



Research on the Development Model of Chinese Traditional Tea Industry in the Internet Era

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Abstract: Different from the traditional marketing mode of commodity information circulation, such as media advertising, storefront or dealer distribution, we take the Internet platform as the media, rely on the great advantages of database and Internet of things, take diversified promotion and business model as the auxiliary, and take advantage of the two-way characteristics of the new media communication mode to give full play to its strong interaction, real-time communication speed obvious advantages of communication effect. Firstly, this paper investigates and analyzes the production and sales enterprises in the Chinese market. Secondly, explain the products and services of Tea Media Company. Thirdly, it analyzes the marketing strategy, marketing means, marketing management and marketing characteristics of Tea Media Company. Finally, the business model of the company is analyzed.

Keywords: Internet era; Traditional tea industry; Development model.

1. Introduction

China is the hometown of tea. China's tea ceremony culture has a long history, extensive and far-reaching. For thousands of years, China has not only accumulated a large amount of material culture about tea planting and production, but also accumulated a rich spiritual culture about tea. Tea is an important part of Chinese culture and education. The popularization and education of tea are inseparable, but the inspiration and theoretical development of tea garden are closely related to people's daily tea drinking activities [1].

After investigation, it is found that many people drink tea, but few people understand and like tea. The sales competition of tea products in the market is also very fierce,

but most enterprises seize the initiative of the market with high quality, low price and brand. Therefore, in the era of rapid economic development in the 21st century, we should further promote the tea garden give full play to the positive role of tea in big tea, and the market subject with correct guidance and active publicity function can not be ignored. With the rapid development of China's economy and the continuous improvement of people's living standards, people's pursuit of quality of life, spiritual and cultural enjoyment and the inheritance and development of traditional culture [2]. With the development of the G20 summit, China's tea culture shocked the world, the Chinese made tea in space for the first time, and the diversified consumption market of the tea industry, tea parties, tea ceremony lectures and other rich display forms have emerged one after another. Tea drinking culture has attracted more and more attention from the Chinese people. Modern people are more and more aware of the efficacy of drinking tea and the breadth and depth of tea culture. They expect to draw useful things from excellent tea garden, or pay attention to their health care efficacy, pursue a healthy and coordinated lifestyle, or appreciate the fields of ancient sages, cultivate emotion, and pursue elegant spiritual world and interest in life. In short, the Chinese people's understanding of Chinese tea ceremony culture has gradually improved, so that the profound tea ceremony culture can enter people's life and make the Chinese people feel the charm of traditional culture when tasting and discussing tea, which has become a topic that people like to talk about [3].

Through the exploration and innovation of the marketing and promotion mode of tea products, taking the excellent tea culture as the publicity theme, this paper actively responds to the era background of carrying forward the excellent traditional culture, which is not only a good business opportunity, but also another way to participate in the construction of socialist spiritual civilization.

2. Market Research and Analysis

2.1 Market research

(1) Respondents. The respondents are some tea production and sales enterprises in the Chinese market.

(2) Purpose of the investigation. Understand the development status of each tea enterprises, including the development problems, development strategy and development mode of tea enterprises, customize the development strategy for enterprises, put forward practical policies and maximize benefits.

(3) Investigation methods. The investigation method of offline actual interview and the combination of paper questionnaire and online questionnaire is adopted. For some large tea enterprises, in order to fully understand their information, we adopt the way of direct interview and exchange with them and ask some questions in order to obtain

sufficient information. For most small and medium-sized tea enterprises, we adopt direct online investigation to reduce the difficulty of investigation, so that the investigation can be completed quickly and simply.

2.2 Market analysis

2.2.1. Market status

Since 2014, China's tea production and domestic sales have increased year by year, reflecting the following characteristics of the tea market:

(1) It has great development space and is a sunrise industry. There are many kinds of tea in China. There are about 1000 kinds of tea, and there are 200 kinds of famous tea alone. Each kind of tea can be divided into many sub categories due to different picking seasons and production sites. According to statistics, there are about 80 million tea farmers and 70000 tea enterprises in China. The development momentum of tea industry is good, the output of tea is increasing year by year, and the planting area of tea is also on the rise.

(2) Operation, lack of management. There are many kinds of products and industry enterprises, which is easy to form a chaotic market situation. However, the accident management of the industry management department and the difficult operation of market standards lead to a more chaotic situation in the tea industry.

(3) There are famous teas, but there is no brand. Although there are many tea markets in China, most of them are weak. There are few enterprises with a scale of hundreds of millions, and there are no enterprises that can lead the development of the industry. Although there are many famous teas, these honors have not created a world-class tea brand that really belongs to China.

(4) Resources system, lack of integration. The most direct impact of excessive dispersion of tea resources in China is the waste of production and management costs. China's tea resources and production are scattered, and the export has always been dominated by bulk. The end result is that it can only become the raw material of foreign brand tea.

To sum up, although the development prospect of tea industry is broad, the emerging problems are still worrying. Therefore, we must effectively manage the tea industry, establish unified standards and improve the tea quality of the whole market. Tea has a development market, but there are problems in tea market management. Therefore, we need a platform to integrate tea market resources.

2.2.2. Development trend of market demand

(1) Consumption quantity. With the rapid development of China's economy and the continuous increase of people's income level, people's consumption of tea will also increase.

(2) Consumer prices. The improvement of people's purchasing power may increase

the consumption of medium and high-grade tea, that is, the consumption of famous brand tea and high-quality tea will continue to increase.

(3) Consumption age. Consumer groups will show a younger trend.

(4) Consumer psychology. In contemporary society, consumers are increasingly pursuing personalized and intimate consumption. Therefore, it will also appear in tea consumption, and people will pursue personalization, such as personalized packaging design, personalized souvenirs and so on.

(5) Consumer gender. It turns out that men love tea, and tea can be given as a gift. Therefore, in tea consumption, men dominate and women mainly help people buy. However, with the development of online shopping, the number of female consumers will continue to increase.

(6) Consumer groups. Tea consumption is universal, extensive and popular.

(7) Consumption characteristics. With the development of network and e-commerce, people are increasingly pursuing network consumption. Therefore, in the field of tea products, the development trend of tea e-commerce market is very obvious. This is both an opportunity and a challenge for traditional tea merchants. On the one hand, if traditional tea merchants make full use of the good platform of e-commerce marketing, they can expand sales, improve the popularity of tea enterprises, and finally maximize profits. On the other hand, if the traditional tea merchants do not seize the opportunity, some physical stores may have bad business and may eventually face the tragic fate of bankruptcy.

2.2.3. Market analysis of tea culture related activities

(1) The existing literature and art market is blank. The existing cultural service market is too commercialized and poor quality, with one-sided emphasis on luxury lineup and gorgeous. Cultural services focus on the modern song and dance performances of famous stars and lack of innovation often makes people aesthetic fatigue. Therefore, if we always adhere to this way of cultural development, it is not conducive to the long-term development of the cultural market. Star celebrities are often invited to participate in some activities. The appearance cost of star celebrities is very high. In most activities, the appearance cost of star celebrities accounts for more than half of the activity budget. The organizers of some activities are lack of funds and have great economic pressure [4].

(2) Characteristics and advantages of tea ceremony cultural activities. Tea art performance is based on tea art. Through the image display of various tea making technologies, it shows the brewing process of science, life orientation and art, so that people can appreciate beauty and shape their emotions in the carefully created elegant environmental atmosphere. Tea art performance has a long history and profound cultural heritage, showing a traditional aesthetic feeling. In the cross flow of

modernization, it is a good choice to return to tradition, experience peace and increase the artistic performance of tea. The promotion of tea art and cultural performances is also conducive to the inheritance of Chinese tea culture, so that more people can understand China's tea culture, fall in love with China's tea culture, inherit China's excellent tea culture and improve the influence of tea. With the development of social economy and the improvement of people's living standards, people's consumption ability is also improving. Chinese people pay more and more attention to the pursuit of quality of life, spiritual and cultural enjoyment and the inheritance and development of traditional culture.

2.2.4. Mobile customer marketing

China has the largest population and the largest number of mobile phone users in the world. China's mobile phone market has entered an era dominated by smart phones. With its low price, diversified entertainment and business functions, as well as personalized and humanized mobile phone design, the popularity of mobile phones is getting higher and higher. Due to the needs of work, study, entertainment and contact, many people rely on mobile phones, especially college students and workers. The scale of mobile Internet users is also on the rise. Moreover, the proportion of China's mobile Internet users in the total number of Internet users shows an upward trend and has an absolute advantage. Compared with PC client, mobile phone has obvious competitive advantage. Therefore, Cha media chooses to use the mobile client as the main promotion platform.

2.3 SWOT analysis

The SWOT analysis of Cha media in the market is as follows:

2.3.1. Advantage

(1) The market is blank. The traditional terminal advertising marketing and direct selling mode can not timely integrate market information and customer needs, and has the disadvantages of high investment cost, slow payment and collection speed and high operation risk. The information integration and product promotion marketing model relying on the Internet, big data, new media and other tools is still blank in the domestic market. At the same time, using the Internet and big data, it saves labor costs and land funds. It is an investment project with low investment, high return and broad market prospect. Therefore, fully grasping the blank market is the best choice for entrepreneurs and investors.

(2) There are broad prospects. Statistics show that 80% of the world's tea is produced in Asia, of which China's tea has developed the most rapidly. In 2016, the tea output reached 80000 tons, and the online tea market reached 15 billion. The continuous increase of tea output value has also brought huge economic benefits to the country. In recent years, with the changes of tea drinkers and consumption habits, the tea

consumption pattern has also changed. In the past, it mainly focused on the brewing and appreciation of tea, but now it shows a multi-dimensional development trend. Tea consumption is in the transition period, and the tea industry is a well deserved sunrise industry. Under a series of pressures, tea enterprises must explore new consumption channels and promotion methods. On the other hand, the rapid development of Internet economy has created great opportunities for the promotion and marketing of tea products. Therefore, building a media company focusing on the marketing and promotion of tea industry has great development potential and competitiveness.

(3) Operation and management. As a small company, Cha media has short capital turnover cycle, flexible operation, clear division of labor and easy management.

2.3.2. Inferiority

(1) Lack of funds. Since most of the original funds of our company are invested by the founders and some of them are financing, there may be insufficient funds.

(2) The task is heavy. As a small company, we have fewer employees in Cha media. Sometimes there may be a shortage of staff and great pressure on employees.

(3) Low visibility. In the early stage of the company's establishment, its investment was limited, mainly relying on WeChat official account, media advertising and other channels. It has little impact, low popularity and a small number of tourists. The resistance to scale expansion and business expansion is relatively large.

2.3.3. Opportunity

(1) The improvement of consumption level. With the development of social economy and the improvement of people's living standards, people's consumption ability is also continuously improved. Chinese people pay more and more attention to the pursuit of quality of life, the enjoyment of spiritual culture and the inheritance and development of traditional culture. The consumption of tea will also be continuously improved, and tea products will increasingly enter people's lives.

(2) Support from national policies. Since the new era, the requirements for carrying forward excellent traditional culture have become increasingly high. The dissemination of tea culture is in line with the mainstream cultural orientation of the times, and the state and government vigorously support it;

2.3.4. Threaten

(1) The competitive pressure in the same industry is great. The company has been established for a short time, lack of experience, lack of funds, and the company's organizational structure needs to be further completed. In addition, the decision-making mistakes caused by managers' psychological risk factors or incomplete information will also pose a certain threat to the development of our company.

(2) There are many uncertain factors in the development of tea industry itself. Natural disasters, policy tendencies and other factors will also affect the development of the tea industry, as well as the threat of other uncontrollable factors to the development

of the company.

3. Product and Service Introduction

3.1 Business segment of the enterprise

The tea charm media company launched the WeChat official account "tea rhyme Y" as a platform for publicity companies and communication between customers and tea enterprises. At the same time, we will create a series of sections on tea and tea culture with the advantages of large number of mobile phone users and low operation cost.

3.1.1. Promotion of mobile tea culture based on WeChat public platform

(1) "Tea culture" section.

- The language of tea. Tea talk and tea language refer to the promotion of excellent literary works such as prose and poetry related to tea ceremony at home and abroad, as well as tea quotations, wonderful tea talk and documentary film and television materials. We mainly want to publicize the tea ceremony through the expression form of literary works, so that users can get more tea ceremony inspiration in the process of appreciating the works, and provide users with a beautiful enjoyment and ideological cultivation while promoting the concept of tea and tea ceremony. The opening of this part can have a great resonance with most tea friends, and make use of the advantages of fan economy to effectively help expand the popularity and influence of the company. This is also the company in the early stage of development to promote their own labels to customers and let customers know the company and tea culture.

- Making and drinking tea. Tea and tea drinking are the main contents of tea art. But as an important part of China's tea ceremony and the cream of China's excellent traditional culture, people can have a further understanding and interpretation of tea, and master the skills of brewing tea and the correct way to drink tea. Therefore, this section mainly aims at the specific requirements for drinking and making tea, and makes intuitive and detailed explanations for users in the form of video and narration. By popularizing a series of tea making techniques such as tea sets, water, water temperature, environment, mood and even clothing, we will lead you to appreciate the breadth and depth of Chinese tea ceremony. Secondly, this section will create a "high-quality course" mode. After enjoying the free relevant tea art videos, interested users can also register as members and watch the teaching courses on tea art teaching, changing the previous one-way communication mode. Through the form of two-way interaction, users can not only learn by themselves, but also teach specific tea art practice. In short, through the building of the first mock exam, we will bring considerable profits to the company, and at the same time, it will also greatly enhance the interest of users in the company. This will foster a stable source of customers for

the company's development and become a potential driving force for the development of the company.

- The story of me and tea. It is true that every tea friend has more or less tea related experience or perception, or meets friends with tea to realize the sincerity of friendship, or is deeply attracted by tea philosophy and Zen like artistic conception. The story of "I and tea" is a small column set up under the official account of the tea rhyme media. The purpose is to provide a tea lover's platform for exchanging tea culture, ideas and opinions, adhering to the purpose and purpose of "we are strangers, but we are never here so close". At the same time, understanding other people's views is not only a two-way interactive process between the company and users, but also a mutual communication between users. In addition, more humanized services can not only make users feel the value of their existence in the process of expounding their own views and communicating with others, but also deepen their understanding and perception of tea in the exchange and collision of various ideas and views.

- Tea encyclopedia knowledge. Tea culture has a long history, and the knowledge of drinking tea is naturally profound. In order to meet the users' demand for convenient access to tea knowledge and have a general understanding of China's long-standing tea culture and the popularization of basic common sense, the "tea encyclopedia knowledge column" is specially opened. Regularly push relevant contents of tea encyclopedia knowledge, such as "how to drink tea in different seasons is beneficial to health", "what are the manufacturing processes of tea", "the difference between black tea and green tea" and other encyclopedia knowledge about tea products. Through the introduction of tea encyclopedia knowledge, users can understand the efficacy and life tips of tea. On the one hand, A brief introduction can not only save users' time and quickly acquire knowledge in a short time, but also attract users' participation in this easy to remember, relaxed and interesting form. Based on the "tea encyclopedia knowledge", it can also extend a series of related topics and interactive methods, such as holding an online tea encyclopedia knowledge competition, signing up and participating through users online, and jointly organized by the company in conjunction with other brand tea industries to give some rewards to participants with excellent performance. Through the holding of similar activities, it can not only help some tea enterprises publicize the company's brand, but also take advantage of this opportunity to promote the tea rhyme media company itself. At the same time, it can also interact with users in both directions and consider users' consumption psychology, so as to better grasp the market orientation and expand and strengthen the company.

- Introduction to tea types. The history of tea is developing with the continuous development of Chinese history. Tea has a special history in China and has a very

wide variety. For the vast majority of people do not have a clear concept of tea types and their specific effects, so when buying tea in daily life, they can have a good distinction between different types of tea, and master the skills of selecting and identifying tea, so as to enjoy the high-quality tea they need. This section is mainly set up to introduce tea knowledge and popularize tea culture. Different modules are set up for different kinds of tea, such as green tea, black tea, white tea, oolong tea, yellow tea and black tea, so that tea friends can have a clear understanding and combing of tea.

(2) "Discussion area" section. According to the feedback and communication needs of users, a "special discussion area" section is specially set up.

- Speak freely. Provide users with a platform for communication and understanding. In this platform, users can not only exchange views on drinking and making tea, but also share their understanding and feelings about tea. Let tea friends come together because of their love for tea and tea culture, inject fresh blood and vitality into the inheritance and development of tea culture, jointly discuss and publicize China's excellent tea culture, make it widely accepted and recognized by the society, and achieve the purpose of carrying forward tea culture. In addition, users can also discuss various forms of excellent tea culture communication or literary works, opinions, film and television works, celebrity quotations and innovative ideas and assumptions, so as to "speak freely" in the real sense, create an exchange world of tea charm media, and form enterprise characteristics and development advantages. In addition, this column also serves as a "feedback platform". That is to exchange users' relevant opinions and improvement suggestions on the enterprise, and give timely information feedback on the business experience, so as to improve the enterprise management and provide humanized services.

- Tea rhyme class. This section mainly discusses the problems in the "speak freely" column, makes use of the advantages of big data information integration, classifies the common problems of users according to their nature and content, and synthesizes the common answers with strong objectivity. On the one hand, this section is to facilitate users to quickly find relevant problems and achieve the learning purpose of "solving doubts and answering doubts", that is, to create a platform for independent learning of tea culture related knowledge and content. On the other hand, for the company's own development needs, this section analyzes the common problems and potential development fields of the tea market according to the problems raised by users, so as to provide certain guidance for the company to formulate development goals and plans. In addition, for topics with strong subjectivity discussed by users, the discussion results can be updated and supplemented in real time, so that users can have a more dynamic analysis and development cognition. In the "tea rhyme

classroom", users can obtain relevant information through intuitive and convenient search of classified information, so as to achieve the purpose of learning and improvement.

- "Tea mall" section. In the medium term of the development of enterprises, tea charm media company has attracted the major brands to enter the tea rhyme shopping mall by using the official account platform and the accumulated popularity and influence. After a series of strict examination and supervision, the tea has been strictly supervised and tracked from the following aspects: planting, picking, processing, storing, packaging, transportation and selling to the whole market. Select the reliable high-quality tea products for online exhibition. Through the WeChat platform, customers can have a detailed understanding and information tracking of products, dispel customers' doubts and reassure consumers. At the same time, we will also release some videos about the whole production process of the tea we recommend on the WeChat public platform. Consumers can learn about it through the video and buy the tea products we recommend with more confidence. On the one hand, advertising for tea enterprises through "good tea recommendation"; On the other hand, recommend tea products with high sales volume and good feedback from users, so as to screen high-quality tea products with high cost performance for users. At the same time, through promotion and preferential activities, as well as optimizing store decoration and improving store profile, reduce the jump rate of information, so as to attract customers and facilitate transactions.

3.1.2. Tea product design and advertising business section

The "design department" of the company is responsible for tea packaging design, tea mat and teahouse design, tea set and tea decoration design. Based on the basic situation of China's current huge tea product market, and with the development of economy and the improvement of people's material living standards, the personalized demand for products has increasingly become an important factor for enterprises. In order to meet consumers' demand for "private customization" and "personalization" and enhance the competitiveness of enterprises, the company specially launched the "Tea Promotion" business, Consumers only need to contact and consult customer service personnel through the "contact us" window, screen the required service content through the information integration and search function of big data, and configure experts in relevant fields for customized design. In addition, when designing products, packaging and appearance, innovative elements are added, that is, the application of "two-dimensional code information reading" technology. By adding corresponding two-dimensional codes to different product packages, customers can obtain a series of links such as types, origin, production and sales of tea just by scanning when purchasing products, so as to understand the production chain of

products, Eliminate concerns and make them feel at ease.

At the same time, the application field of QR code can also be extended to the introduction of relevant information to other products, that is, to extend the function of its information carrier. Such as tea, tea products, tea enterprise text, audio-video introduction. Through convenient information access and multi-dimensional product introduction, customers not only have a comprehensive understanding of the relevant information, but also is a good way to use the Internet add tea model.

3.1.3. Planning and training of tea cultural activities and business section of tea product production

Today, with the rapid development of tea industry, the rise and prosperity of emerging markets in the field of tea have led to gaps in some market fields. On the one hand, due to the lack of innovation of the enterprises themselves, the business only stays at the level of the tea itself; On the other hand, it is due to lack of experience and correct guidance. Therefore, the opening of this section provides technical support and procedural guidance for guiding the development mode of enterprise innovative thinking and the smooth development of enterprise activities, that is, to help enterprises plan and training activities and make personalized products. Through the column of "Contact us", tea enterprises can consult the planning of tea party, tea ceremony, tea art performance and other activities, as well as the development and related training of emerging tea market fields such as tea garden tourism, tea health preservation, tea wind and tea folk culture festival.

In addition, through the research and development of new tea varieties and the exploration and testing of the medical and health care efficacy of tea products, establish the tea field research and scientific research talents of service and information sharing business talent market and the development and innovation of enterprise tea products. Cooperate with the technical team to improve tea production technology, standardize tea processing behavior, and promote standardized and cleaner production of tea processing. Carry out tea knowledge publicity, education and training activities through the Internet to ensure a good environment in tea producing areas.

To sum up, our company to WeChat mobile terminal as promotion platform, in the spread of tea, integration of advanced Internet technology and scientific management system, integrate cultural factors into tea products, to "promote excellent tea spread, promote the development of modern tea enterprises" for the purpose of create the business benefits for enterprise tea brand, also gives tea new significance, greatly promote the promotion and spread of excellent culture in China.

4. Marketing

4.1 Marketing strategy

Following the law of market development, based on the competitive advantage of tea, we have formulated clear marketing objectives and plans, and formulated detailed and feasible marketing strategies according to the objectives.

(1) Culture and product marketing. Our marketing has two lines: horizontal and vertical. The horizontal line is a series of services for tea products and tea enterprises. The vertical line is tea culture, including basic knowledge of tea culture, tea art performance, tea customs, tea therapy and health preservation, tea garden sightseeing and so on. Throughout the implementation of marketing, we insist on promoting tea culture and integrating culture and emotion into tea. There is emotion in tea and culture in tea.

(2) Adhere to the personalized and humanized design. The vertical line is the tea garden, including the basic knowledge of the tea garden, tea art performance, tea customs, tea drinking and health preservation, tea garden sightseeing, etc. In the whole marketing implementation process, we insist on promoting tea design. Always look at things from the customer's perspective, start with the details, consider everything for the customer, and create intimate service. For example, in the packaging design of tea products, our team will design different packages according to the personalized needs of consumers, etc. At the same time, we also have different plans for different tea enterprises. Our plan is tailored, targeted, feasible and effective.

(3) Build up a good image. Contribution to public welfare, green and sustainability, establish a good image in front of the public, and form intangible assets.

(4) Adhere to openness and transparency. Maintain the openness and transparency of tea production sites, tea processing, tea packaging, tea storage, tea transportation, and tea sales, so that consumers can fully understand these details.

(5) Continue to be large-scale, market-oriented, extensive and international. Customize appropriate strategies for tea enterprises, continuously improve the popularity of tea enterprises, produce marketable tea products, maximize the profits of tea enterprises, spread excellent traditional tea culture, let more people understand Chinese traditional tea culture, inherit and promote tea culture. While seeking the development of tea enterprises, it has also created conditions for the development of tea rhyme media in China. While seeking continuous development, Cha Media will also reposition its market and constantly expand its business scope and market scope.

4.2 Marketing means

4.2.1. Offline publicity and promotion

(1) Poster posting and leaflet distribution. By designing novel posters and leaflets that reflect the company's business, in consultation with the relevant responsible

departments, post posters in areas with high traffic, economic prosperity and do not affect the beauty of the city. At the same time, the publicity tools are designed and transformed to make them economical and practical, environmentally friendly and easy to carry. As the carrier of the company's information dissemination, it not only achieves the purpose of protecting the environment, but also reduces the advertising loss rate and improves the popularity.

(2) Activity holding and performance appreciation. Through the cooperation with tea enterprises, they organize interesting tea ceremony activities to attract users' attention and develop into potential customers according to their willingness to consume. In this way, we can not only cooperate with enterprises to help enterprises publicize their products and obtain certain profits, but also expand the influence and popularity of Tea media.

(3) Product experience and feedback after use. In the early stages of the promotion, we will offer our customers free experience opportunities, help them plan their activities and design products, and attract potential customers for free.

4.2.2. Online marketing promotion

(1) Advertising. Shoot a high quality tea rhyme media commercial inviting celebrities to speak for it and putting it on various players or TV channels. Therefore, we choose to put more players, such as Tencent Video, Youku Video, etc., because with the continuous development of the network and the rapid development of the players' advantage of short advertising time and more resources compared to TV, people prefer to play the video directly. Therefore, in order to expand our tea rhyme media impact, we have to invest more in the players. On TV channels, we chose some popular channels to promote them. At the same time, in terms of the time period of advertising, we choose to watch TV peak advertising.

(2) Promotion. The WeChat public's official account was officially created, and the company has been promoting it. The official account can be used to understand the company's basic information and business services. In other words, the three steps of a wechat account, advertising and design.

4.2.3. Invisible marketing

(1) Win the hearts of the people with service. Serve every customer seriously and considerately, help them and create maximum benefits for them. Their success is actually an invisible marketing to our Cha media company.

(2) Attract the attention through the product. Design novel and creative products, provide thoughtful service, and add a QR code or logo on the product.

(3) Exchange popularity for profit. Participate in more tea related research conferences and press conferences to increase the lens exposure of our tea rhyme media.

4.3 Marketing management

4.3.1. Build a strong brand

(1) Create brand rights and interests. Our tea rhyme media will promote the popularity of our company through a series of marketing means to enhance the popularity of our company. At the same time, when helping tea enterprises plan activities and provide customers with tea products and services, we will try our best to plan. Customers accept our service and are satisfied with our service, which is also a development of our company, and the continuous accumulation will definitely enhance our brand effect.

(2) In the WeChat account construction. We choose to carry forward the advantages, make up for the disadvantages, continue to develop tea-related services and products, adhere to innovation, and form competitive advantages. At the same time, we must absorb the advantages of other WeChat public numbers, for example, we must update the push of the official account.

(3) Constantly improve the visibility and influence of our company, and constantly expand the company's business scope and market scope. At the beginning of the company, our market may be limited to a very small range. However, as the company continues to grow, our market expands, our brand continues to start, and our company name keeps rolling out. Our ultimate goal is to build a world-class brand.

4.2.2. Shaping market supplies

Formulate product strategy, carry out life cycle marketing, strengthen service design and management, and regularly update their own products and services, but we should maintain stability, not rush, and maintain innovation and stability. At the same time, develop reasonable pricing strategies and schemes.

4.3.3. Communication value

Our products and services must be refined and thoughtful, meet the needs of customers, improve reputation, build a conscience company in the industry, always think for customers and consumers and provide the best service. We integrate the design and management of marketing communication, manage mass communication and personal communication, and so on.

4.4 Marketing features

(1) Creates historical and cultural selling points. Chinese culture is extensive and profound, and the fragrance of the tea ceremony is everywhere in the 5,000-year history of civilization. Culture should have a range of lifestyles. Tea gardens have a textured way of life, especially in the age of peace and health. Art is the artistic crystallization of tea drinking habits and tea tasting skills, and has the profound cultural connotation of the Chinese nation. The ancients believed that drinking tea was an artistic achievement and emphasized spiritual peace. Peace is peace and softness.

Therefore, a major feature of tea marketing is the tea culture.

(2) Pay attention to brand and image construction. Corporate image is an important part of the enterprise intangible assets. Therefore, we should establish a fair, objective, green and healthy corporate image in front of consumers to represent the interests of the public. Especially for the tea production environment, we should show a green, pollution-free production area to the public, so that the public can trust our recommended products, and will rest assured to buy our recommended tea products and services. For tea processing, we should make it public and show the public that the products introduced by our tea rhyme media to the public are natural and pollution-free.

When formulating strategies for tea enterprises, we show a serious and responsible image, take seriously the strategies of each tea enterprise, customize appropriate feasible and effective development strategies for them, and meet their personalized needs.

(3) Combination of horizontal and vertical lines. The horizontal line is the tea products of tea enterprises, and the vertical line is the tea culture, including tea culture, tea art, tea customs, tea health preservation, tea garden tourism and other basic knowledge. In the whole marketing implementation process, we insist on promoting tea culture, integrating culture and emotion into tea.

5. Business Model Analysis

5.1 Operation mode analysis

5.1.1. Organization management system

The organization structure and responsibility of the company, the company implemented the internal organization structure with straight line functions. All of the partners are shareholders in the company. The recommendation person is the executive director and the legal representative. The General Manager shall be appointed by the Executive Director, and the rest shall work in various departments according to their expertise. The upper and lower levels of the company perform their respective duties, coordinate with each other and develop together. The organizational structure of Tea Media Company will be a flat structure mode from division of management function to division of labor and service guidance function.

5.1.2. R & D innovation system

"Customer value-oriented trend and value-orientation" is the guiding principle for our new product research and development. The usefulness, value, uniqueness, uniqueness, authority and scientific nature of products are our basic requirements and standards for new product research and development. Our product development follows the principle of open and foreign cooperation based on independent

development. When choosing research and development projects, we should actively negotiate with tea product production and sales companies, actively seek breakthroughs in research methods and skills in the field of unknown media, comprehensively improve the competitive rational selection procedure, and ensure the success of the product development process.

Adhering to the attitude of respect for the market, customers and employees, widely listen to opinions and suggestions before research and innovation, using relevant analysis methods scientific analysis data, evaluation analysis of research materials, establish simulation product trial marketing module system, its market acceptance, price and appropriate marketing methods, scientific and systematic development of a series of analysis reports and marketing plans.

5.1.3. Quality management system

In order to enter the market and achieve better and greater development, it is precisely the cultural media companies that pay strict attention to the quality of product design and planning, which is also related to the expansion of our brand. Before the products of tea enterprises enter the shopping mall, we will also establish a strict quality supervision and evaluation system to supervise the whole process of tea product production to ensure the quality.

We focus on 100% customer satisfaction, which is our product quality guidelines. Our quality management goal is to "overcome one in 10,000 product defects and strive to be 100% satisfied with quality". For product quality management, we adopt the multiple control final audit mode of "whole-process quality monitoring and hierarchical responsibility supervision".

Regularly investigate and feed back the quality satisfaction of media products. We require the company's various products and services to continuously improve their quality. We regularly understand and feedback the audience satisfaction of various products and services through discussion, sampling survey, customer research, self-inspection, as the basis for improving and improving product quality.

5.1.4. Marketing management system

Marketing management will become the main marketing management model in the next five years. We will continue to enrich and refine the content and system of the marketing process. Science, humanization and systematization are our standard requirements for the marketing process. For the marketing and expansion of new products and new projects, we will use the existing network resources and marketing channels for in-depth marketing, abandon the horizontal predatory development model, completely turn to an innovative service model, and establish a scientific and systematic key customer value marketing model. The monopoly of strategic markets and the development of markets with great potential are the focus of marketing. We

should not only seize the rapid penetration and expansion of emerging product markets, but also strive to promote the expansion of mature products in the traditional and emerging markets, to form an absolute market dominant position.

5.2 Profit model analysis

Profit analysis is a systematic method to identify and manage the value of business factors and find profit opportunities in business factors, that is, to explore the source, generation process of enterprise profit, and the way of output. It is an organizational mechanism and business structure for enterprises to realize value creation, value acquisition and benefit distribution through the integration of their own resources and related stake holders. The core competitiveness of our company is to use the new media platform "WeChat", to show consumers the rich and colorful tea products and tea ceremony culture, and to help the company to customize personalized publicity and promotion services, to carry forward the Chinese tea ceremony culture. Next, I will explain our company's profit model in the following aspects.

(1) Investment promotion profit model. In the second stage of WeChat operation, when the popularity of official account increases, we can help tea products sales or production companies to publicize, promote, push the company's products or services, and get paid.

(2) Advertising profit model. The advertising model is currently one of the most common profit models available. By introducing the company and product functions in books, newspapers, etc, television media, websites and many other propaganda media, WeChat mobile phone customers are more and more popular, when we run official account, can also propaganda page on soft text, promote the production and sales of tea products, get certain profits, promote the commercialization of public platform.

(3) Platform based profit model. When WeChat's influence gradually expands and has considerable influence in the province, we can build a sales mall. On this platform, we can choose our favorite tea to taste, see the types of tea sold in each store and a series of products in the store, similar to "Pinduoduo" and other platforms that can trade products directly on WeChat companies of various tea products can charge a certain entry fee to gain profits when they settle in our tea rhyme mall.

(4) Derivatives profit model. The Design Promotion Department specializes in providing custom services and well-designed company products, including a range of products resulting from tea production and sales, such as product design and packaging, company event souvenirs, etc. The profit models obtained by the design and development of related products are called derivative profit models.

(5) Service profit model. We provide customized services for tea products companies, plan tea art activities for the company, and then give the activity planning to the tea

products publicity and sales company, equivalent to the sales of service products, to promote the company, improve the visibility of the company, so that the company can obtain orders, to meet the diversified needs of customers. Therefore, we can profit from it.

(6) Brand based profit model. The brand manager should gradually change into a "trader" in all links from supply to front-line sales, so as to ensure the independent operation of our tea rhyme brand products, complete the sales tasks assigned by the company while reasonably controlling expenses, and create expected profits for the company. Brand managers should shift from passive to active, and actively participate in a series of work, such as sales task customization, brand positioning, pricing strategy, promotion plan, front-line sales personnel management and training, terminal image and so on. Only by mastering the most cutting-edge market information, can we control the market dynamics, make reasonable decisions, and create greater value for the company. Therefore, in the early days of the company, we cannot obtain brand revenue. The size and operational priorities of the company make it impossible to focus solely the brand in the first place. However, based on the smile curve, we know that the added value comes mainly from design, R & D, and brand services. Therefore, with the expansion of the scale, our company will pay more and more attention to brand building, and the brand profit model can slowly reflect its value.

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