



Study on apparel and its marketing strategy

Na Tao

Wenzhou Vocational & Technical College, Wenzhou. 325035, China.

Lkjo32@163.com

Abstract: First of all, the website analysis, will meet many bottlenecks, such as: limited technology, limited resources, and limited professional knowledge. Then, the e-commerce positioning, wedding clothes network is both B2C and B2B matchmaking intermediary for businesses and customers. Website development plan analysis: wedding site short-term planning is to join a number of businesses to enter, promotion and the implementation of long-term development strategy launched feature plate, to attract visitors. After the completion of site, looking for marriage products provider, looking for sponsors and partners, such as some wedding supplies stores, and some wedding dress manufacturers, get in touch with them, establish cooperation relations, also can establish trade relations with jewelry line, as long as the early collection site membership fees can make their wedding jewelry in advertising on this site for free, after made some interests for advertising.

Keywords: dress; Clothing; Marketing; strategy.

1. Research background

Search engine, weibo marketing, video marketing, mobile marketing, BBS marketing, word of mouth marketing, etc.

1) website traffic promotion strategy

The promotion of search engine, set the key word, bidding on baidu ranking, so that net name can search to marry clothes net when searching on the network.

2) weibo marketing

Weibo marketing promotion in sina weibo tencent weibo wide spread wedding net link with advertarticle, email marketing promotion email group, BBS marketing promotion, in various sizes BBS send some wedding story attached link to introduce traffic.

3) external link promotion

Cooperation with brick-and-mortar stores, let wedding shops and some small shopping malls into the wedding site, more use of some friendship links, and some similar

wedding site links, to introduce more traffic.

4) word-of-mouth marketing

Generally speaking, it is the word of mouth between people to open up new channels for enterprise marketing and obtain new benefits. In terms of service attitude, our website will provide customers with convenient consultation and communication, timely reply to customer questions, and take the initiative to obtain customer needs. With the best service attitude and to touch the users, so users will naturally in the industry, or even related industries to promote our website.

5) specific promotion skills

The website will also provide featured products and services to attract businesses and consumers, allowing more netizens to enter the website and become members of the website. Search engine login with user name registration with members of the way to login, login information to be accurate and effective. The popularity of the link to high, belong to the link with a larger correlation. Product analysis, analysis of the characteristics of the product, the selling point of the product, etc. Analyze the location of the marketing page, the content of the marketing page and the first impression of the marketing page; Use the marketing channels, find out how to develop new marketing channels. Follow-up product and service analysis: follow-up product development, service feedback analysis. Price analysis, set reasonable price. Promotion of search engine, bidding on baidu ranking, pay the cost, set up the key words, team members search the site, more to promote. Cooperation with brick-and-mortar stores, let wedding shops and some small shopping malls enter the wedding site, more use of some friendship links and some similar wedding site business cooperation links, to introduce more traffic. Micro-blog marketing and promotion in sina weibo, tencent micro-blog to register some more accounts, wide hair wedding website links and advertorials, in beautiful say and mushroom street more beautiful wedding pictures with some beautiful text introduction, interested netizens will enter our website to check. Mail marketing promotion mail group, BBS marketing promotion, in each size BBS send some wedding story attached to the link to introduce traffic. At last, the netizens who enter this website will enjoy the chance of giving coupons at random. If a member registers, he/she can also draw a lottery at random. There will be corresponding rewards for introducing new members to join the club.

During the whole planning of online marketing activities, online promotion is one of the most important contents

2. Promotion strategy

1) Online discount promotion

Discount, discount, is the most commonly used online promotion. Because at present

the enthusiasm of the netizen shopping on the net is far lower than the traditional shopping place such as bazaar supermarket, the price of goods on the net should be lower than when selling in traditional way commonly, in order to attract people to buy. Large discounts can encourage consumers to experiment with shopping online and make purchasing decisions.

2) Online discount promotion

On the premise of not raising or slightly increasing the price, the quality and quantity of products or services shall be improved, and the added value of products or services shall be increased substantially, so that consumers can feel the value for money. Since direct price discounts on the Internet tend to reduce the doubt of quality, it is easier to win the trust of consumers by using the promotion method of increasing the added value of goods.

3) Online gift promotion

Under the circumstance of opening up new market, the promotion of gifts can achieve better promotion effect.

Advantages of gift promotion: it can enhance the popularity of the brand and the website; Encourage people to visit the website regularly to get more favorable information; According to the enthusiasm of consumers for additional products and summarize the analysis of marketing effect and product response.

4) Online lottery promotion

Online lottery activities are mainly attached to surveys, product sales, expanding user groups, celebrations, promotion of a certain activity, etc. Consumers or visitors may enter the lottery by filling out questionnaires, registering, purchasing products or participating in online activities.

5) Promotion by points

The application of points promotion on the Internet is simpler and easier to operate than traditional marketing methods. Online credit activities are easy to achieve through programming and database, and the results are highly reliable, relatively simple to operate. Integral promotion sets the prize with higher value commonly, consumer increases integral to get prize through buying for many times or participating in some activity for many times.

Points promotion can increase the number of visits to the website and participation in a certain activity; Can increase the loyalty to the website; Can raise the visibility of business activities.

6) Online joint promotion

Web companies can partner with traditional merchants to provide services that are not available on the web.

7) Promotion strategy

In order to achieve good results of promotional activities, we must carry out market analysis, competitor analysis, and feasibility analysis of the implementation of online activities in advance, combine with the overall marketing plan, and creatively organize and implement promotional activities, so as to make the promotional activities novel, full of sales power and influence

3. 3. Financial budget

Prophase, middle and late period

Fixed costs include: website construction fee, domain name registration fee, space, web design fee, warehouse rental fee, studio rental fee, enterprise mailbox, etc.

(I) Fixed cost analysis

Specific content of expenditure type first year second year third year

Website construction registered domain name

Space to rent

Website design fee 0.7 0.8 0.5

Expenditure of required equipment office computers

Office desks and chairs, etc. 1, 1, 1.3

Site maintenance technology maintenance

Hardware and software upgrades 1, 1, 2

Website promotion advertising conference and other core members 2.5 2.5 5.5

Overhead warehouse rental

Employee wages

Water and electricity bills communication, etc

Cost of sales product packaging exhibition fee 2.5 3.5 6.5

The total amount is 9.411. 5 19.3

We started with four computers, and we had people online for eight hours a day. Students do not have enough money, we can first apply for loans from the school, and their own home support, plus college students apply for loans without interest. We plan to invest 50,000 yuan in fixed assets in the initial stage.

At the beginning of the consulting service, it is expected that two employees can guarantee the consulting service, and the management personnel can be appropriately equipped according to the needs. With the increase of market demand, the number of employees can be appropriately increased to meet the needs of consulting services. In the middle and later stage, we can expand the business scope of the website, invest more money to cooperate with enterprises to recruit high-tech talents and improve the team system.

(2) Variable costs

1) Operation and maintenance costs

Construction cost: including website planning, design, production, procedures,

databases.

Operating costs: website data update and editing, daily picture processing, website optimization.

Maintenance fee: website security maintenance, program upgrade, real-time backup.

Management fee: communication fee, staff salary.

Due to the website construction needs of various costs are expected to spend tens of thousands of yuan at the beginning.

2) Cost of sales

The cost of sales includes the cost of main business, which is the cost of selling goods, semi-finished products and providing industrial services. Including insurance premium, packing fee, exhibition fee, advertising fee, handling fee and so on

For the main business cost, it shall be confirmed on the basis of the quantity of product sold or the quantity of labor provided and the unit production cost or unit labor cost of the product. The calculation formula is:

Cost of main business = quantity of products sold or services provided × unit production cost or unit labor cost of products

So the price of wedding dress is relatively high for the wedding supplies we buy, so it is estimated that our sales cost will be 30,000 to 40,000 yuan.

4. 4. Revenue analysis

1) Membership fee income

After consumers register their account for free on this website, they must recharge their account to become a member account if they want to have more discounts, discounts and other functions on our website

2) Advertising revenue

To some old brands of marriage products, in our website advertising, so as to charge a certain amount of advertising fees.

3) Revenue from dealmaking fees

We will help buyers find buyers or buyers find sellers, to facilitate them to make a proper transaction, after the transaction is successful. We will charge a percentage fee for dealmaking.

4) Income from main business

Wedding net to rent, sell wedding dresses to charge profit as a profit point, the site is becoming mature, the target population also increased, began to increase the profit point.

Revenue and profit budget unit (ten thousand yuan)

Income type year 1, year 2, year 3

Membership fee income 1.2 3 4

Advertising revenue 3.77.10

Sales revenue and transaction matching fee 5.2 9.4 16

The total amount is 10.1

Profit 0.4.410.7

In the first year, the website took initial shape. Due to various unstable factors, the income was low, the expenditure was high, and the net profit was in a depressed state. In the second year, the website was established for a period of time. In the fierce competition of the Internet era, the website will gradually gain a firm foothold, and the profit amount of the website will gradually increase. However, the necessary costs of maintenance and promotion of the website are still inevitable, so the net profit value is not optimistic, but compared with 2012, there will be some changes.

In the third year, through a large amount of publicity and marketing, the wedding site has a certain popularity, the number of customers entering the site gradually increased. Advertising revenue has also increased, and in 2014, there was a move to charge customers rent for entering the website.

Through the above analysis, the operation of the website is the payback period of investment from the third year, the net profit will gradually increase, and the investment will start to recover.

5. Project risk and control

Risk analysis is in the prophase of the project risk prediction, then the problem of system model is set up, to quantitative analysis of risk factors, and estimate the probability of occurrence of a risk and may lead to the loss of size, so as to find the key risk, discuss the strategies for its risk, to ensure the smooth implementation of the project.

Risk control is not an attempt to eliminate risk sources, but an effort to reduce or mitigate risk, which means to reduce the probability of risk occurrence or minimize the impact of risk on the project.

Wedding site from the following aspects of risk analysis, and discuss its solutions:

6. Market risk

Marry dress website to break into the market, the primary risk is competitiveness. Today, with rapid social development and increasingly fierce competition, it is difficult to establish each project without high feasibility or innovation. Or once a firm foothold, there are similar sites and we strive to do the industry's favorite.

Solution: continue to launch the website features plate, preferential policies, to attract more customer base, expand the scale, in the industry stand out. At the same time, we should be familiar with relevant laws and regulations to avoid illegal operation in violation of national regulations, so as to ensure the policy operation of the website.

Deeply understand the status of the industry, according to the needs of target groups to develop different policies to attract customer base. Improve the information channel, timely understand the market status, keep pace with The Times, timely update.

7. Business risks

The lack of customer groups, is also the fatal factor of website operation, a website without the continuous support of customers, want to continue to operate, is a great difficulty.

Due to the early stage of website construction, the website has not come out completely, with low popularity, small influence, and unknown to customers. The limited number of customers entering the website will directly lead to the operation risk of the website.

Solution: strengthen the intensity of publicity, through different marketing means, the website publicity, expand the popularity of the website, attract more people in need to join.

Manage risk

At the beginning of the establishment of the website, people may give up this job because of low profit or low salary. The loss of manpower will lead to the increase of work tasks per capita of the website. Such a vicious circle will only increase the operation risk of the website.

Solution: actively looking for ways to raise money, in order to ease people's hearts and minds, in the early stage of website operation, continue smoothly, strive to operate the website, strive to expand the scale in a short time, make the website healthy operation.

7.1 Technical risk

Once the site becomes big, there will be malicious attacks by hackers that will crash the site, and if there are no solutions when the site encounters this situation, all our previous efforts will be ruined. In addition, in the maintenance of the website, there is also a lack of technical talent.

Solution: under the condition of healthy operation of the website, dig the technical talents of the website, be responsible for the maintenance and repair of the website, and avoid hacker attacks and other technical problems.

7.2 Investment risk

Investment this risk is every new development project will face the problem, no one can be sure that the rapidly changing market has any laws, we do not know whether the investment in this site is sure to be effective, the investment site after the recovery of the effectiveness of the length of time. Whether projects can adapt to changing

markets.

Solution: make every investment decision to need the site members of the multi-discussion, do careful investment, at the same time can query information, consult professional investment risk experts for consultation, through the multi-faceted discussion to make a decision, the site will face the investment risk to the minimum.

7.3 Risk of legal loopholes

On the issue of consumer payment, the website will formulate relevant laws to ensure that the vendor payment in time, also make sure that the site earnings, but not professional, formulate laws there will be a lot of loopholes, some consumers will be through the legal loophole and default payment, and this kind of risk will cause panic to consumers, if not be countermeasures, in the website of the customer will be more to the less, site operations will also be hard to continue.

Solution: consult relevant legal literature, and consult professional lawyers to formulate together, to ensure the integrity of the relevant provisions, so that a small number of consumers can not take advantage of the loopholes in the legal provisions, but also to ensure the site's revenue protection.

7.4 Financing and financial risks

There are great difficulties in raising initial venture capital funds. Because the establishment of the website needs a lot of money, it is far from enough to rely on the start-up group's own money. We need to attract a large part of the risk investment, due to the fast changing of the market, it is difficult for us to keep investors in our company for long-term stable capital investment, and in the operating process of the website, because we want to continuously improve service quality, update the system equipment requires a lot of spending, there will be a shortage of funds, liquidity, capital liquidity problems. Even the most profitable companies may suffer from liquidity risk if they have poor cash management policies.

Solution: for the financing problem, the team needs to constantly look for different financing ways to ensure the uninterrupted funding. In addition, we should make our own profit mechanism to provide stable funds for the further development of the company. Secondly, we should improve the capital expenditure mechanism to reduce some unnecessary expenditures as far as possible. Finally, we should establish a capital early-warning mechanism to solve temporary capital turnover difficulties by applying for short-term bank loans and working capital loans when necessary.

7.5 Risk of unknown factors

A preliminary analysis of the site to face all aspects of risk, but entrepreneurship often

have unexpected risks, perhaps some risk is not fatal, but the accumulation of time will cause trouble website operation.

Solution: be alert to the operation of the website, pay attention to the development of the website at different times, pay attention to the dynamics of the industry, so as not to be attacked by unnecessary things and cause the loss of the website, take precautions.

8. To summarize

With the rapid growth of China's national economy and the constant change of people's dress concepts, people are chasing the pace of fashion is getting faster and faster, and the couple has higher expectations and requirements for the wedding dress. In recent years, the demand of wedding dress market in China is increasing, the rate of ready-to-wear wedding dress is increasing year by year, the production and sales of wedding dress has become a hot spot for many enterprises. According to statistics from the national civil affairs bureau, 12.5 million couples registered for marriage nationwide in 2010, breaking the 10 million mark for three consecutive years. According to incomplete statistics, about 90 percent of newlyweds are willing to spend about 15 percent of their wedding budget to buy wedding dresses or rent wedding dresses for wedding photos. It is expected that the number of Chinese wedding in 2011 will continue to rise and maintain rapid growth, thus driving the rapid development of wedding dress industry, wedding dress enterprises should establish brand awareness, enhance the competitiveness of the industry.

References

- [1]Jianjun Xia,Jianqiang Wang,Ying Wang,Rongji Wang. Study and design of fire protective clothing for winter rescue[J]. IOP Conference Series: Earth and Environmental Science,2018,189(4).
- [2]G Bezerra,M Carvalho,A Araujo,M Rocha,R Barboza. Analysis of body differences for the design of children's clothing[J]. IOP Conference Series: Materials Science and Engineering,2018,459(1).
- [3]Irene Maldini,Pieter J. Stappers,Javier C. Gimeno-Martinez,Hein A.M. Daanen. Assessing the impact of design strategies on clothing lifetimes, usage and volumes: The case of product personalisation[J]. Journal of Cleaner Production,2019,210.
- [4]Matthew Etherington. Criticizing Visual Culture Through Fashion Design and Role-Playing[J]. Art Education,2018,71(6).
- [5]Hall,Lobo. Design and development of the first exoskeletal garment to enhance arm mobility for children with movement impairments[J]. Assistive Technology,2018,30(5).