


Marketing suggestions for YING KE SONG

Liu Yichen

Bachelor's thesis

Field of Study Social Sciences, Business and Administration			
Degree Programme International Business			
Author(s) Liu Yichen			
Title of Thesis Marketing suggestions for YING KE SONG			
Date	26.4.2015	Pages/Appendices	59/3
Supervisor(s) Tuula Linnas			
Client Organisation/Partners Ying Kesong Industry and Trade Co.Ltd			
<p>Abstract</p> <p>Ying Kesong is a beverage company which was founded in the north part of Anhui province in 2010.</p> <p>The main purpose of the thesis was to discover effective ways to expand the market of the Ying Kesong company. The other purpose was to figure out how to maintain a long time relationship with customers in the meantime.</p> <p>The theoretical part includes the external environment, internal environment, SWOT analysis and the analysis of some successful companies like Coca Cola and Jia Duobao. These two companies have provided useful experience to expand the market share.</p> <p>The empirical part of the study contains questionnaire survey and an interview. As for the questionnaire, 100 questionnaires were sent by email and 88 replies were received.</p> <p>From the project, several useful suggestions were got for Ying Kesong to expand the market and manage the customer relationship. The company has to segments the market and strengthen the category management. In the meantime, a low-price strategy is also important for the expanding of the market. As for customer relationships, the company should establish the customer database and improve the customer satisfaction. It is also conducive to the future development of the company.</p>			
Keywords Marketing, Market share, Customer relationship			
			

CONTENTS

1	INTRODUCTION	5
	1.1 Introduction of YING KE SONG Industry and Trade CO.LTD.....	5
	1.2 The objectives of the thesis research and research problem.....	5
2	THE SITUATION OF YING KE SONG INDUSTRY AND TRADE CO.LTD	
	2.1 External operating environment.....	7
	2.1.1 Beverage industry in China.....	8
	2.1.2 Beverage markets in China.....	9
	2.2 Internal marketing environment.....	10
	2.2.1 Organizational structure.....	10
	2.2.2 Ideas and culture of the company.....	12
	2.2.3 Marketing strategy.....	12
	2.3 SWOT analysis of YING KE SONG Industry and Trade CO.LTD.....	14
	2.3.1 Strengths.....	14
	2.3.2 Weaknesses.....	15
	2.3.3 Opportunities.....	16
	2.3.4 Threats.....	17
3	SUCCESSFUL CASES OF OTHER COMPANIES	18
	3.1 Coca cola.....	18
	3.1.1 Successful ideas about expanding market share.....	19
	3.1.2 Successful ideas about keeping long term relationship and building customer loyalty	20
	3.2 JiaDuobao.....	21
4	RESEARCH IMPLEMENTATION AND RESULT ANALYSIS	24
	4.1 Introduction of the research objectives	24
	4.2 Questionnaire survey and its results.....	24
	4.3 Interview and its results.....	39
5	SUGGESTIONS FOR THE DEVELOPMENT OF YING KESONG	43
	5.1 Most effective way to expand market share.....	43
	5.2 Suggestions for maintain long term customer relationship.....	45
6	CONCLUSION	47
	REFERENCES	49

APPENDICES

Appendix 1 Questionnaire for Ying Kesong customers

Appendix 2 关于如何扩大迎客松公司市场份额的问卷调查

Appendix 3 Interview questions for the Marketing Manager of the Ying Ke Song company

1 INTRODUCTION

1.1 Introduction of YING KESONG Industry and Trade CO.LTD

Ying Kesong company was founded in the north part of Anhui province in 2010. The company has 203 employees and two manufacturing bases. The company is focused on the development, production and sales promotion of beverage products.

The main beverage products are mineral water, tea drinks, juices, yogurt and milk. The products are sold all over the country, especially the tea beverages. The company has ten production lines that utilize the machines from German and France. Most importantly, the drink company always follows the trend of market and introduces some new drink products to customers. (The analysis of Chinese beverage industry, 2014)

1.2 The objectives of the thesis research and research problem

Market share is one of the central issues of the development of enterprises. That is because the market share can reflect the status and the position of the strength of companies directly. In the meantime, expanding market share is always playing an important role in the introduction of a new product. That is because only through this you can deliver the product to customers successfully. It is challenging but always appealing.

Besides, companies cannot pay attention to both expanding market share and maintaining the relationships with old customers in most cases. Therefore, the objective of the thesis is to discover effective ways to both expand the market share and maintain the long term relationship with customers. And also the analyses result about the advantages and disadvantages of market strategy. As for

the research problem, the main problem is how to expand the market share quickly and also effectively. And it will also be discovered how to maintain the long term relationship with customers in the meantime.

2 SITUATION OF YING KE SONG INDUSTRY AND TRADE CO.LTD

2.1 External operating environment

The situation of the YING KE SONG company contains external operating environment and internal environment. The company should attach great importance to the external operating environment to follow the trend of the market and the need of customers.

2.1.1 Beverage industry in China

Beverage industry is an important light industry that produces products which can satisfy people's physiological needs, psychological needs nutritional requirements. Beverage industry mainly includes alcohol beverages, non-alcohol beverage and other beverages making.

Nowadays, there are three kinds of beverage companies in China. Firstly, some enterprises from Taiwan such as KSF, TONGYI are famous for the packing and taste. Secondly, some local enterprises such as HUIYUAN, WHH, and YESHU are famous for the effect of brands. The other is transnational corporation such as Coca cola, Pepsi is mainly focused on new products.

In the meantime, except carbonated drinks and traditional bottled drinks, tea drinks, juice drinks, sports drinks, functional drinks are highly appreciated by customers recently. In 2013, in terms of beverage product structure in China, 18 percent carbonated drinks, 36 percent packaged drinking water, 14 percent fruit and vegetable juice, 15 percent tea drinks, 4 percent protein beverages and others occupy 11 percent. (The analysis of Chinese beverage industry,2014)

The earliest beverage in the world is using grains to make alcohol. Ancient China already had high level brewing technology. In 350 BC, some books in China have recorded the tea and its cultivation. However, it was accepted and appreciated by people in Tang dynasty. After that, Chinese tea was introduced to all over the world. What is over, Chinese always regard tea as their main beverage in their daily lives. And tea culture has been formed and developed through those years. From 1960, with the development of industry and technology, carbonated drinks, packaged drinking water, fruit and vegetable juice, milk, tea drinks, protein beverages and others has occupied the beverage market in China soon and extensively. (Beverage and history, 2010)

2.1.2 Beverage markets in China

It is undoubtedly that there is a huge market for beverage products, especially in summer. Before 21st in China, people tend to choose packaged drinking water and carbonated drinks because of the price and taste. Carbonated drinks are differing from any beverages in China during that time. Therefore, it almost became the most popular product compare to other beverages.

However, functional beverages and protein beverages are more popular today because they are benefits people's health or satisfy their special needs. In the meantime, fruit and vegetable juice and lactic beverages play an important role in people's daily lives. Generally speaking, people pay more attention to those beverages can benefits their body health or demonstrate their personal taste.

The main products in Ying Kesong company are packaged drinking water, tea drinks and lactic beverages. And in its main market Anhui province, there are three main competitors. Tong Yi is a Taiwan enterprise that mainly produces different tea drinks. It entered the mainland market since 1990 and soon became the

largest tea drink producer. In terms of recognition and market share, Tong Yi must be the most powerful competitor. Yi Boa is the most famous packaged water brand and the earliest purified water produce and retailer. Their products are always high quality and also much expensive than normal packaged drinking water. The third competitors are some small beverage producers such as Yi Zhong He and Lin Zhi. They do not have brand popularity compared to Tong Yi, Yi Boa and YKS. However, they take market share with low price and low labour cost. But in the meantime, these producers can only last one to two years. (The analysis of Chinese beverage industry, 2014)

2.2 Internal marketing environment

2.2.1 Organizational structure

The organizational structure chart of Ying Kesong company is presented in Figure 1.

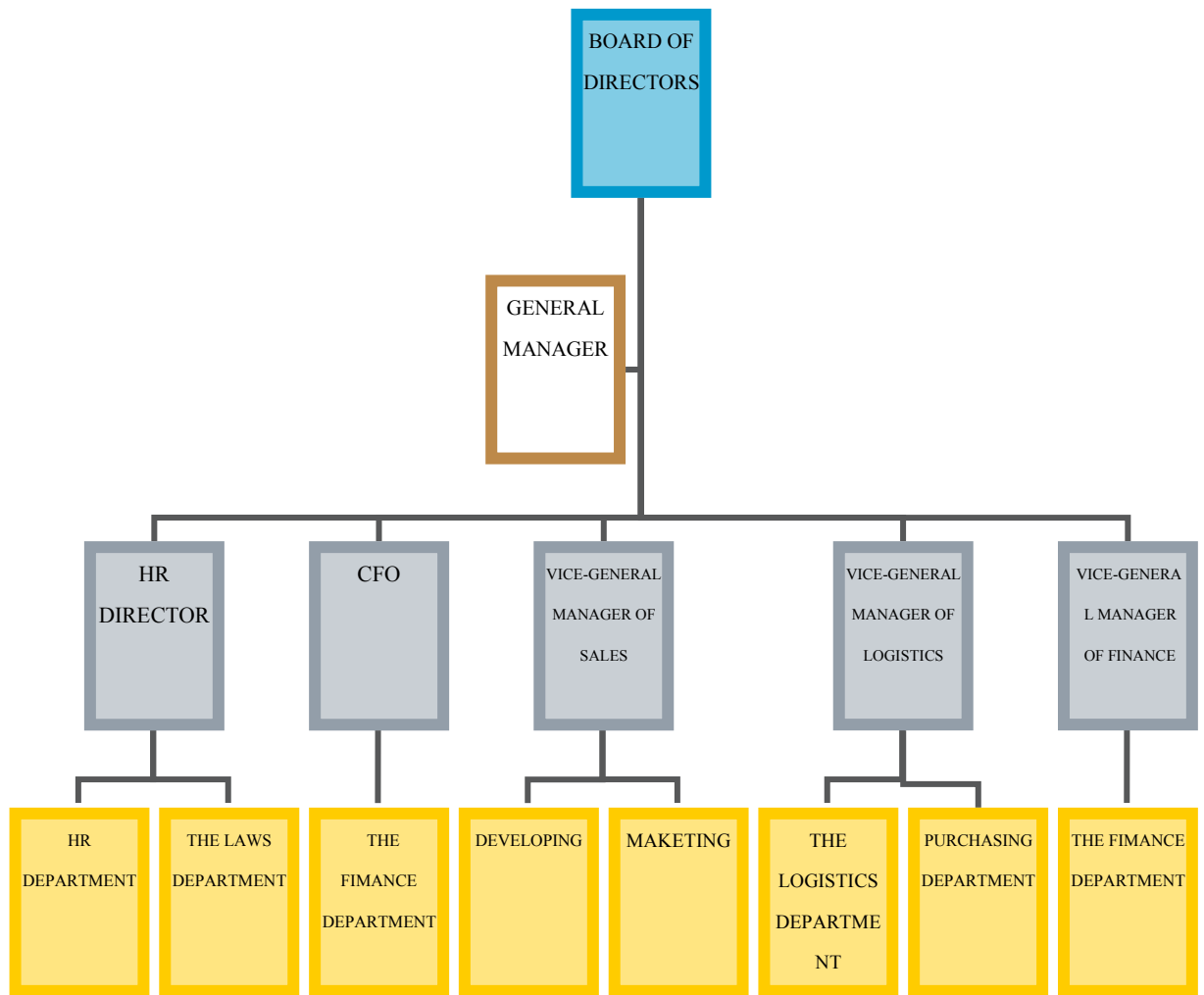


FIGURE 1. The organization structure of Ying Kesong company

The Board of directors is the highest governing body of the company. They are those who responsible for management of the whole company. General Manager is usually the highest office managers who is in charge of the entire organization to co-ordinate the affairs of the business sector, rank second only to the board of directors. There are several leaders of the company under the board of directors. They are human resource director, CFO, vice-general manager of sales, vice-general manager of logistics and vice-general manager of finance. Human resource director takes control of the human resource department and the laws department. In addition to the recruitment and the management of personnel files, accounting labor costs is another responsibility of the human resource department. In addition, staff training is also an important work of the human resource sector.

The company's legal department is responsible for the company's legal disputes and safeguard, the legitimate rights and interests of the company. The financial department under CFO is responsible to collect information for further processing, analysis and decision support, it is primarily for internal departments operator services. Employees of the developing and marketing sectors mainly devote themselves to the marketing research, market strategy and development of the company. The purchasing department and the logistic department are responsible for the purchase of the goods and the delivery terms respectively. (The function of different position in a company, 2013)

2.2.2 Organizational culture of the company

Organizational culture means the behavior which based on humans within an organization share the same goal. The behavior includes habits of mind, habits of system, behavior custom. No organizational culture means no enterprise competitive power. Organizational culture can exert cohering role, orientating role, restricting role, regulating role or serves as a distinguish label. Ying Ke Song's organizational culture is derived from Chinese traditional culture. With spirit of the time, it can be very well summarized as down to earth, hardworking, simple, innovate and pursue of efficiency and quality. Ying Ke Song advocates team work, cooperation, self-break and self-realization. The company develops for employees' happiness and the employee contribute their share for company's development is the company tenet. (The explanation of organizational structure, 2013)

2.2.3 Marketing strategy

Marketing strategy means under the direction of the viewpoint of modern sales, enterprises outlines the general plan and the overall vision to realize the business objectives over a period of time.

Ying Ke Song mainly takes four types of marketing strategy.

Firstly, product strategy. Product is the first and most important element in the process of marketing management. YKS always has a sense of product update and brand awareness. They believe that every product has its own life circle. If a company wants possess lasting and strong vitality, it must always adjusts their products or update products. Because of this, Ying Ke Song is constantly rolling out new products. From 'YKS packaged water', 'YKS Tea', 'YKS Guo Li Cheng', 'YKS Jin He Tao' to 'YKS You Xian Ru'. Ying Ke song keeps introducing their products according to the needs of customers and the market. (High quality product is more important, 2014)

Secondly, marketing channel strategy. Ying Ke Song has a huge network of salespeople across Anhui province. Salespeople develop their own point of sales under the management of sales manager in every small town. The products have walked into thousands of households because of the marketing channel relationship. (Place strategy and management, 2014)

Thirdly, the promotion strategy. Advertisements mainly go through three ways to satisfy customer's needs. 1) To meets the needs of the present customers 2) To stimulate the potential demand of consumers 3) To create the new requirements of customers. YKS pours huge sums of money into advertising. Not only pay attention to TV commercial but also posters and public transportation body

advertising. Most importantly, YKS focused on the function and the appeal of advertisement. All the advertisement of the products of YKS can display their function and effect clearly. Therefore, most advertisements can bring about a striking effect and make the ad words become the catchword in people's daily lives. (The function and effect of the advertisement, 2012)

Last, price strategy. According to different market positioning, the company has to makes different price strategies and pays attention to the value of the brand. Price is one of the main means of enterprise competition. The Ying Kesong company should according to the different pricing objectives and the complicated market situation to adopt a flexible way to determine the price of the product. (Definition of price strategy, 2013)

2.3 SWOT analysis of YING KE SONG Industry and Trade CO.LTD

A SWOT analysis is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats of a product, place, person, company or a industry. Strengths and weaknesses are inner factors. Opportunities and threats are external factors. SWOT analysis based of the analysis of the internal and external competitive environment to make the development strategy and plan. (The SWOT analysis method, 2015)

2.3.1 Strengths

The strengths of YKS beverage company are as below.

- 1) The company produces a variety of beverages. For example, lactic beverages, packaged water, tea drinks and carbonated beverages. What is more, the company keeping creates new kinds of beverages to entice people to taste more

and buy more stuff in the end. (Development of the YING KE SONG company, 2015)

2) YKS is a small scale beverage company. It is conducive for the management of the company and the development and research of the market. In the meantime, small scale company can also avoid high risks compared to big company.

3) The company is focused on product promotion and product publicity. The advertisements of the product of YKS can display their function and good effect clearly to attract customer's attention. It also provide a variety of posters to attract people's eyes and lots of public transportation body advertising to help people learn about the products of YKS. High and long term investment is roughly equivalent to high profit. (Future marketing, 2014)

4) With the development and widespread of technology, YKS build a complete and comprehensive computer system for salesperson of YKS company. Undoubtedly, it improves the efficiency of the information acquisition, filtering and sorting of customers. On the other hand, it is beneficial for salesperson to satisfy customers' needs and enhance brand loyalty. It makes an excellent contribution to the long term development of the company. (Development of the YING KE SONG company, 2015)

2.3.2 Weaknesses

1) The low technology level leads to the disadvantages such as fair average quality, medium price. Most importantly, salesperson has to take more time and the energy to make up for the defect.

2) Lack of clear and define marketing strategy and marketing combination strategy. And because of this, it is difficult to make the most reasonable and scientific arrangement when the company encounter difficulties. Furthermore, it is hard to for the company to go further. (Future marketing, 2014)

3) There are lots of disadvantages of being later starter compared to other beverage enterprises. First impressions are firmly entrenched. Those companies have a strong share of the packaged water, tea drinks and other kinds of beverages. In terms of brand awareness and customer loyalty, the YKS company already at a distinct disadvantage.

4) YKS is under financial pressure. The shortage of floating capital with negative influence on the long term development of the company. What is more, it means the YKS Company cannot invest much money in commercials to improve the brand awareness. (Development of the YING KE SONG company, 2015)

5) Lack of distinctive brand vision and brand image. Compared to Coca Cola and Wang Zai, it is difficult for customers to remember the product of the YKS Company. YKS do not have star products or distinctive products. (Future marketing, 2014)

2.3.3 Opportunities

1) Nowadays, customers in China prefer tea drinks and fruit drinks over carbonated drinks. The market for these two are bigger than that for carbonated drinks because the development of people's health awareness. Tea drinks and fruit drinks are the main products of YKS. (The analysis of Chinese beverage industry, 2014)

- 2) The target customer groups of YKS are adolescents and students. They are in great demand and active compared to other customer groups.
- 3) Various beverages provide more choices to customers. And it is also beneficial to those customers who tend to taste different kind of beverages.
- 4) Packaged water is easy consumables. There are no beverages can replace natural mineral water. And because it is one of a kind, packaged water has a broad space for development.
- 5) In China, high-end consuming water is more popular than before. People tend to choose high quality and high price packaged water than normal products. Because it sometimes means a status symbol in people's eyes. (High-end consuming water in China, 2014)
- 6) An enormous market is opening up for Ying Ke Song. It is undoubtedly that everyone has to drink water. Water plays an essential element in people's daily lives. It laid a foundation for high sales, high profit and high yield. As a consequence, it is beneficial for the development of the company.

2.3.4 Threats

- 1) Lots of substitutes in this business and strong competitors. Actually, the YKS Company is not well-known in Anhui province compare to other big brands such as Coca Cola, Tong Yi or JDB herbal tea. It means it is hard to expand the market share for sales people and publicize the brand. (Future marketing, 2014)

- 2) The level of popularity and publicity of natural mineral water is not enough. Natural mineral water is the new product of the YKS Company. Very few people know the product. (Future marketing, 2014)

- 3) Some kinds of beverages require high technique. For example, lactic beverages, tea drinks and so on.

- 4) The customers in the target groups are mainly female. Women tend to choose tea drinks and natural mineral water because these products are easy to carry and healthy. However, it often faces more obstacles when the Ying Kesong company try to expand the male market. (Development of the YING KE SONG company, 2015)

- 5) Without good management in the Ying Kesong company. The operation system of the YKS Company is far from perfect and the company also lacks a clear division of labor. (Development of the YING KE SONG company, 2015)

3 SUCCESSFUL CASES OF OTHER COMPANIES

3.1 Coca cola

The Coca-Cola Company was founded in 8th May, 1886. It is the largest beverage company in the world. It has been able to keep 48 percent market share. The Coca-Cola Company has around 160 beverage brands in 200 countries, including packaged water, carbonated beverages, tea drinks, coffee, juice drinks, sports drinks and so on.

In terms of Coca Cola, there are various packaging. Such as 300ml Coca Cola, 600ml, 1.25 l. 1.5 l, 2 l, 2.5 l Coca Cola. Coca Cola is the world's NO.1 carbonated beverage. Because of its special taste and unique brand image, it becomes youngster's favorite brand. And the brand itself also becomes a part of the pop culture. Sprite is the second brand of Coca Cola Company. And it is also the fastest growing beverage brand compared to others. Minute maid was founded in American in 2004. However, it has more than 60 year's professional experience about the production of juice drinks. The product of Minute maid has no preservatives and artificial color. And it has been sold to around 100 countries. Minute maid means healthy, nature, nutrition and sincerity in customer's eyes because of the real fruit variants. Coca Cola, Sprite, Minute maid are the main brands of the Coca Cola Company. (The website of the Coca Cola company)

3.1.1 Successful ideas about expanding market share

There are several successful ideas that provided by Coca Cola company about expanding market share.

1) High quality products

High quality products must have some features that can be widely accepted. If people get accustomed to the taste of Coca Cola, they will find it tasty even from a habit after that. Some people hold the idea that Coca Cola can cure headache, nausea and stomachache. They often feel excited when they drink Coca Cola. (The marketing operation of Coca Cola company, 2015)

2) Low manufacturing costs

The manufacturing costs of every bottle of Coca Cola are very low, under 1cent. Although the production process of Coca Cola is still top secret, there is almost no waste of labor and resources. The production is easy to handle. Before customers get the product of Coca Cola, every bottle manufacturers, shippers, stockholder, wholesaler, retailer who participated in the circulation of commodities can get high profit because of the low manufacturing costs. And because of this, those bottle manufacturers, retailers, shippers are feeling very grateful and glad to make a contribution to the development of the Coca Cola Company. (A successful company: Coca Cola, 2014)

3) Ubiquitous products and lower price

Not only in supermarket, restaurant, simple store, there are Coca Cola everywhere. Railway station, barbershop, hotel, even in a dance hall you can easily find a

product of the Coca Cola company. The expanding of the market share of the Coca Cola Company always relies on the lower price. Because the lower price, people in developing countries or other undeveloped region can afford it. It was the most salable products even in hard times such as the Great Depression. Therefore, the lower price is the most essential element of its longevity. (The marketing operation of Coca Cola company, 2015)

4) Welcome competition

Although the employee of the Coca Cola company not wanting to admit that the competition between Coca Cola and Pepsi actually bring a lot of benefits. People enjoy the battle between two companies. And it obviously increases the brand awareness of Coca Cola and Pepsi.(The marketing operation of Coca Cola company, 2015)

3.1.2 Successful ideas about keeping long term relationship and building customer loyalty

As for keeping long term relationship and building customer loyalty, there are several useful ideas of Coca Cola company.

1) Publicizing the image of the product not product itself

In the beginning, the Coca Cola Company publicizes the drug effect of Coca Cola. The companies claims its product can keep up people's spirit relieve the pain of alcoholism and make people feel excited. But they soon realized that customers can easily accepted Coca Cola as an energy drink. And it can also avoid some necessary legal disputes and trouble.(The customer relationship management of Coca Cola company, 2013)

2) When in Rome, do as the Romans do

The global development strategy of the Coca Cola Company is making Coca Cola become the most popular beverage in every country and also make it become their people's favorite beverage. In recent decades, the company has trained many understanding managers who not only know the local custom and culture very well but also are willing to devoting themselves into the development of branch companies of the Coca Cola Company.(The customer relationship management of Coca Cola company, 2013)

3) Drawing the attention of normal people

The advertisements words of the Coca Cola Company are universal. Coca Cola can bring you faith, happiness, charm and it can also make you become popular, sexy and younger. To strengthen the result of publicity, the Coca Cola Company support lots of sports events and concerts, such as football, basketball and sumo. (The analysis of the customer relationship management in Coca Cola company, 2013)

3.2 JiaDuobao

Wang Laoji herbal tea was introduced as the first brand of the JDB Group in 1995. In the year of 1998, the JDB group built the first production base in Don guan, Guangdong province to produce Wang Laoji.

For the development of national market and overseas market, the JDB group has built their production base in Beijing, Zhejiang province, Fujian province, Qinghai province and Hubei province from 2003. The herbal tea is Chinese traditional beverage which has around two thousand history. It not only can raise the

resistance of the body, have heat-clearing and detoxifying effect. Most important, it can prevent some diseases such as common cold and relieve a sore throat in the meantime.

The other product Kunlun Shan is kind of packaged natural water. It can complement the natural minerals and trace elements if people drink the Kunlun Shan regularly. The JDB group is the biggest herbal tea company in China. Last year, the market share of the JDB herbal tea was 35.42%. (The website of JIA DUOBAO company)

As for enhancing popularity, JDB company always has special market strategy. There are main points of the strategy.

1) Specific brand positioning

According to the product characteristics and the current situation of the market, the JDB company make JDB herbal tea become a kind of beverage which can prevent people suffer from excessive internal heat in customer's mind. And because of the function of the JDB herbal tea, customers can enjoy BBQ, fried food and spicy food in summer.

2) Successful advertising

There are two points of the advertising of the JDB Company. The first is simple and concise. The aims of advertising are to emphasis the brand and also express the function. The second one is lots of advertises, far more than its competitors. No matter in television, magazine, newspaper or computer, you can find the impressive advertising everywhere.

3) Strong sense of social responsibility

In 2008, when the earthquake happened in Sichuan province, the JDB Company donated 200 million. It undoubtedly improves the brand awareness of the company and strengthens the impression of the products.

4 RESEARCH IMPLEMENTATION AND RESULT ANALYSIS

4.1 Introduction of the research objectives

The data of the research have been collected through quantitative and qualitative methods to get the results from different aspects.

The objective of the questionnaire survey was to figure out all effective way to expand the market of Ying Kesong company and also maintain the customer relationship in the meantime. Thus, several questions have been asked, e.g. what is the most common place for customers to buy beverages, how many years they have been YKS's customers, what is customers favorite beverage company, which element would make customers accept a new beverage product easier and which is the best promotion for old customers. The implementation of the research and the analysis will be presented in this part.

The objective of the interview was to analyze the strengths, weaknesses, opportunities, threats of the Ying Kesong company from the perspective of the market manager. The manager will also provide useful information related to the market operation, market strategy and customer relationship management. The analysis results will be presented in the interview part.

4.2 Questionnaire survey and its results

100 copies of questionnaires have been sent through the e-mail, 88 replies are backed finally. The response rate of the research was 88 percent. All email addresses were randomly selected from the customer database of the Ying Kesong company. The response rate of the research was 88 percent.

There were 12 questions in the questionnaire. The questions are closely related to the effective ways to both expand the market and maintain the customer relationship. These questions were easy to understand and answer. Most customers could answer all the questions from three to five minutes time.

The questionnaire results will be shown below.

1. The age of respondents

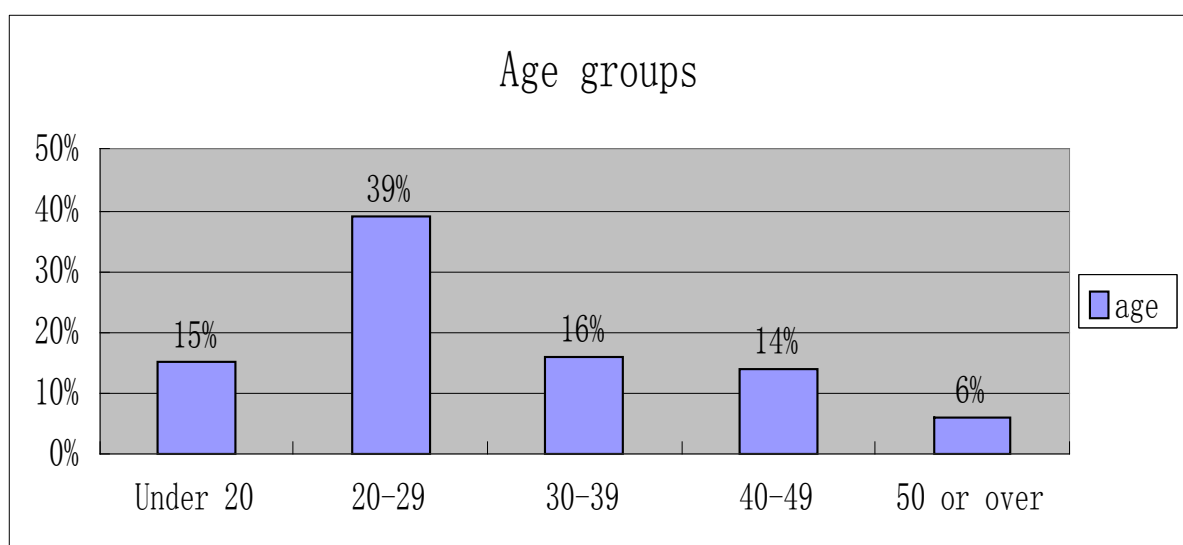


FIGURE 2. The age of the respondents (n=88)

The table illustrates the percentage that each age group occupied. Customers who are from 20 to 29 years old are the largest group which occupied around 39 percent. However, customers who are 50 or over are the smallest group, with only 6 percent of the whole customers. The percentage of other groups nearly the same. According to the results, youngsters are the main customers of Ying Kesong company. They are willing to buy the products of Ying Kesong company. On the contrary, not so many old people tend to buy the beverage of Ying Kesong company maybe because the personal habit or health reason.

2. The gender of the respondents

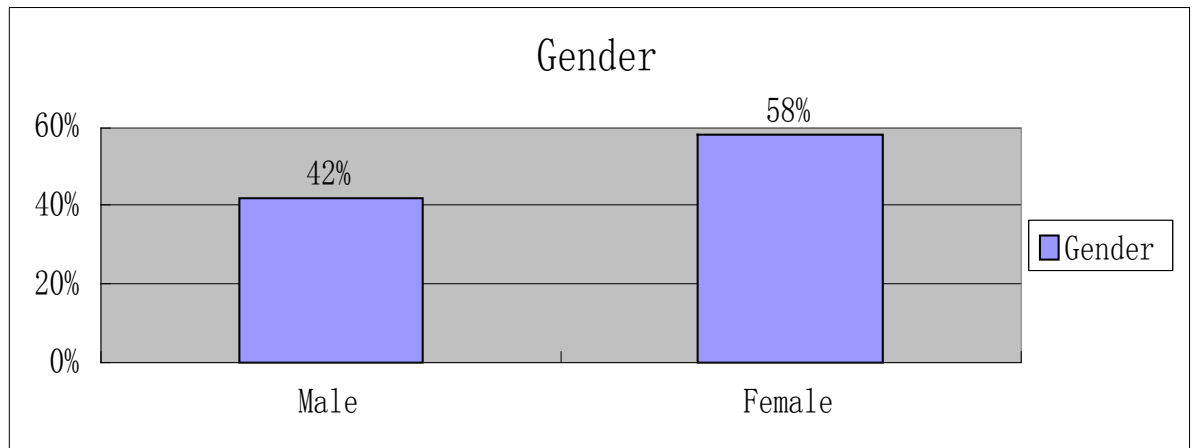


FIGURE 3 . The gender of the respondents (n=88)

From the chart, we can clearly see that the different proportion of the different gender. Male customers account for 42 percent of all customers. The proportion of the female customers is higher than male customers. The chart shows that 58 percent customers who answered the questionnaire are female. It is no surprise that the number of female customers is bigger than number of male customers. Female customers are easier affected by the attracting package, advertisement and low price. Even they not need the product indeed.

3. The area of the respondents

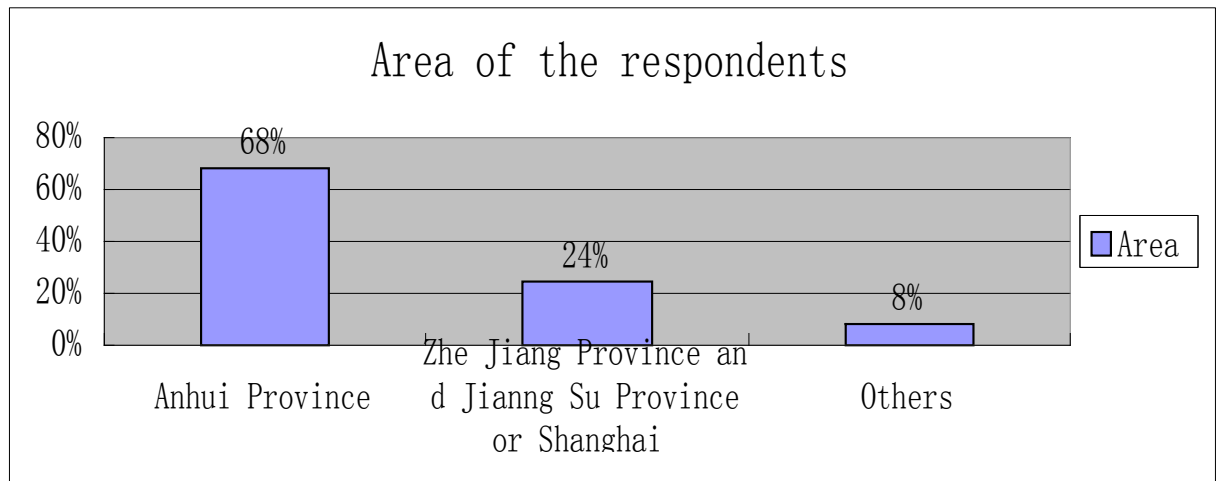


FIGURE 4 . The area of the respondents (n=88)

The bar chart shows the figure about different percentages of respondents from different area. The market of Ying Kesong company can be divided into three parts according to distance and area. As it demonstrated in the chart, Anhui province is the main market of Ying Kesong company. Nearly 68 percent respondents are from Anhui province. Respondents from Zhe Jiang province, Jiang su province or Shanghai occupied around 24 percent. However, respondents in other province or city only account for 8 percent. Not only because the distance reason, but also the habit and cultural reason. Most importantly, the popularity of Ying Kesong company in Anhui province are higher than it in other province.

4. The common place for respondents to buy beverage

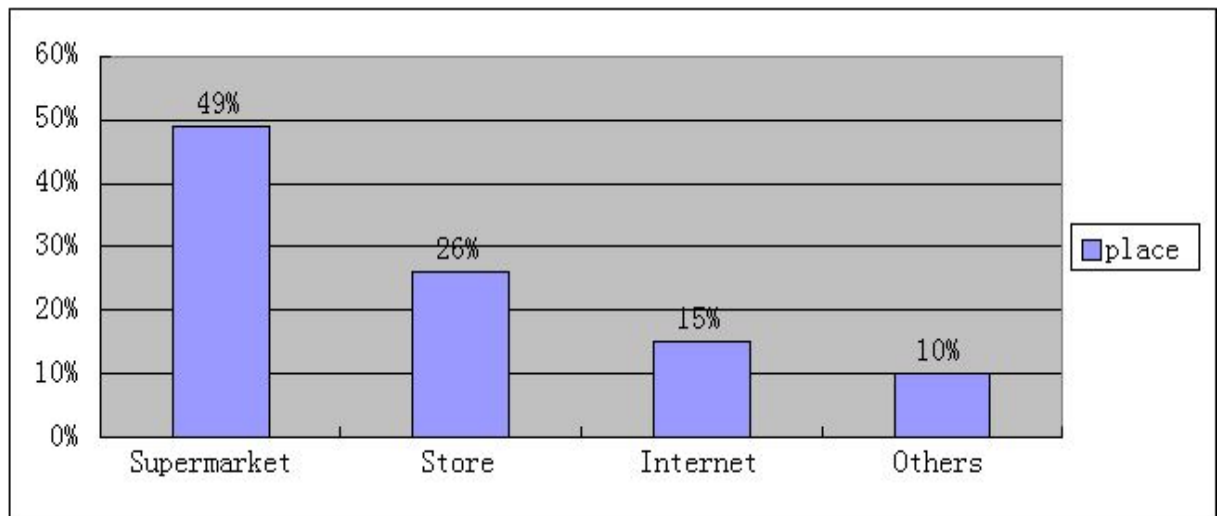


FIGURE 5. The common place for respondents to buy beverages (n=88)

This question has the goal to figure out the most common place of customers to buy the beverage of Ying Kesong. The answer of this question can make the company have a better market strategy and manage the distribution and logistic well. As can be seen from the chart, customers buy the beverage of Ying Kesogn company mostly form the supermarket, with 49 percent of respondents. 26 percent respondents tend to choose store as their first choice. Maybe because it is more convenient and familiar. Respondents who are usually buying beverages from the internet shop nearly takes up 15 percent. Others like restaurant, vending machine occupied around 10 percent. Therefore, the supermarket will be the largest target group of Ying Kesong company and the market department should pay more attention to it when consider the sales promotion or market activities.

5. How many years have you been YKS's customers?

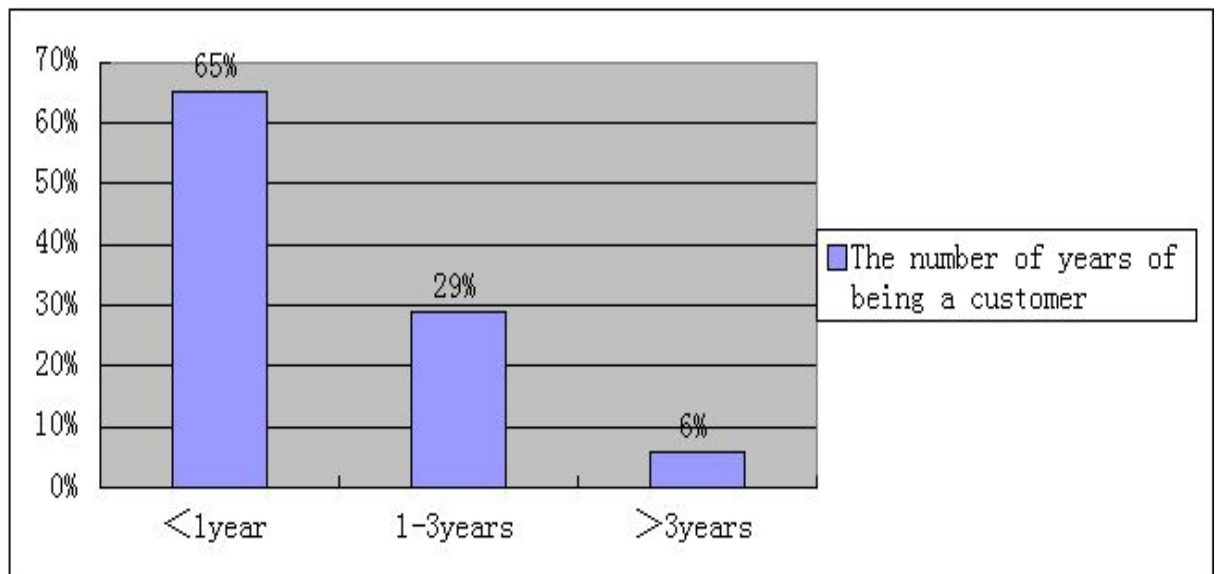


FIGURE 6. The number of years of being YKS customer (n=88)

This question aims to get the number of years since the respondents become the customer of Ying Kesong company. It not only represents the customer relationship of the company, different groups also have the possibility to provide different advice for the development of the company. The largest group is less than one year being a customer, with 65 percent of the whole respondents. 29 percent respondents are belong to from one to three years group. Only 6 percent customers have been Ying Kesong's customer more than three years. Because of the short history and the small scale of the company, it is no surprise that most respondents only have less than one year experience. The remaining 35 percent can present the development of the customer relationship and customer loyalty.

6. How much do you like YKS beverages?

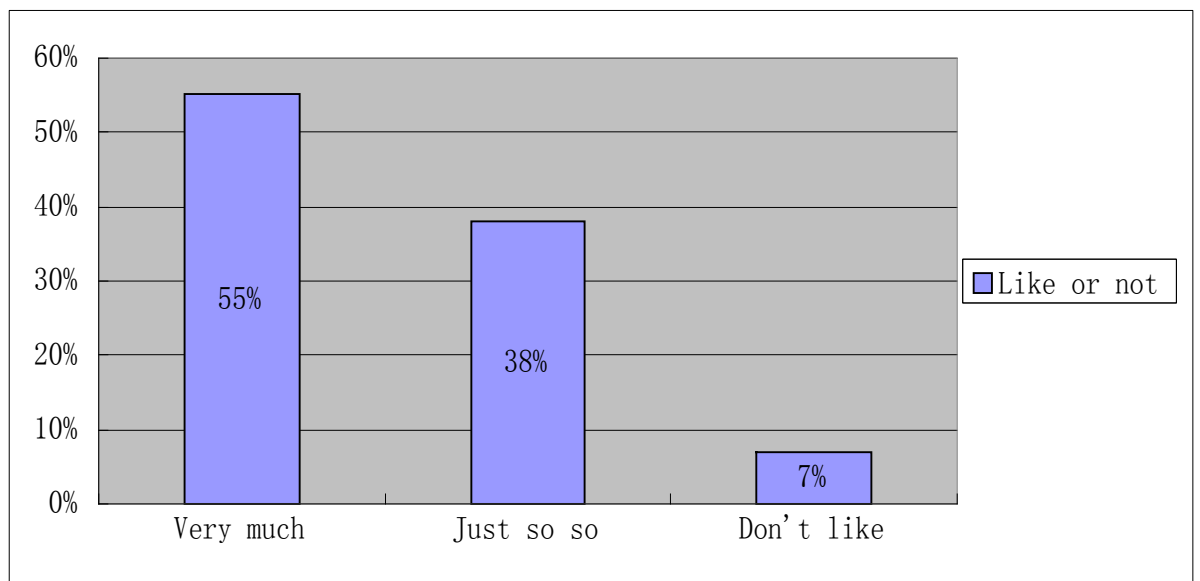


FIGURE 7. Whether the respondents like the beverages or not (n=88)

This question is to find out the evaluation level of the respondents to the YKS beverages. As can be seen from the bar chart, most respondents hold the idea that they like the beverages of the Ying Kesong company very much. 38 percent respondents think the beverages are just so and so. They do not have special feeling about the product. It means the product can be replaced by other beverages at any time. 7 percent respondents don't like the beverages at all. Although the very much level occupied the largest part, the remaining part means that the company still has to improve the products from different aspects to satisfy the customer.

7. IF YKS is not your favorite company, which company do you prefer?

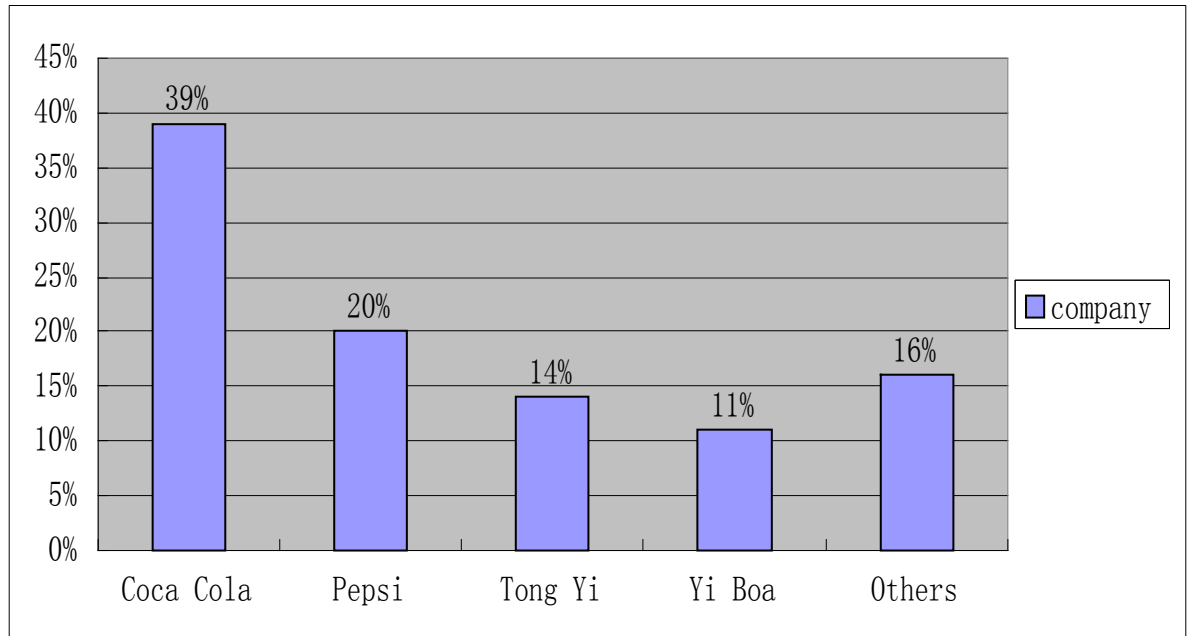


Figure 8. The popularity of competing companies (n=88)

This bar chart illustrates the popularity of other companies except the Ying Kesong company. This questions aims to analyze the competition situation of the Ying Kesong company. It shows the main competitors of the company and also demonstrates the different popularity. According to the the chart, Coca cola is the most popular company in respondents' mind, with 39 percent. 20 percent choose Pepsi as their favorite brand. Tong Yi and Yi Boa nearly occupied the same proportion, with 14 percent and 11 percent respectively. Other company account for 16 percent of the whole company. The popularity of the Coca Cola and Pepsi shows the popularity of the carbonated drinks in a certain sense. Most importantly, their brand awareness and brand impact lead to the results. What is more, Tong Yi and Yi Boa are still very popular and occupied a certain amount of market share.

8. Which type of beverage do you prefer?

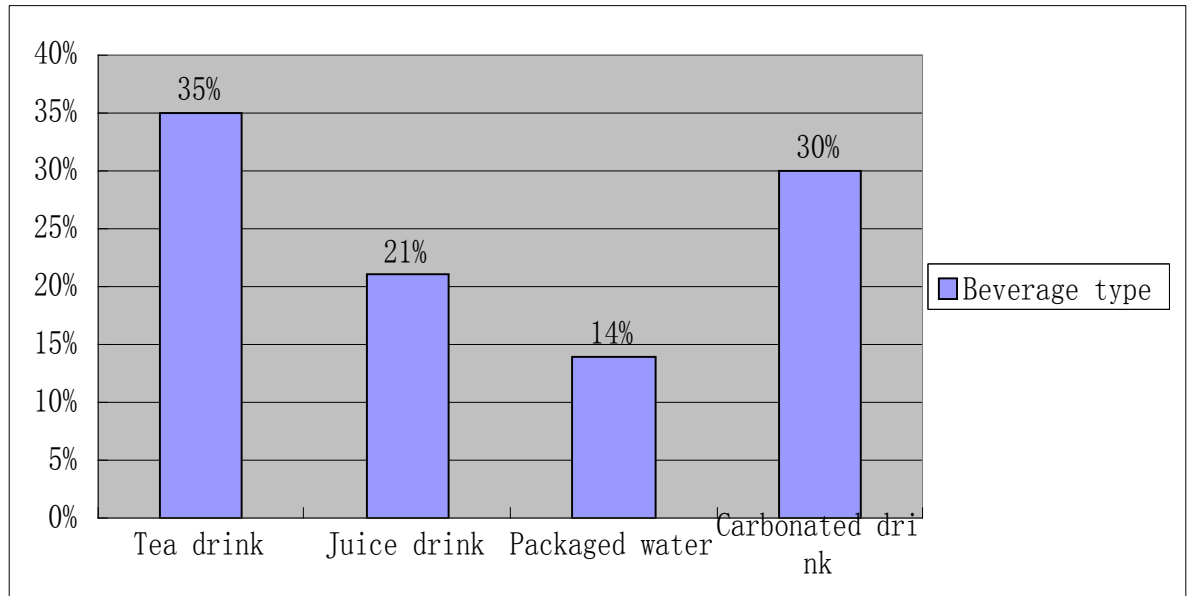


Figure 9. The popularity of different types of beverages (n=88)

This question is to find out the different popularity of tea drink, juice drink, packaged water and carbonated water. It would be used for the plan of production in the future. As can be seen from the graph, tea drinks is the most popular beverage, which accounts for around 35 percent. Carbonated ranked as the second most popular beverage in respondents' mind, with 30 percent. Juice drink occupied 21 percent and packaged water takes up the remaining 14 percent. From the chart, it is clear that tea drink and carbonated drink are more popular than juice drink and packaged water. It is mainly because the cultural reason and personal habits of customers.

9. Which element would make you to accept a new beverage product easier?

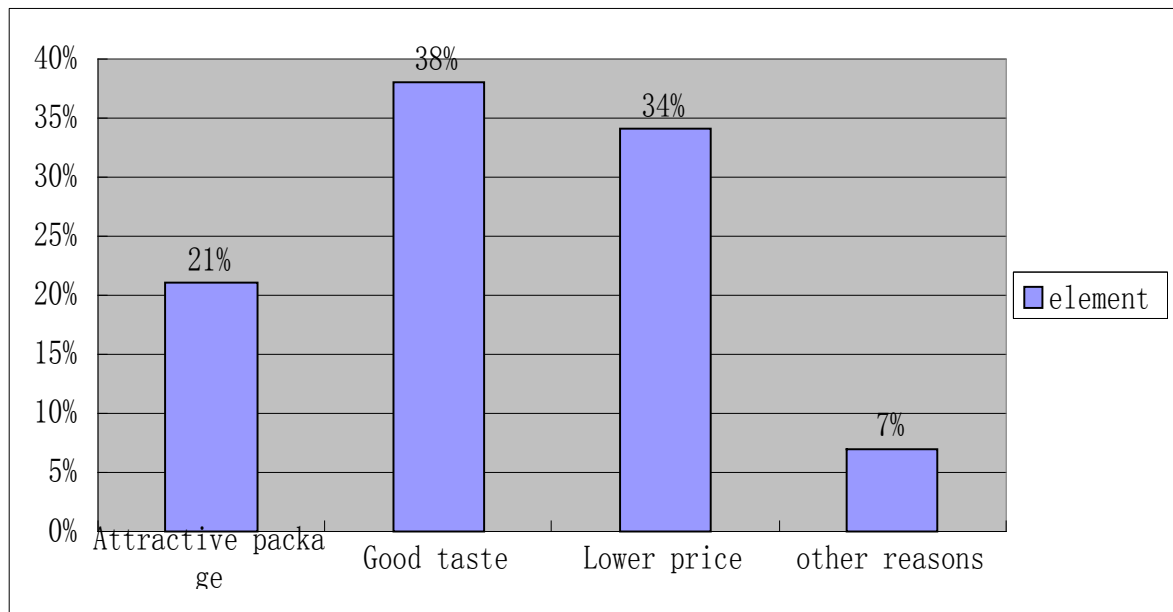


FIGURE 10. The reason leads to customers accept a new beverage product (n=88)

The analysis of this question would provide useful information when the company design the new beverage product. According to the bar chart, good taste and lower price nearly occupied the same proportion, 38 percent and 34 percent respectively. It means these two can easily affect the choice of the customers when they considered weather to try the new beverage or not. Therefore, the company have to improve the quality and taste of the beverage. In the meantime, maintaining the price level to attract more customers. Between these elements, the percentage of the attractive package is 21. Other reasons occupied around 7 percent. People usually affected by attractive package because of the visual impression or personal factors.

10. Do you trust advertisement in your daily life?

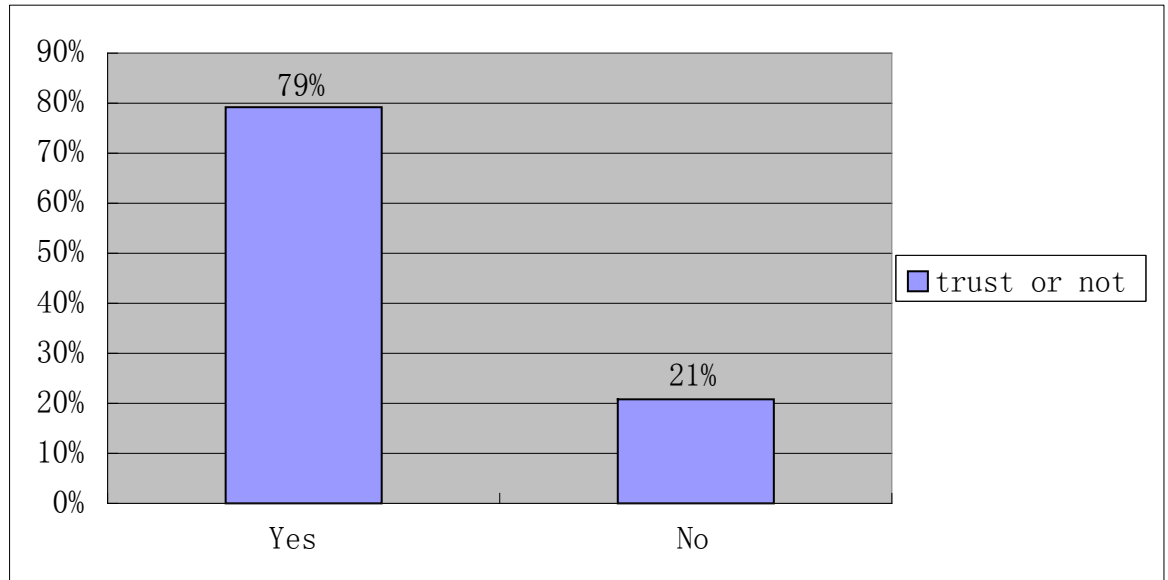


FIGURE 11. Respondents trust advertisement of not (n=88)

As can be seen from the bar chart in figure 13, 79 percent respondents trust advertisement in their daily life. Only 21 percent not trust the advertisement at all. Customers who trust the advertisement would accept the product easier and more often to buy. It is no doubt that the advertisement can improve the brand recognition. However, few customers they do not trust the advertisement maybe because they pay more attention to personal experience but not to other people's words. Therefore, the Ying Kesong company still should attach great importance to the advertisements and improve the quality of the advertisement as much as possible.

11. Through which media you usually get new product information?

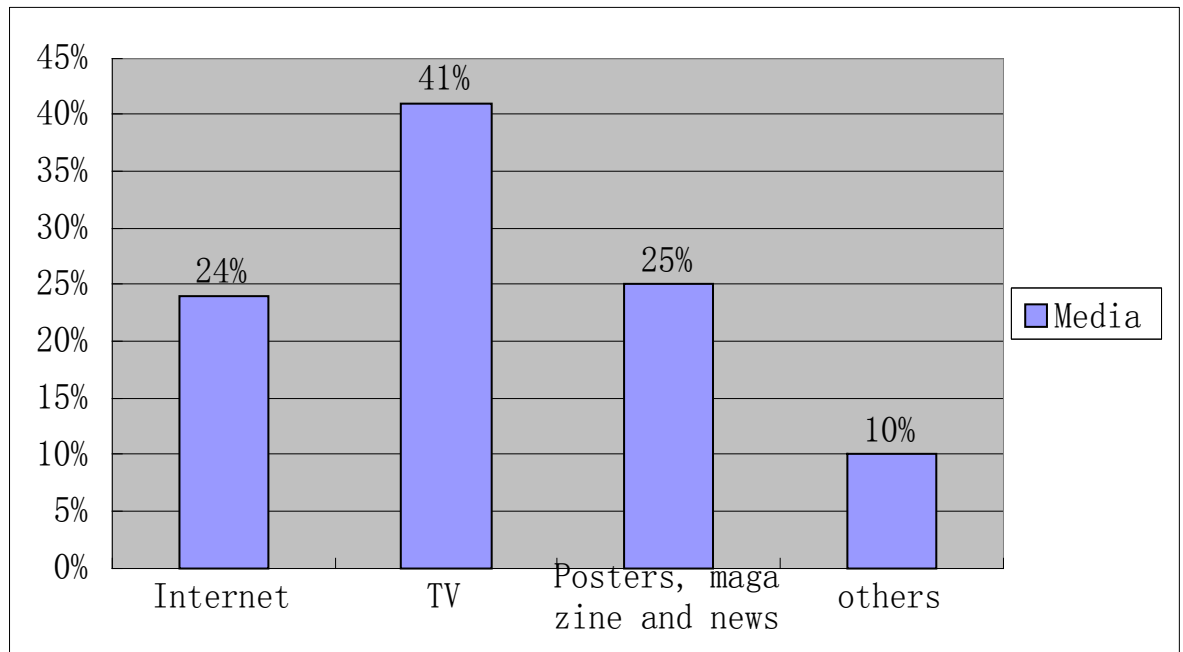


FIGURE 12. Different media that customers usually get new product information (n=88)

This question aims about medias to find out more ways to spread the product information for the Ying Kesong company. The bar chart shows that more respondents get new product information form TV, with nearly 41 percent of the whole respondents. Internet and poster, magazine and newspapers almost occupied the same proportion, with 24 percent and 25 percent respectively. Respondents who get new product information from other channel account for approximately 10 percent of the whole respondents. Therefore, the Ying Kesong company better focused on the TV commercial. In the meantime, the company still has to pay attention to other media to improve the brand recognition and popularity.

12. Which is the best sales promotion for old customers in your mind?

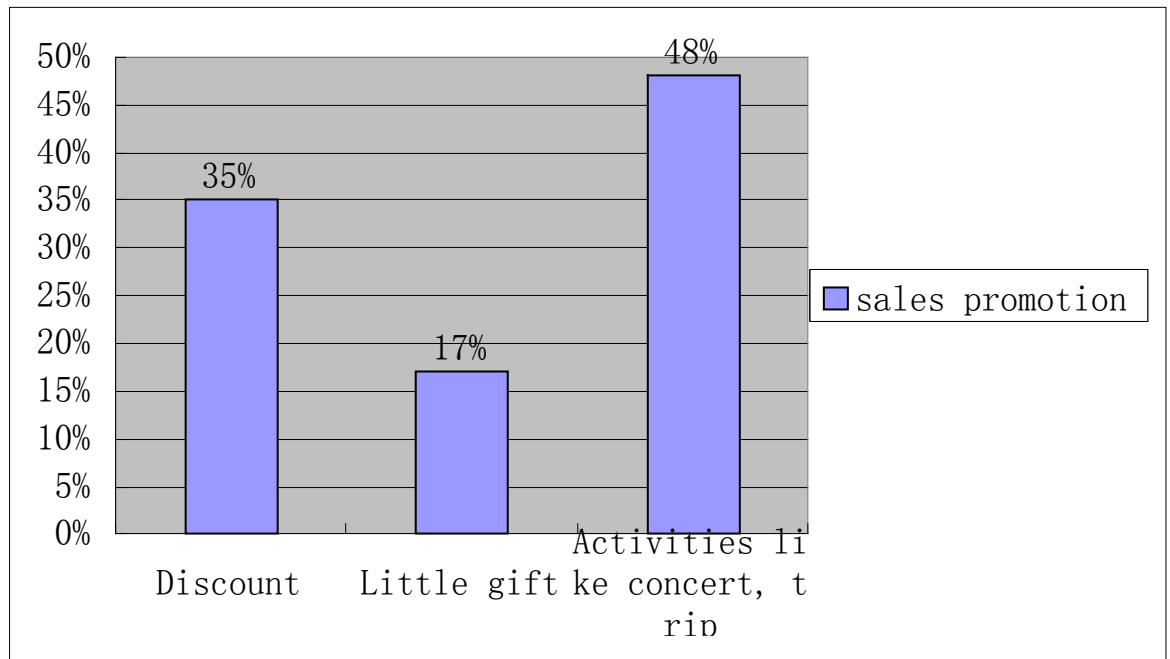


FIGURE 13. The popularity of different sales promotion (n=88)

This question has the goal of figuring out the popularity of different sales promotion. It would provide more information for the market operation of the Ying Kesong company. According to the bar chart, the percentage of activities like concert, trip is approximately 48. Discount occupied nearly 35 percent while little gift only takes up 17 percent. It is clearly that people tend to choose spiritual enjoyment compared to other choice. Respondents hold the idea that the activity is the best benefit and privilege. In the meantime, discount still very attractive in respondents' mind. The company can use these three types of sales promotion for different customers groups to establish and development the customer relationship.

Analysis of the survey results

To explore the customer behavior and get suggestions from their perspective, a questionnaire have been sent to the email of sample of customers. These email addresses are randomly chosen from the customer database of Ying Kesong company. No personal answers were registered in the questionnaire. It is undoubtedly that the opinion from customers would provide another direction to expand the market and development the market share. Their useful suggestions would make the company considered the market strategy easier and smoothly.

As can be seen from the questionnaire results, people from 20 to 29 years old are the largest group compared to others. The number of old is much less than other groups. Beverage product already plays an important role in youngsters' daily life because they can stand for youngster's personal style in a certain case. Most importantly, most beverages are not expensive and easy to carry. Besides, female customers took the biggest part maybe also because of this.

Because of the company location and customs reason, most respondents come from Anhui province. The Ying Kesong company has to study the dietary habit of other province to expand the market. In the meantime, supermarket still be the first choice of most customers to buy beverages. To further expand the sales channels, the company should not only pay attention to the supermarket but also to other distribution channels.

Only half of the customers are very satisfied with the beverage product of the Ying Kesong company. The company must take consideration of more market attractiveness factors to improve the customer satisfaction soon and effectively. Tea drinks and carbonated drink are the favorite beverage of most customers.

Then it is no wonder that customers who choose Coca Cola and Pepsi as their favorite company occupied the largest part.

Actually, good taste and lower price are always attractive for customers. So the taste and the price level are the main elements which can easily affect the customers' purchasing behavior. Even though most customers preferred to believe TV commercial compared to other media, the company still has to spread the information through more channels. Letting customers know the beverage product is the first step no matter from where. Sales promotion included discount, small gifts or activities like concert or trip in Ying Kesong company. According to the research results, respondents who choose activities like concert or trip took the largest part. However, different sales promotion should be used for different customer groups.

4.3 Interview and its results

Because the researcher had done internship in Ying Kesong company, it was easy for me to contact the marketing manager Han Xiaosong and make an appointment. This interview was though telephone conversation and took around two hours. The whole conversation was smooth and pleasant.

Interview questions for the Marketing Manager of the Ying Ke Song company were as follows:

1. Compared to other companies like Coca Cola or Tong Yi, what are the strengths of YKS ?
2. What are the weaknesses of YKS?
3. What are the opportunities of YKS in the marketing environment?
4. What are the threats in the market?
5. What is the most successful product of YKS?
6. What are the success factors of YKS products?
7. What is the market strategy when the company introduces new products?
8. Does YKS have intentions to create a totally new product like JDB company or LGHT company?
9. What is the strategy of the Ying Kesong company in keeping long time relationship with the customers ?
10. What are the main issues in the future marketing plan for the whole company?

The interview of the marketing manager of the Ying Kesong company has provided a lot of useful information for the research. From the manager's perspective, small scale is one of the strengths. It is obvious that small scale company can avoid high risks compared to big companies like Coca Cola or Tong Yi. Lower price is another advantage. The beverage product of Ying Kesong company provide more choice for different social classes. Especially when the main customer groups of the company are high school students and workers. Moreover, the beverage of YKS are cater to the taste of customers from Anhui province. This can be considered as the biggest strength for the company. That is because the Ying Kesong company always devoted themselves to the study of the customs and eating habit of Anhui people.

As for the weaknesses of the Ying Kesong company, the manager demonstrates three main points. First of all, the competition strategy of the company is adaptive strategy, which makes the company always being late compared to other companies. The competition strategy limits the possibility of the development of the company. Secondly, the low technology level of the equipment always causes fair average quality of the product. The competitiveness may also be reduced because of this. Thirdly, the company has various product types but without distinctive brand image. Customers cannot recognized the beverage product of YKS easily.

The increasingly popularity of tea drinks and packaged water is the main opportunity of the Ying Kesong company. Today, customers tend to choose tea drinks because of personal taste and habit. The Ying Kesong company can provide different types of tea beverages to satisfy customers' need. In the meantime, packaged water is easy consumables compared to other beverages.

As for the threats of the Ying Kesong company in the marketing environment, strong competitors like Tong Yi and Yi Boa always affect a lot. However, the impact of the Coca Cola and Pepsi to the company are less than Tong Yi and Yi Boa. That is because the main products of the Ying Kesong company are packaged water and tea drinks. Due to the increasingly popularity of high-end consuming water, the sales amount of the packaged water in the company is much less than before.

The most successful product of YKS is Moli Green Tea. Moli Green Tea has special taste and unique package. The design of the package has combined the Chinese traditional culture and characteristics of the times content. The research and development of the Moli Green Tea took more than two years. The customer satisfaction degree of this tea drink reach up to 80 percent. Except the attractive package and good taste, the other successful factor of the YKS products is the lower price. This factor improves the competitiveness of the company when customers have a lot of options.

The Ying Kesong company introduces the new product mainly through sales promotion and advertisements. In big supermarket of every town in Anhui province , customers can free taste the new product and decide weather to buy it. In the meantime, the high winning rate of every bottle of drinks is another distinguish feature of YKS product. You may find 'once again' in every bottle cap of YKS products to get one free packaged water. The advertisement of the new products of YKS always focused on the function and effect to make the difference.

Actually, the Ying Kesong company not has intentions to create a totally new product like JDB company or LGHT company. This is mainly because the technological level and financial situation of the company. The scale of the JDB company and LGHT company are much bigger than the YKS company. As a consequence, they can provide advanced technology and equipment to research and develop a totally new beverage product. Most importantly, these two companies have enough financial basis to make the research.

The strategy of the Ying Kesong company is keeping long time relationship mainly through three ways. Firstly, the company make efforts to tracking the experience of customers. When retailers first buy the product of YKS, their contact information have been recorded with permission. Secondly, continuous attention to the suggestions even complaint. The company always attach great importance to the complaint of the customer to improve the customer satisfaction step by step. Thirdly, the company always motivates old customers to introducing the product to potential customers. The old customer can be considered as ambassador even sales person from a certain sense. Of course the company would provide the special discount or little gift to the old customers.

The company would introduce a new tea beverage called 'Bing Hong tea' in the year of 2015. The taste of 'Bing Hong Tea' is totally different from other tea drinks because it gives added honey peach flavor to the black tea. Meantime, the company would increase the production line and update several equipment for the promotion of the product quality. As for the advertisement, the company would invite popular stars to represent different products to promote the brand recognition.

5 SUGGESTIONS FOR THE DEVELOPMENT OF YING KESONG

5.1 Most effective way to expand market

From the analysis of the situation of Ying Kesong company, other successful company and the implementation results, there are several effective measures to expand the market of the Ying Kesong company to be concluded.

1) The company has to segment the market to guide the new demands of the customers in all level.

As for the beverage product of the Ying Kesong company, four benefit categories, six brands, ten flavor and fifteen items are in the company. Four benefit categories are packaged water, tea drinks, juice drinks and carbonated drinks. The research and development of the tea drink was started from three years ago. When it came to the market at the first time, customers were attracted by the special taste and fashionable package. The tea drink remained the best seller of the company. It always keeps the traditional taste and make little changes to provide more choice to the customers. The segmentation of the market is conducive to the company to strengthen the recognition of the different function of different beverage products.

In terms of the region of the company's market, it can be divided into three parts. Anhui province is the largest market and most regular customers are from it. That is mainly because the location of the company and customs differ from other province. Zhe Jiang province, Jiang Su province and Shanghai are neighbors of Anhui province. For the convenience of transport and similar customs, this two provinces and direct-controlled municipality are of great importance. Other provinces customers are know very little about the Ying Kesong product. Therefore,

the company should make more research of the need of customers from these provinces to expand the market.

2) The company should strengthen the category management to build absolutely competitive brand.

Coca Cola has built the Minute Maid brand to change its follower position in juice drinks market. It has achieved good performance in juice drink market because of the special mouth-feel and characteristic brand image. Similarly, YY is the most special drink in China because it mixed the juice and milk together to provide different kind of nutrition to customers. It satisfies the need of most office worker and high school and university students. These customers are young, stable and willing to try new products. Most importantly, they are too busy to enhance the quality of life in other complicated way. Therefore, YY has almost become their best choice to supplement the nutrients. In the same way, the building of the brand should place emphasis on the brand image. The Ying Kesong company has to build a new brand or strengthen the brand building to make its product totally differ from others.

3) The company should use low-price strategy to expand the market further.

Price is a very complicated and sensitive issue that both strategic and tactical. Pricing can be effective promotional tool and also can be very sharp weapon to improve the competitive power. Enterprises can expand the market share effectively through reasonable price strategy.

To take the initiative to reduce the price of the product, the key is to have enough price attractive. Some enterprises with "cheap" as the core business model to support the marketing. For these companies, "low price" has become the biggest

selling point and become the theme of the business. Like Galanze microwave, Gome and Wal-mart, "low price " has become a pattern. In 2008, since the economic crisis, the War-mart in USA seized the opportunity to expand market share. While consumers have very tight and compressed living expenses, but Wal-Mart can still through parity strategy in the competition. Since January 2009, US\$3 trillion in the United States Wal-Mart in the retail market share has been gradually rise to 11.3 % from 10.5 % during the same period last year. It is a very big and rare growth .

Because the main customer groups of the Ying Kesong company are office workers and students, low -price strategy is always working and effective for the market expanding. The specific low-price strategy would make the beverage product more competitive and attractive.

5.2 Suggestions to maintain long term customer relationship

In order to develop customer relationship management, the Ying Kesong company must attach great importance to the establishment and management of customer database in the first step. Paying attention to the use of database application database for the analysis of existing customers and find out the connection between the customer data and buying patterns. In the meantime, through a variety of modern communications to keep the natural close contact with customers to establish a lasting partnership.

What's more, the company should improve customer satisfaction and loyalty by customer care. Customer care should be carried out through all the process of customer experience. Before buying the beverage product, customer care

activities are mainly to provide relevant information of the beverages in the process of communication and exchanges, these activities for the company to build relationships with customers after lay the foundation. During the purchase of the beverage, customer care and the product or service of the company are closely linked together, including order processing and all relevant details should be in conformity with the customer's expectations. After buying the beverages, customer care activities mainly focused on the follow up efficiently and successfully finished products maintenance and repair steps. After-sales follow up and provide effective care, its purpose is to prompt customers to repeat purchase the beverage product and form a word-of-mouth effect.

In order to retain customers, it is necessary to analyze the reasons of the loss of customers, and especially analyze customer complaints. When customers are not satisfied with the beverage product, they can say out or just abandon it. If the customer left, the company even have no chance to remove their dissatisfaction. Therefore, complaints of customers still give the opportunity to company to make up shortcoming. Therefore, the Ying Kesong company should make full use of customer complaints and complain. Not only to solve customer dissatisfaction, but also to encourage the company to improve the beverage product quality and revising the service plan.

6 CONCLUSIONS

The objective of the thesis was to find effective ways to expand the market and maintain the longtime relationship in the meantime. After the introduction of the Ying Kesong company and research problem of the thesis, situation of the company include external environment, internal environment and SWOT analysis has been done to investigate the specific information related to different aspects of the company. After the situation of the company comes the analysis of other successful companies such as Coca Cola and Jia Duobao. A real research containing interview and questionaired survey has been done to investigate the satisfaction degree and suggestions from customers of Ying Kesong company. The whole thesis includes the introduction of the company situation, examples of other successful companies, the theoretical part and the research results of the whole thesis. Therefore, the process of the theoretical part is quite smooth for the reason that I have done my internship in the Ying Kesong company, it is easy for me to search information from the database or company material.

The research part contains questionnaire and interview part. The questionnaire part took me one month to collect answers from customers. This was the most completed part in my opinion. All the email addresses were randomly selected form the customer database, their reply was too slow to gather the information effectively. At last, 100 copies of questionnaires have been sent to customers, while 88 replies have been got which is actually a high rate. As for the interview part, it took me around two hours to complete the telephone conversation with the marketing manager. Some useful information have been got from the manager of the marketing department. The conversation was smooth and pleasant.

According to the research results, several measures has been got to expand the market and maintain the relationship with customers. The Ying Kesong company has to segment the market at first, strengthen the category management and uses low-price strategy to expand the market. As for the customer relationship management, the establishment and development of customer database is the first step. Satisfaction and loyalty of customers also plays a important role in the relationship management. The reasons of the loss of customers and customer complaints can be ignored in most cases, the company should also pay attention to this part. All suggestions already been sent to the marketing manager of the Ying Kesong company and waiting for the feedback.

REFERENCES

The analysis of Chinese beverage industry

Available from:

<http://www.academia.edu/9493461/20141125>

Retrieved 25/11/2014

Beverage and history

Available from:

http://www.360doc.com/content/10/0424/06/1136134_24602986.shtml

Retrieved 04/24/2010

The explanation of organizational structure

Available from:

<http://baike.baidu.com/view/1701481.htm>

Retrieved 25/01/2013

The function and effect of the advertisement

Available from:

<http://media.people.com.cn/GB/22114/52789/238416/17004924.html>

Retrieved 02/02/2012

The SWOT analysis method

Available from:

<http://baike.baidu.com/view/3892.htm?fromtitle>

Retrieved 19/01/2015

The website of the Coca Cola company

Available from:

<https://www.coca-cola.com.cn/#/home>

Retrieved 17/04/2015

The marketing operation of Coca Cola company

Available from:

<http://baike.baidu.com/view/89362.htm>

Retrieved 02/02/2015

A successful company: Coca Cola

Available from:

<http://blog.btrax.com/zh/2014/05/27/coca-cola/>

Retrieved 27/05/2014

The customer relationship management of Coca Cola company

Available from:

http://blog.sina.com.cn/s/blog_8a601aad0101owjz.html

Retrieved 11/19/2013

The analysis of the customer relationship management in Coca Cola company

Available from:

<http://wenku.baidu.com/view/3914fe1e55270722192ef71e.html?re=view>

Retrieved 01/15/2013

The Website of JIA DUOBAO company

Available from:

<http://www.jdbchina.com/cn/index.asp>

Retrieved 18/12/2014

The function of different position in a company

Available from:

<http://www.1mishu.com/Article/guizhangzhidu/gsglzd/201109/718466.html>

Retrieved 07/11/2013

Definition of price strategy

Available from:

<http://economictimes.indiatimes.com/definition/pricing-strategies>

Retrieved 01/05/2013

High quality product is more important, 2014

Available from:

<http://buzzorange.com/techorange/2013/04/09/trade-off-why-some-things-catch-on-and-others-dont/>

Retrieved 11/10/2014

Place strategy and management, 2014

Available from:

<https://www.iti.org.tw/app/course.php?Sn=253>

Retrieved 19/06/2014

High-end consuming water in China

Available from:

<http://www.emarketing.net.cn/magazine/article.jsp?aid=1496>

Retrieved 16/09/2014

Unpublished sources

Development of the YING KE SONG company 2015

Marketing situation of the company

Product and technology of the company

Future marketing 2014

Competitors and competitiveness

Marketing strategy in the future

APPENDICES

Appendix 1

Questionnaire for Ying Kesong customers

Dear customer,

I am an university student form Savonia University of Applied Sciences. Firstly, thanks for your cooperation and support to the YKS company. This questionnaire is part of the research I am doing as my final project. The objective of my thesis is to providing some suggestions for Ying Kesong company to develop their marketing. Ying Ke Song hopes your help and your guidance. No personal answers will be registered and the results are shown only in tables and figures and used for research purposes.

Thank you for your cooperation.

1. What is your age group? ()

A. Under 20

B. 20-29

C. 30-39

D. 40-49

E. 50 or over

2. What is your gender? ()

A. Male

B. Female

3. Where are you from? ()

A. Anhui province

B. province or Jiangsu province or Shanghai

C. Other. What? _____

4. What is the most common place for you to buy beverages?

(Only one choice) ()

A. Supermarket

B. Store

C. Internet

D. Other. What? _____

5. How many years have you been YKS's customer? ()

A. Less than one year

B. From one to three years

C. More than three years

6. How much do you like YKS beverages? ()

A. Very much

B. Just so so

C. Don't like

7. If YKS is not your favorite company, which company do you prefer?

()

A. Coca Cola

B. Pepsi

C. Tong Yi

D. Yi Boa

E. Others. What?

8. Which type of beverage do you prefer? ()

A. Tea drink

B. Juice drink

C. Packaged water

D. Carbonated drink

9. Which element would make you to accept a new beverage product easier?

()

A. Attractive package

B. Good taste

C. Lower price

D. Other reason. What? _____

10. Do you trust advertisements in your daily life? ()

A. Yes

B. No

11. Through which media you usually get new product information? ()

A. Internet

B. TV

C. Posters, magazine and newspaper

D. Other. What? _____

12. Which is the best promotion for old customers in your mind? ()

A. Discount

B. Little gift

C. Activities like concert, trip and so on.

Thank you for your answers!

关于如何扩大迎客松公司市场份额的问卷调查

亲爱的顾客，

我是一个来自赛文尼亚应用科技大学的学生。首先，感谢您对迎客松饮料公司的合作与支持。这份问卷调查是我论文研究的一部分。我的论文课题是为扩大迎客松的市场份额提出一些合理的建议。迎客松公司十分需要你的帮助和指导。这份问卷调查不会涉及任何个人信息，所有的答案将只以表格和数据的形式用于研究的目的。感谢您的合作。

1. 您的年龄大概属于哪个范围？（ ）

- A. 小于 20 岁
- B. 20-29
- C. 30-39
- D. 40-49
- E. 50 或大于 50 岁

2. 您的性别是？（ ）

- A. 男性
- B. 女性

3. 您来自哪里？（ ）

- A. 安徽省
- B. 浙江省，江苏省或上海市
- C. 其他省份。哪里？_____

4. 您经常在哪里购买饮料（单选）（ ）

- A. 大型超市
- B. 小店
- C. 网上购物
- D. 其他。哪里？_____

5. 您成为迎客松的顾客多长时间了? ()
- A. 少于一年
 - B. 一到三年
 - C. 多于三年
6. 关于迎客松产品的喜爱程度, 您的选择是? ()
- A. 非常喜欢
 - B. 一般喜欢
 - C. 不喜欢
7. 如果迎客松公司不是您最喜欢的公司, 下列哪个公司最受您的欢迎?()
- A. 可口可乐
 - B. 百事
 - C. 统一
 - D. 怡宝
 - E. 其他公司。哪里? _____
8. 您最喜爱哪种饮料?()
- A. 茶饮料
 - B. 果汁饮料
 - C. 包装水
 - D. 碳酸饮料
9. 哪种因素会使您更容易接受一种新的饮料产品?()
- A. 引人入胜的外观
 - B. 喜欢的味道
 - C. 低廉的价格
 - D. 其他。什么因素? _____
10. 在您的日常生活中, 您相信电视广告么? ()
- A. 相信

B. 不相信

11. 您通常从哪种渠道获得产品信息? ()

- A. 因特网
- B. 电视节目
- C. 海报, 杂志, 或者抱着
- D. 其他。什么渠道? _____

12. 在您看来, 您会选择什么样的促销方式作为一个老顾客? ()

- A. 折扣
- B. 一些小礼物
- C. 活动像是演唱会, 旅游, 诸如此类.

十分感谢您的回答!

Interview questions for the Marketing Manager of the Ying Ke Song company

1. Compared to other companies like Coca Cola or Tong Yi, what are the strengths of YKS ?
2. What are the weaknesses of YKS?
3. What are the opportunities of YKS in the marketing environment?
4. What are the threats in the market?
5. What is the most successful product of YKS?
6. What are the success factors of YKS products?
7. What is the market strategy when the company introduces new products?
8. Does YKS have intentions to create a totally new product like JDB company or LGHT company?
9. What is the strategy of the Ying Kesong company in keeping long time relationship with the customers ?
10. What are the main issues in the future marketing plan for the whole company?