Lighting. The main mission is selling products and providing after-sales service for NVC customers, so that the NVC specialty store don't have product design and product development power. Selecting appropriate product range, product lines and types on sale is important for NVC specialty store. The representative can meet the Feixi customer's needs and wishes, then provide appropriate products and services for

their local customers, because the target market for NVC specialty store is only cover Feixi area. For example, according to the questionnaire survey, it is known that most of respondents like stainless steel lamp, European style lamp and push button lamp. It means that when the representative chooses the sample lamp for specialty store, he can choose more that kind of material and style lamp.

Price

Pricing strategy includes to determining pricing objectives, the development of price principles and skills. The impact of factors such as method of payment, credit conditions, the basic price, discount, wholesale price, and retail price. (ZHIKU Wiki 2013) According to the interview of representative of NVC specialty store, it was told that the price positioning of NVC product is same across the country. But in special condition, for instance, as part of promotion activities, they were allowed to change the price of special products under the permission of distributor of Anhui province.

Place

Company's and organization's place strategy is more concentrated on the connection and relationship with distribution partners rather than individual customers. The impact of factors such as distribution channels, regional distribution, brokers type, mode of transport, storage conditions. (ZHIKU Wiki 2013) The distribution channels of NVC Lighting are as follows:

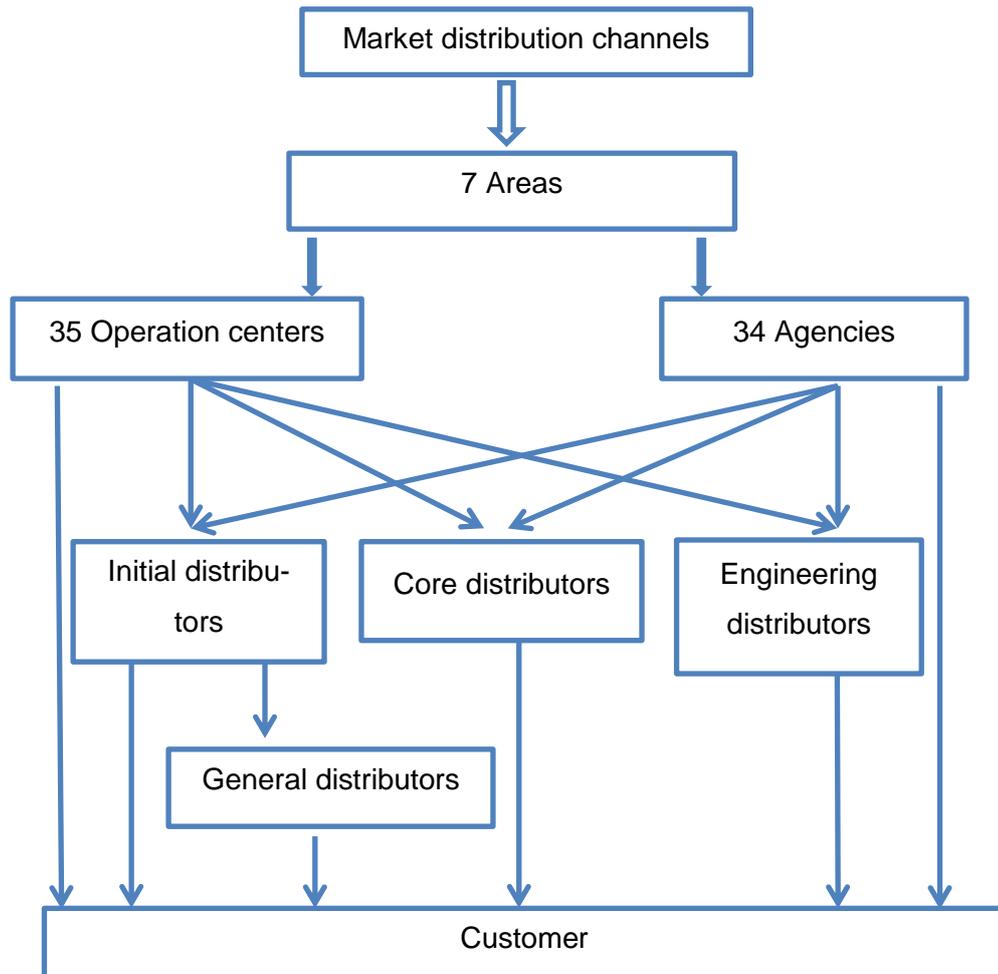


FIGURE 30. Distribution channels of NVC lighting (Yang 2011)

NVC Lighting established 35 operation centers in China, and these operation centers are responsible for each area of market operation and management. And these operation centers are completely under the leadership of the NVC 7 regional director. In addition, NVC built 34 agencies to assist the operation center to control the market. (Yang 2011) The specialty store belongs to the stage of general distributor. On the

one hand, the management of specialty store is independently without the control of operation center. On the other hand, some of store regulation, implementation of activity, price positioning, store decoration need to consult with the operation center, but also not compulsory follow up.

Place strategy for specialty store includes external and internal availability of the products. For the external aspect, the location of the shop, routes to the shop, transportation to the shop area and operating hours of the shop have to be considered. For the internal aspect, lay out of the shop, availability of the sale persons and how easy the shop is to access have to be mentioned. The location of NVC specialty store is in the central of the Feixi county, it is convenient for customer to parking, shopping and entertainment. Operating time is fixed, from 8:00 a.m. to 6 p.m. All the salespersons have regular training every season. The lay out of the NVC specialty shop is designed by the NVC Lighting company. The theme of the shop's lay out is green environmental protection and energy-saving.

5 SPECIFIC ACTIVITY PROJECTS

In chapter 5, two projects are introduced with specific introduction which includes the subject, date, purpose, content, activity processing, activity implement and so on. These activities are according to the results of questionnaire survey, the main purpose is to increase sales, improve brand awareness and customer loyalty, brand image, increase market share. Expanding NVC Lighting products' market and become the NO.1 brand in Feixi.

5.1 Project A

Subject: Celebrate the Dragon Boat Festival

Date: 10th, June, 2013 – 17th, June, 2013

Purpose: Increasing sales volume

Content:

- 20 % discount for all products during activity period
- Gain a gift if come in the store
- Special price for 8W energy-saving bulb just 1 RMB (Original price: 12 RMB. With valid documents, each person may purchase one. Daily limit: 15)
- Sum of consumption over 1000 RMB, get a gift (electric heater: 200 RMB)
- Sum of consumption over 2000 RMB, get a gift (water dispenser: 300 RMB)
- Sum of consumption over 3500 RMB, get a gift (soybean milk machine: 600 RMB)
- Sum of consumption over 6000 RMB, get a gift (washing machine: 1000 RMB)
- Sum of consumption over 10000 RMB, get a gift (electric cars: 1800 RMB)

Specific implementation:

- Personnel requirements: staffs need to dress uniform, when staff introduces NVC products to customers, they should be polite and serve with a smile. Pay more attention on those customers who are willing and have the desire to buy NVC products.
- Store decoration: Keep clean all the samples, display windows, floor, and entrance glass door. Paste and place the activity poster on the display windows. Discount stickers, recommended stickers and gift stickers have to be paste on the appropriate place. Hanging advertising flags. Segregating gifts and promotional items and sparking customer desire for consumption.

- Outside of store decoration: Building balloon arches in the front of store door.

Project A Cost Budget

The project A is an in-store promotion so that there is no staff and advertising expense. The detailed cost of project A is shown in Table 3 as follows:

TABLE 3. Project A cost budget

Gift name	Cost	Volume	Sum
8W energy-saving lamp	7 RMB	120	840 RMB
Key ring	3 RMB	200	600 RMB
Shopping bag	2 RMB	100	200 RMB
Electric heater	100 RMB	10	1000 RMB
Water dispenser	200 RMB	5	1000 RMB
Soybean milk machine	380 RMB	3	1140 RMB
Washing machine	650 RMB	2	1300 RMB
Electric cars	1000 RMB	1	1000 RMB
Total			7080 RMB

The cost of project A consists of 8W energy saving lamp, key ring, shopping bag, electric heater, water dispenser, soybean milk machine, washing machine and electric cars. The cost of electric heater, water dispenser, soybean milk machine, washing machine and electric cars is 1000 RMB, 1140 RMB, 1300 RMB, 1000 RMB respectively.

5.2 Project B

Subject: Charity sales – Take more care for children

Purpose: Enhancing brand image through charitable activities, and establishing a good brand image in the minds of customers.

Content: Delivery NVC products to a major square for charity sales. All the money get from sale will be donated to social welfare institutions for blind children.

1. Advertising plan:

- Poster: According to the arrangement of representative, paste activity posters and delivery flyers to the crowded about 2 days in advance.
- Newspaper: From 18th, June, 2013 to 20th, June, 2013. 《Daily Feixi》 specific implementation steps as follows:

Title: “NVC Lighting, Bright activity” charity sale.

Content: Consumers just need to pay the 60 % of the original price of NVC products. You can buy the NVC products at the activity scene. There are also wonderful theatrical show and more surprises waiting for you at the scene. The final interpretation of the activities belongs to the NVC specialty store in Feixi.

- Bus advertising: Advertising activity information on bus 30 and 31.

2. Atmosphere layout: The layout of the scene should be make people feel comfortable, grand and warm.

3. Activity organization plans:

- Public relation contact: Apply for the necessary approval procedures to the industrial, commercial and urban management and other departments in advance.
- Place: Gugeng Park
- Site layout: Hang a giant banner which writes “care for blind children, contribute your love”. Good lighting effects. Prepare some large posters and leaflets.
- Sale area:

The left side of the front of the stage will be the sale of zone A. Prepare three tents, eight promotion table, three piece of background cloth, two A boards, one X banner stand, one price signboard, some gifts, one plastic scotch tape and a scissors.

The right side of the front of the stage will be the sale of zone B. Prepare three tents, eight promotion table, three piece of background cloth, two A boards, one X banner stand, one price signboard, some gifts, one plastic scotch tape and a scissors.

In front of the stage will be the sale of zone C. Prepare two tents, five promotion tables, two piece of background clothes, two A boards, one X banner stand, one price signboard, some gifts, one plastic scotch tape and a scissors.

- Material area: The right side of the stage will be the material area. Mobile workers are responsible for looking after the material area. Materials area stood all the need backup things: such as tents, umbrellas, promotional tables, gifts, etc.
- Employee arrangement: Arrange 13 promoters, wearing distinctive personality, unified company clothing. Arrange 5 promoters in zone A and 4 promoters in zone B and 4 promoters in zone C. Every zone should have a leader. Arrange 4 mobile workers.

4. Activity process:

- 6:00 Employee sign in to the activity site.
- 6:40 Decorate activity site (The boys are responsible for building tents. The girls are responsible for pasting posters and layout promotion products. Advertising Company will responsible for the layout of the stage and game area structures.)
- 8:00 – 8:50 Breakfast time
- 9:00 – 12:00 Sale time (Customer can get a gift whatever NVC product they buy from activity site.)
- 12:00 – 15:30 Lunch time and break time
- 15:30 – 18:00 Sale time
- 18:00 – 19:10 Dinner time
- 18:00 All the actors and actresses have to be present
- 19:20 Programs start on time

5. Theatrical show process:

- At 19:20, the host announced to the audience that the evening began.
- Performances: The advertising company will responsible for contacting with the actors who will perform on the theatrical show. The program of the show will includes dance, comedy and acrobatics. There will intersperse with small games, interact with the audience as much as possible.
- Games:
 - Name: Number game:
 - Rules: Invite 6 to 8 persons from the audience to take part in the game.
All the players have to stand in front of the stage.
Begin the game after the host gave the order.
The first player can start count number from 1.
The player who encounters a multiple of 3 has to say: NVC.
For example:
Person A: 1
Person B: 2

Person C: NVC

Person D: 4

Person E: 5

Person F: NVC

.....

The rest can be done in the same manner.

The player who plays until the last of the game will be the winner.

- Name: "Turnip" squat down game
- Rules: Invite 6 to 8 audiences to take part in the game. Everyone will be representative of a product of charity sales. The host first names a player to squat down, then the other players are free to play.

For example, the host said: "energy-saving lamps" squat down. Then the player who is "energy-saving lamps" said: "energy-saving lamps" squatting "energy-saving lamps" squatting, "energy-saving lamps" finished squatting, the "ceiling lamps" squatting. The player who is "ceiling lamps" has to squatting. The rest can be done in the same manner. The player who is pointed but not squatting will be eliminated. The player who plays until the last of the game will be the winner.

- End of the theatrical show at 21:20.

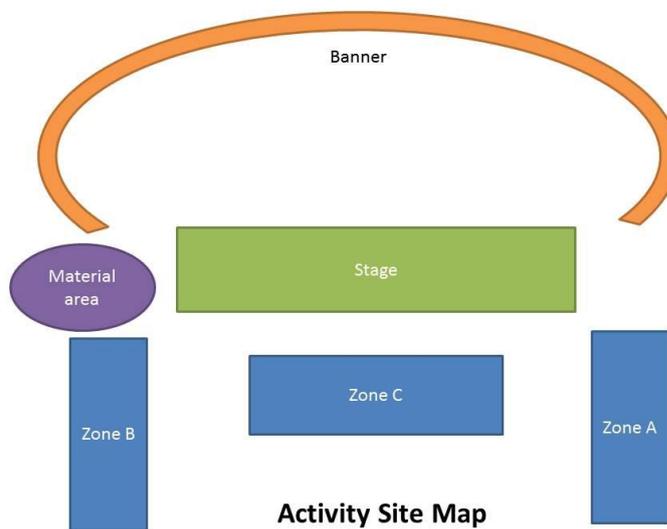


FIGURE 31. Activity site map (Project B)

Project B Cost Budget

The cost of project B mainly focuses on the expense of actors and host salary. The other cost of project B includes gifts, newspaper advertisement, materials and bus advertising. The detailed cost budget as can be seen from Table 4 as follows:

TABLE 4. Project B cost budget

Name	cost	volume	Sum
Key ring	3 RMB	200	600 RMB
Shopping bag	2 RMB	100	200 RMB
Newspaper	200 RMB/day	2 days	400 RMB
Posters	10 RMB	100	1000 RMB
Flyers	0.5 RMB	1000	500 RMB
Bus advertising	100 RMB/day	1 day	100 RMB
Promoters and mobile workers	50 RMB	17 person	850 RMB
Actors and host salary			5000 RMB
Total			8650 RMB

In Table 4, the detailed cost budget of project B is shown. The cost of key ring, shopping bag, newspaper, posters, flyers, bus advertising, promoters and mobile workers, actors and host salary is 600 RMB, 200 RMB, 400 RMB, 1000 RMB, 500 RMB, 100 RMB, 850 RMB, 5000 RMB respectively. The total cost of project B is 8650 RMB.

5.3 Advertising Project

With the increasing fierce of market competition, the NVC specialty store in order to obtain the foothold of a seat on the long-term development, they need to hold a larger number of promotional activities. In order to further develop, the NVC specialty store has to pay attention to advertising. Meanwhile, the NVC specialty store needs to re-examine and carry out the reorganization of the brand positioning in the day-to-day sales. Further strengthen the importance of advertising. Consolidate, strengthen and enlarge the brand effect.

Objectives and Slogan

1. Objectives:

- Cause the resonance of the society
- Get social acceptance and belonging
- To establish a good brand image

According to the research, the result is shown that 40.5 % of respondents know the brand of NVC lighting. The objective of improving brand awareness of NVC lighting is increase the percentage to 60 %.

- Expanding social popularity and reputation

The evaluation of NVC's advertising is that 63 % respondents gave grade "3" to NVC. The average grade of advertising is 2.9. Obviously, the advertising of NVC should be improved. The objective is 50 % respondents give grade "4" on advertising of NVC, and the average grade should more than 3.

- Improving brand market recognition

The research result shown that 69.6 % of respondents believed some of the NVC lighting product's price is expensive, 6.3 % of respondents thought all the NVC lighting product's price is expensive, 13.9 % of respondents considered the NVC product's price is normal. Overall, most of respondents supposed the NVC product's price is expensive. Combining the market position of NVC lighting product which is focus on midrange and high-end consumption, the objective of improving brand market recognition is reduce the percentage of people who thought NVC product's price is expensive to 50 %.

2. Slogan:

Green choice, NVC first

NVC Lighting, leading energy-saving fashion

NVC Lighting, leading low-carbon lifestyle

Advertising Strategy and Method

1. Advertising positioning

The advertising positioning based on the market analysis and product analysis. Mainly includes two aspects as follows:

Market: As the analysis of research, the target market/group of NVC specialty store will focus on middle-age customers. The following key points the NVC require to achieving in the advertising:

- Green health: As an expert of green lighting, NVC has unique advantages in this aspect. The advertising will emphasize the idea of green health, more concerned about people's own health and family environment health.
- Classic and fashion: Because of NVC's template client is high-end consumer, the advertising should show up what is elegant and fashion. Showing consumer that lamps can also be fashion and classic, life can be more colorful.

Product: Consumer product promotion should be targeted for quality comparison. Let consumers have more recognition about NVC products. Also differentiated product promotion mode can be used. The promotion will focus on promoting the concept of green lighting and fashion.

2. Advertising strategies and methods

Television advertising:

- Design an advertisement for NVC
- 15 seconds
- Play on Feixi television broadcast.

Newspaper advertising: Advertising on 《Daily Feixi》

Bus advertising: Advertising on the major bus which includes bus 31 and 30. The routes of the bus is fixed.

Community advertising: Select the community or district which have higher occupancy, and implement advertising. Also can delivery flyers at the same time. For new community, the advertising will focus on NVC new products, improve market awareness of NVC. For old community, the advertising will mainly focus on low-carbon and energy-saving products which are more attractive for customers.

Advertising Cost Budget

The information carrier involves television, newspaper, bus advertising, poster and promoter. The cost budget of advertising is shown in Table 5.

TABLE 5. Advertising cost budget

Information carrier	Name	Unit	Standard	Price	Volume	Sum
Television	Feixi television broadcast	Day	18:30	320 RMB/15 seconds	5 days	1600 RMB
Newspaper	Daily Feixi	Stage	Full collum	200 RMB/day	2 days	400 RMB
Bus Advertising	Bus 30 and 31	Day	Bus body	100 RMB/day	5 days	500 RMB
Poster	Personnel	Piece	600*900 mm	10 RMB/piece	20 pieces	200 RMB
Promoter	Community promoter		One day	50 RMB/day	10 person	500 RMB
Total						3200 RMB

In Table 5, it is very clear shown that the basic information of different advertising channels, the unit and price of every channel, and the total cost. The cost of television, newspaper, bus advertising, poster and promoter is 1600 RMB, 400 RMB, 500 RMB, 200 RMB, 500 RMB individually. The total cost of advertising is 3200 RMB.

6 CONCLUSIONS

The sixth part of thesis is conclusion which consists of assessment of thesis topic and research and assessment of own work.

Presentation of thesis topic and research

The topic of the thesis is Market Promotion Suggestions for NVC Lighting Products. Obviously, the objective of the thesis research is NVC lighting in Feixi County, and the purpose is to give some market promotion suggestions for NVC lighting products and improve their brand awareness.

The framework of the thesis can be divided into six parts: introduction part, theoretic part, research part, strategy part, suggestion part and conclusion part.

The first introduction part elaborated the research problem and NVC Lighting company background and products; the objective of this chapter is to give a basic introduction of NVC Lighting and thesis research.

The second theoretic part consists of external and internal environment, demand, competition, business mission, resources, SWOT analysis. The objective of this chapter is to introduce the theory bases for marketing management factors in NVC Lighting.

Research part involves the introduction of research objectives and methodology, research results analysis. The research method is quantitative questionnaire survey with 316 respondents. The objective of this chapter is to understanding the Feixi market situation of lighting industry. The main finding of the research is the customer needs of NVC Lighting, promotion projects and suggestions were provided according to the research results.

After research part, marketing strategies for NVC Lighting in Feixi County were provided, it consists of target market and market positioning of NVC Lighting products. Utilizing marketing tools which includes product, price, promotion and place to meeting customer needs and expectations. The objective of this chapter is to correct NVC Lighting product's market positioning and target group. According to the research

results, use efficient marketing tools to improve NVC Lighting's brand awareness and product's sales volume.

The suggestion part aim to give some market promotion suggestions for NVC Lighting specialty store to expand their brand image and improve market share in short term. In addition, in order to improve brand awareness of NVC Lighting product, a detailed advertising project was provided in this chapter.

The last conclusion part consists of two aspects: presentation of thesis topic and research, assessment of own work. The objective is to give an introduction of this thesis and research processes.

Assessment of own work

NVC Lighting Technology Corporation had an enormous increasing development in China lighting industry. The brand becomes the top of China lighting industry in past 20 years. The NVC Lighting Specialty store which the author contacted also had a rapid increasing in Feixi area.

According to the knowledge learned from Savonia University of Applied Science, this thesis mainly focused on providing the suggestion for market promotion of NVC specialty store's products and services in Feixi. In order to do that, the first step was to get an abundant understanding of NVC Lighting Technology Corporation which includes products, services, administration structure, market situation. For marketing situation part, the related information through the analysis of external marketing environment, internal marketing environment and SWOT analysis were acquired.

In the process of this thesis, there are some problems to deal with. There is a great deal of theoretical knowledge and literature material; it is difficult to decide what to choose and how to choose. After the analysis of research, the problem is which advertising and promotion project is suitable for NVC specialty store. The author must have a deep comprehensive of NVC specialty store and Feixi market, such as the selecting of activity location, timetable, personnel arrangement and other details. All these problems have to be solved in effective and reasonable way.

In this research, questionnaire survey which belongs to the quantitative research method had been carried out in April, 2013. The representative of the NVC Specialty Store responsible for collecting and statistic data, after that delivery the statistical

results to the author. The task of analyzing research data belongs to the author. At the same time, the research results and comparative analysis were summed up. The disadvantages of the research are the respondent range is small and all come from the customers of NVC. In addition, little respondent prefer to answer the open question so that it is not good for NVC to collecting the direct comments from the respondents.

The combination of situation statement analysis results and research results helped me to come up with the most suitable marketing strategies and promotion projects. The suggestions of marketing promotion projects are figured out from the analysis of situation statement and research results. And all the projects are feasible, reasonable, and possible to implement. These suggestions already sent to the representative of NVC Lighting specialty store.

Overall, this thesis offers me lots of excellent and valuable experiences to me. Writing thesis is difficult for me in the beginning, it improved my ability to program and solve the problem after finished this thesis. This is the first time for me to make a suitable marketing plan for a specialty store in reality. From the working process, I have already learned how to implement theoretical knowledge into practice.

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APPENDICE**Appendix 1 Questionnaire for the Research of Feixi Consumer Market (In English)****QUESTIONNAIRE FOR THE RESEARCH OF FEIXI CONSUMER MARKET**

NVC Lighting Technology Corporation is a professional lighting company specializing in research, manufacturing and sales of all kinds of lighting products. NVC covers commercial lighting, office lighting, outdoor lighting, residential lighting, lamps & gears, etc. Therefore, the purpose of the questionnaire is to increase understanding of the local consumption market situation, to provide better customer satisfaction to the products and services of Feixi customers.

Please select the optimal selections in accordance with your conditions.

The results will be dealt in a statistical way so that nobody's personal answers will be presented.

Part 1 Background information about the respondents

Please tick the correct options.

Question 1: What is your age group?

- 20-30
- 31-40
- 41-50
- Older than 50

Question 2: What is your gender?

- Male
- Female

Question 3: Are you living in Feixi?

- Yes
- No

Question 4: Who is making the decision when you buy lamps?

- Making decision by myself
- Making decision together with my children
- Making decision together with my friends

- Making decision together with my parents
- Other, who? _____

Part 2 Research questions

There is no right or wrong options for the following questions.

Question 1: What is your housing structure?

- One bedroom and one dinner room
- Two bedrooms and one dinner room
- Two bedrooms and two dinner rooms
- Three bedrooms and two dinner rooms
- Other, what? _____

Question 2: What is the reason why you buy lamp?

- New house decoration
- Maintenance and repair
- Pursuit of new style
- Energy conservation and environmental protection
- Other, what? _____

Question 3: What is the main lamp form you often buy?

(You can choose three options)

- TABLE lamp
- Wall lamp
- Chandelier
- Floor lamp
- Spotlight
- Outdoor lighting
- Other, what? _____

Question 4: What is your favourite lamp style?

- European style
- Chinese style
- Modern style
- Restore ancient way
- Other, what? _____

Question 5: What is your favourite lamp material?

- Wooden lamp
- Plastic lamp
- Stainless steel lamp
- Iron lamp
- Ceramic lamp
- Glass lamp
- Other, what? _____

Question 6: What type of lamp you like best?

- Energy-saving
- Intelligent
- Traditional
- Other, what? _____

Question 7: What is your favorite shade tone?

- Warm colours
- Cool colours
- Black and white
- Does not matter

Question 8: What kind of lamp model you like?

- Sculptural
- Streamlined
- Rugged type
- Minimalist type
- Old fashioned
- Other, what? _____

Question 9: What kind of atmosphere you want the lamps to create?

- Romantic
- ComforTABLE
- Peaceful
- Does not matter

Question 10: What kind of lamp switch you like?

- Push button
- Knob
- Voice control
- Remote control
- Drop-down
- Light sensor

Question 11: Where do you buy your lamps most often?

- Furniture home store
- Shopping mall
- Online shopping
- Home appliance stores
- Lighting market
- Other, what? _____

Question 12: Which lighting brands you know?

(You can choose as many options as you need)

- Philips
- Oppl lighting
- Huayi lighting
- NVC lighting
- Panasonic lighting
- TCL lighting
- Yankon lighting
- OTL lighting
- FSL lighting
- PAK lighting

Question 13: Through which channels or media you used to know lamps?

(You can choose as many options as you need)

- Internet
- Newspapers and magazines
- TV advertisements
- Outdoor advertisement
- Radio
- Flyer
- Introduce from around person
- Personal selling
- Sponsorship activity

Question 14: Which kind of promotion method is the most interesting for you?

(You can choose three options)

- Cash discount
- Gifts
- Bundled sales
- Premium sales
- Vouchers
- Special packaging
- VIP sales
- Buy one and get one free
- Other, what? _____

Question 15: If you have to decorate your new house, how much money you prefer to spend on your home lighting decoration?

- 1000-2000 CNY
- 2001-3000 CNY
- 3001-4000 CNY
- 4001-10000 CNY
- Over 10000 CNY

Question 16: What's your opinion about the price of NVC products?

- Normal price
- All the products are expensive
- All the products are cheap
- Some of the products are expensive, what? _____
- Some of the products are cheap, what? _____

Question 17: What kind of customer service you prefer NVC will provide when you shopping in NVC?

- Home delivery service
- On-site installation service
- On-site maintenance service

Question 18: What's your evaluation about the following issues on a scale from 1 to 5 (5 = excellent and 1 = poor)?

	5	4	3	2	1
Product range of NVC	<input type="checkbox"/>				
Layout of the NVC store	<input type="checkbox"/>				
Customer service in NVC store	<input type="checkbox"/>				
Advertising of NVC	<input type="checkbox"/>				
After-sale service of NVC	<input type="checkbox"/>				

Question 19: What are your regards to NVC Lighting?

Thank you for your answers!

Appendix 2 Questionnaire for the Research of Feixi Consumer Market (In Chinese)

肥西消费市场调查问卷

雷士照明是一家专业照明公司，雷士照明产品涉及商业、建筑、办公、光源电器、家居等领域。问卷调查的目的是对当地消费市场有更好的了解，以便为广大客户提供更好的产品和服务，提升雷士产品在肥西的知名度。

请根据您的实际状况填写答案。

调查的结果仅用于调研数据研究，所有个人答案均保密。

第一部分 背景信息调查

请选择正确的选项

问题 1： 您的年龄段是？

- 20-30
- 31-40
- 41-50
- 大于 50

问题 2： 您的性别是？

- 男
- 女

问题 3： 您居住在肥西么？

- 是
- 不是

问题 4： 您在购买灯具时，谁做最终的决定？

- 自己做决定
- 和孩子一起做决定
- 和朋友一起做决定
- 和父母做决定
- 其他，谁？ _____

第二部分 问题调查

以下问题没有对错之分

问题 1： 你所居住的房子结构？

- 一室一厅
- 两室一厅
- 两室两厅
- 三室两厅
- 其他 _____

问题 2： 您为什么购买灯具？

- 新房装修
- 旧灯具维修
- 追求新款式
- 节能环保
- 其他 _____

问题 3： 您经常选购的灯具形式是？（选三项）

- 台灯
- 壁灯
- 吊灯
- 地灯
- 射灯
- 户外用灯

问题 4： 您喜欢的灯具风格是？

- 欧式
- 中国风
- 现代
- 复古
- 其他 _____

问题 5： 您喜欢哪种材质的灯具？

- 木质灯具
- 塑料灯具
- 不锈钢灯具
- 铁质灯具
- 陶瓷灯具
- 玻璃灯具

问题 6: 您喜欢哪种类型的灯具?

- 节能
- 智能
- 传统
- 其他 _____

问题 7: 您喜欢的灯罩色调是?

- 暖色调
- 冷色调
- 黑白色
- 无所谓

问题 8: 您喜欢的灯具造型?

- 雕塑感的
- 流线型的
- 粗犷型的
- 简约型的
- 传统型的
- 其他 _____

问题 9: 您希望灯具营造哪种氛围?

- 浪漫型
- 舒适型
- 平静型
- 无所谓

问题 10: 您希望灯具的开光方式是?

- 按钮
- 旋钮
- 声控
- 遥控
- 下拉
- 光感应

问题 11: 您购买灯具的渠道是?

- 家具家居店
- 商场
- 网购
- 家电商场
- 灯具市场
- 其他 _____

问题 12: 您所知道的灯具品牌有? (多选题)

- 飞利浦
- 欧普照明
- 华艺照明
- 雷士照明
- 松下照明
- TCL 照明
- 阳光照明
- FSL 佛山照明
- 极光照明

问题 13: 生活中您通常都是通过下列哪些媒体了解灯具的? (多选题)

- 网络
- 报纸和杂志
- 电视广告
- 户外广告
- 广播
- 传单
- 周围朋友介绍
- 人员推销
- 活动赞助

问题 14: 哪些促销方式你最感兴趣? (选三项)

- 现金折扣
- 赠品
- 捆绑销售
- 有奖销售
- 代金券
- 特价包装
- 会员销售
- 买赠
- 其他 _____

问题 15: 如果您现在需要装修新房, 您预计会花费多少钱在灯具上?

- 1000-2000 元
- 2001-3000 元
- 3001-4000 元
- 4001-10000 元
- 超过 10000 元

问题 16: 对于雷士产品的价格的看法?

- 正常价格
- 所有产品价格昂贵
- 所有产品价格便宜
- 有些产品价格较贵, 哪些? _____
- 有些产品价格较便宜, 哪些? _____

问题 17: 您希望雷士照明提供哪些顾客服务?

- 送货上门
- 上门安装
- 上门维修

问题 18: 请给下列选项做出评价 (5=非常好, 1=差)

	5	4	3	2	1
雷士产品范围	<input type="checkbox"/>				
雷士店面设计	<input type="checkbox"/>				
雷士顾客服务	<input type="checkbox"/>				
雷士广告宣传	<input type="checkbox"/>				
雷士售后服务	<input type="checkbox"/>				

问题 19: 您对雷士照明的期望?

非常感谢您的参与!