

Marketing Strategy and Significance of Malus Hupehensis

Juan Wang^{1,a,*}, Juyan Tian¹, Haojie Duan², Zhiyang Liu³

¹College of Biological and Pharmaceutical Sciences, China Three Gorges University, Yichang,
443002, China

²College of Materials and Chemical Engineering, China Three Gorges University, Yichang,
443002, China

³College of Science, China Three Gorges University, Yichang, 443002, China

^aCorresponding Author: 1254536199@qq.com

Abstract: In this paper, through a brief introduction of Malus hupehensis, so that readers understand its growth conditions, efficacy, on the market and future prospects of begonia tea. According to our market research, put forward the marketing plan of begonia tea, including market strategy, price strategy, channel strategy and promotion strategy. Therefore, this paper is of great significance to consumers, markets and enterprises.

Keywords: Malus hupehensis; Begonia tea market; Market strategy.

1. INTRODUCTION

With the development of the society, more and more people pay more attention to your body health, at the same time, the three tenors crowd emerge in endlessly, protect liver to protect liver, balance of estrogen is also very important for many of the elderly, so the three gorges university school of biological and pharmaceutical after years of hitom, final product, so we through Thanksgiving feedback mode, to marketing our Malus hupehensi tea, specific content will be put forward in the body.

2. PROPERTIES

2.1 Background

Malus hupehensis is a deciduous small tree of the genus Rosaceae, which is produced in the hillside or valley jungle. It is mainly produced in Hubei, with an altitude of 2000m. It is a fruit tree ornamental tree with strong adaptability and has many uses such as edible and medicinal. Malus hupehensis is mainly based on seed breeding. Before sowing, it should be germinated for 30-50 days before it can germinate smoothly. Generally, it is sown in December or late January. In cold places, you can choose to plant seeds and spring seeds in the greenhouse. You can plant

1.5kg seeds per 650 square meters, and you can breed 1 to 15,000 Hubei sea otters. The high-quality, easy-to-use breeding technology facilitates the cultivation and promotion of *Malus hupehensis*.

According to the follow-up work plan of the State Council, by 2020, the forest coverage rate and soil erosion control rate of the ecological barrier zone will be greatly improved, and a complex and stable forest ecosystem will be basically formed. The reservoir area belongs to the subtropical monsoon climate, with an annual precipitation of 1000~1800 mm and even distribution. For a long time, the Three Gorges has a beautiful world of civilization, and at the same time, the water and soil are plump and the products are rich. Rich in citrus, kiwi, chestnut and other fruit, Xiazhou green tea, Dengcun green tea and other famous tea, Tianma, *Eucommia*, *Pueraria* and other Chinese herbal medicines. At present, more than 20 cities and counties such as Shizhu, Zhongxian and Wushan in the Three Gorges area have established demonstration and production bases of authentic Chinese herbal medicines GAP (Chinese herbal medicine production quality management norms). According to the characteristics of the tunnels, high efficiency, market-oriented scale, and selection of quality products according to local conditions. The principle of sustainable development and ecological protection, the implementation of GAP to standardize the management of Chinese herbal medicines. At the same time, these counties and cities have also reformed the processing of Chinese herbal medicines and Chinese patent medicines in accordance with the requirements of GMP (Good Manufacturing Practice), forming an industrial chain of Chinese herbal medicine cultivation, processing of Chinese herbal medicines, and production of proprietary Chinese medicines. The modern management system of production, supply and marketing has driven the rapid development of the rural economy in the Three Gorges area. Ecology, scenery and economy go hand in hand.

The excellent traffic, climate, geography and perfect Chinese herbal medicine production industry chain conditions in the Three Gorges area of Hubei greatly benefit our development of *Malus hupehensis* planting, processing and sales.

There are a variety of *Malus hupehensis* tea sales in the market, and there is a certain consumer base. Consumers also have a certain understanding of this kind of products. Compared with the same type of products in the market, this product has the unique advantage of being rich in selenium and apple polyphenols. And by pressing the tea technology, the original rough appearance form is improved, and the quality of the tea is improved by a unique fermentation technique. This product focuses on the development of liver protection and balanced estrogen function, and is highly targeted. Export products in direct sales, with less advertising investment and intermediate links, and more affordable prices. The company pursues the principle of “technical output, product resale, quality exchange, mutual benefit and win-win”, that is, we provide the formula and core technology of *Malus hupehensis* tea to the production company for its production, we introduce it at an affordable price, and then use unified retail. The price is sold in major universities across the country, opening up product sales channels with unique sales channels, avoiding competition from peer-to-peer products, gradually

benefiting and further expanding the company's scale. The planting period and harvesting period of the *Malus hupehensis* tea are entrusted to other companies to be responsible, which reduces the consumption of human and material resources of the company and greatly reduces the cost. Increased human resource utilization.

In the early stage, we used the recycling agriculture of Haicang-Tianma-Meihuan to establish a self-sufficient and self-sufficient organic fertilizer model for Recycling, which reduced the investment of funds to a certain extent, took the road of sustainable development of environmental protection, and responded to the call for national green energy conservation. cost. The scale of investment is small, the cost is low, the risk is small, but the income is extremely high, and the management and operation are simple. It is a wise investment and choice for college students.

Yichang City has a unique natural geographical environment and provides extremely favorable conditions for project implementation. The “software” support of the government and schools in technology and management, and the “hardware” assistance in the areas of entrepreneurial bases, equipment, and funds have greatly reduced the cost of student entrepreneurship. At the same time, it actively responded to the new trend of “public entrepreneurship and innovation” proposed by the state. It can not only improve the employment rate, increase income, but also promote the vertical flow of society and promote the virtues of filial piety, enrich the connotation of innovation and entrepreneurship, and practice its own value.

2.2 Marketing plan

The use of 4Ps marketing strategy, namely product, price, place, promotion, and the marketing mix as a tool officially proposed is Richard Clivet, who divided the marketing elements into Products, prices, promotions, channels, the so-called 4ps principle, from then on, the 4ps principle is widely accepted by enterprises and society.

2.2.1 Product strategy

Product strategy is the core of the marketing mix strategy, but also the basis of price strategy, distribution strategy and promotion strategy. For the application of 4ps theory, in terms of products, we have to answer and solve the following questions: What is the performance of the product? What are the characteristics of the product? What is the appearance and packaging of the product? What is the service and guarantee of the product? Then, in view of the above problems, in terms of product performance characteristics and after-sales service, in general, it is necessary to reflect the good quality and high-quality effect of *Malus hupehensis* tea, and to increase the promotion and promotion of *Malus hupehensis* tea products according to market demand, so that *Malus hupehensis* tea Products in the health care industry have established a relatively high reputation. In addition to promoting and promoting *Malus hupehensis* tea-related products under the school, we will also establish a dedicated WeChat public account to promote the use of this product, product efficacy and health knowledge in health care, to help customers get some information about *Malus hupehensis* tea and health care. Knowledge, solve functional food or diet confusion, and then can guide yourself or your family in daily health and wellness activities. If you have any questions, you can consult the relevant

staff at the school, or you can leave a message on the WeChat public account. Professional answers to all kinds of questions raised by customers, so that consumers can buy peace of mind and peace of mind.

Secondly, in the outer packaging of product design, in order to reflect the uniqueness of the product, realize the stratification of product grades, and design the product packaging with exquisite design, the company will also design low, medium and high for different needs of different consumer groups. Grade. Among them, the low-grade and medium-grade product packaging features are concise and prominent, mainly for college students. These products are affordable and can attract college students to experience the first time of the product. In this experience, college students can purchase for parents, or try their own. This healthy, convenient, green health food. In the process of tasting yourself and your parents, if you like this kind of product, you can continue to buy, and the company will also offer discounts and other preferential methods to give back to the old customers. For high-end goods, mainly for the people with higher consumption levels, parents can also use the products as a gift in important events or major festivals to convey a healthy and grateful blessing.

2.2.2 Price strategy

The price strategy means that the company chooses a strategy that can attract customers and achieve marketing mix through the estimation of customer demand and cost analysis. In pricing, companies should also use objective laws as the basis for research, make timely adjustments based on changes in market conditions and product demand, and maximize their own interests. Considering the level of student consumption, the pricing is lower; the price concession plan is formulated during the Thanksgiving season; the price differentiation is realized for different product grades, and the market is segmented. Maximize revenue through flexible pricing. When pricing sea bream tea products, we have to consider many factors.

For example, in the early stage, the promotion and promotion costs of products, the cost of related equipment investment, product design and packaging costs, maintenance of various relationships, etc., all directly affect the price of the product. Secondly, in today's highly competitive health care industry, the pricing of competitors in the same industry has a great impact on our pricing. Finally, we must consider the market demand and the degree of consumer acceptance. For groups of different consumption levels, we will also launch products of different price grades, so that the pricing is reasonable and consumers can generally accept it. Because price is one of the marketing mix factors, product pricing should pay attention to the price strategy and product overall design, distribution and promotion strategies to form a coordinated sales mix. In short, in the process of pricing, products should be combined with factors such as industry, products, brands, and markets to make them reasonable and beneficial.

2.2.3 Channel strategy

Channel strategy three marketing combination system, which is of great significance to improve the competitiveness of enterprises and reduce the cost of enterprises. The channel strategy adopted by Hubei Haitang Biotechnology Research and Innovation Co., Ltd. is "online sales, offline sales", which means that the company will make good use of today's

fast-growing Internet technology to establish its own sales website and WeChat public on the Internet. No. Network platform to promote and sell products, online colleges and universities to settle in agent distributors, to promote product sales, in the company's mature stage, we will expand the market, consumer groups are likely to expand to universities outside Hubei Province, Broaden the channels for product sales, and extend it downwards, which will lengthen the economic income growth line. At the same time, you can also consider infiltrating the channels of competitors, understand the information, and use the other channel to reduce their own costs and achieve marketing purposes. Of course, in the early stage of the company's development, we will mainly establish marketing points in universities in Hubei Province to carry out preliminary market development.

2.2.4 Promotion strategy

Promotional strategy refers to the promotion of product information to consumers through various marketing methods such as personnel marketing, advertising, public relations, online platform and marketing promotion, which attracts their attention and interest, stimulates consumers' desire for purchase and behavior, and thus achieves Expand the purpose of consumption. The company's promotion is generally through the following ways:

Using the method of emotional marketing, with the theme of “gratefulness”, comprehensively carry out various online and offline platform promotion and experience activities, enhance product influence, expand the number of customers, and achieve sales growth. details as follows:

1. Conduct the “most beautiful thanks” activity online. Create a company WeChat public number platform, promote this activity through various social tools, encourage students to upload grateful theme photos, collect grateful stories, and vote for the gratitude ambassador as a product spokesperson through online voting. This activity aims to enrich the life and culture of the products and expand their popularity.
2. Under the line, carry out the “A Family Letter Cup of Tea” activity. The school set up an activity point for students to taste *Malus hupehensis* tea for free, and at the same time, professionals will explain the history of *Malus hupehensis* tea. If you purchase a product (and carry out special promotions at the same time), the company can provide a postcard to send a message to the off-campus free parcel delivery, so that parents across the country can feel the filial piety of their children. First of all, we will carry out marketing activities in our school, and then promote the marketing activities of this product to universities in Hubei Province through the offline promotion, and then promote them to universities across the country to achieve scale growth of product sales and influence.

3. SIGNIFICANCE

The development of *Malus hupehensis* tea products is of great significance to consumers, to the market, and to enterprises.

1. For consumers: the continuous development of new products can meet new consumer demand, provide new consumption choices, improve consumption structure, and improve people's material living standards.

2. For the market: new product development will make the market-oriented food products more and more abundant; in addition, due to the competition of similar products, the product quality will gradually improve and improve, the product features will become more and more distinct, and the enterprise products will continue to be accurate and Deep development.

3. For enterprises: opening up new products is the only way to survive and develop. The development of Haishu tea market is based on the premise of developing new products, new functions and new features.

Make full use of the existing resources of Haishu tea, carry out research and innovation on this basis, improve product appearance, improve product taste, improve product internal function, improve product adaptability to adapt to market environment changes, and thus have the same homogeneous product competition Unique advantages, to open up new markets, improve the company's reputation, to stabilize new and old customers, increase repeat customers, and form a brand effect.

4. CONCLUSIONS

As a contemporary college student, we should not be willing to learn the knowledge, but also connect the knowledge we have learned with practice, make full use of the existing resources, dare to challenge innovative thinking, cultivate the ability of innovation and entrepreneurship, and stimulate the entrepreneurial interest of contemporary college students. In practice, learn to think and advance. To alleviate the employment pressure of college students and promote economic development, we will continue to work hard with our own efforts.

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