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OVERVIEW OF R COMPANY AND THE STATUS QUO OF MEN'S LEATHER SHOES MARKETING

ОБЗОР КОМПАНИИ R И СТАТУС-КВО МАРКЕТИНГА МУЖСКОЙ КОЖАНОЙ ОБУВИ

Brief thesis. With the rapid development of China's men's leather shoe manufacturing, wholesale and retail industry, and the continuous upgrading of products. The competition among peer companies in the men's leather shoe product industry has become increasingly fierce, and industry profits have become thinner and thinner. Company R has experienced the global financial turmoil since 2008 and the Sino-US trade war in 2019. These uncertain political and economic factors have caused a huge impact and helplessness on the company's market trading business. Under the influence of network media, the wholesale and retail of men's shoes of U Company is facing unprecedented challenges. Aiming at the current situation of China's men's shoe market, this article takes U company as the research object.

Краткий тезис. С быстрым развитием производства мужской кожаной обуви в Китае, оптовой и розничной промышленности, а также постоянным обновлением продукции. Конкуренция среди компаний-аналогов в индустрии мужской кожаной обуви становится все более жесточенной, а прибыль отрасли становится все меньше и меньше. Компания R пережила глобальный финансовый кризис с 2008 года и китайско-американскую торговую войну в 2019 году. Эти неопределенные политические и экономические факторы оказали огромное влияние и беспомощность на рыночный торговый бизнес компании. Под влиянием сетевых СМИ оптовая и розничная продажа мужской обуви U Company сталкивается с беспрецедентными проблемами. Ориентируясь на текущую ситуацию на рынке мужской обуви Китая, в данной статье объектом исследования является компания U.

Founded in 2006, R company is committed to the development of men's mid-to-high-end leather shoes and a trading company whose main business is to provide design concepts for individual franchise stores. Its main market faces the Chinese market.

Company History

Company R relies on the middle and high-end leather shoe factories in Jiangsu, Zhejiang and Shanghai as its production platform, and closely cooperates with 10 subordinate OEM manufacturers, and its market share accounts for 60% of China. The company's senior leaders understand that only to develop leather shoes suitable for all kinds of people and build good quality. These are the key factors for success.

R company leather shoes product introduction

R company is committed to the development design, wholesale and retail of men's fashion leather shoes. In today's domestic market, most of the types of leather shoes placed on

store shelves are ever-changing: Martin shoes, traditional men's leather shoes, Chelsea leather boots, and military boots. Due to the different occasions required, the aesthetic differences of various groups of people and other factors. The difference in wear and function has resulted in the continuous development of shoe styles.

The current sales status of the company's men's leather shoes

Since the establishment of the company, R company has been operating in good faith. Provide high-quality leather shoes for consumers. During these years, the company's sales volume in 2013 once created a brilliant record of annual sales of 960,000 pairs. However, since 2016, with the expansion and continuous impact of various e-commerce channels in the Chinese market. The retail performance of domestic physical stores in China has begun to decline. In the same year, a large number of e-commerce brands also emerged in overseas markets. Leading to a decline in sales and profits in the retail industry. Many brands have closed their retail stores.

R company's overall sales data table for 2016-2018 Chart 1.1

years	2016	2016 per-centage	2017	2017 per-centage	2018	2018 per-centage	备注
Product sales revenue	96,571,511.52	100%	95,181,750.00	100%	95,131,600	100%	
Product cost of sales	81,840,264.00	84.75%	80,662,500.00	84.75%	80,620,000.00	84.75%	
oper-ating profit	11,946,847.52	12.37%	11,496,410.00	12.08%	11,419,540.00	12.00%	
Personal Income Tax	2986,711.88	3.09%	2,874,102.50	3.02%	2,854,885.00	3.00%	
Net profit	8,960,135.64	9.28%	8,622,307.50	9.06%	8,564,655.00	9.00%	

From the overall sales data table for the past three years, it can be known that the sales of R company are showing a downward trend year by year. The core competitive product of R company lies in the men's leather shoes business. Its export quota accounts for 48% of the company's overall business. R company's reduction in the number of core competition areas has led to a decline in performance. Its lack of product development capabilities directly led to the overall decline in performance.

In order to gain a share in a competitive market, companies must focus on customers as their main means. Win customers from competitors. Then by providing better services and product value to retain them. in the whole process. Companies must first understand the differentiation of customer needs, and then analyze the entire market. Target market selection and market positioning. Making tactics is the basis of strategy.

Strategy is an action plan designed by an enterprise to achieve its long-term marketing goals, it is the coordination of its marketing goals and specific tactics, and the unity of goals and means. As the basis of strategy, tactics can not only use various factors comprehensively,

but also use one or two of them to design or formulate corresponding strategies according to the enterprise situation and market characteristics.

The company's product positioning tends to be younger

Young people are well acquainted with the brand and quality of fashion leather shoes, as well as the development trend of fashion and the rapid changes in fashion, and it is precisely these groups.

The aesthetics must be in line with the international trend market, which means that there are huge potential business opportunities. At the same time, the upgrade of consumer groups. The post-80s, post-90s and post-00s' consumption desires are getting stronger and stronger, and their consumption power cannot be ignored. This shows that it has Certain market potential, and these groups have a stronger acceptance of the latest popular products on the market.

However, with the rapid development of shoe manufacturing and wholesale and retail industries, the phenomenon of product homogeneity competition is becoming more and more stringent. In particular, competition among enterprises has become increasingly fierce, and industry profits have become thinner and thinner. Moreover, the world is currently experiencing the ravages of the corona virus, especially at the moment of the rapid development of the Internet. With the influence of big data marketing under Internet technology on marketing and the impact of major e-commerce platforms.

The wholesale and retail industry of leather shoes products is facing unprecedented challenges.

No matter what period of economic development we are in, in a dynamic market economy environment, marketing is all enterprises. It is a very important link in the process of its own development. Choose a marketing model suitable for the company's own development.

The sustainable and healthy development of footwear-related companies plays a very important role. On the basis of traditional marketing and other theories, with the help of big data marketing background, combined with the Internet economy, and Make good use of commercial 5G marketing strategies in the commercial environment that is about to be released, and proceed from the specific situation of U company to market. Market information-oriented, revealing the potential market needs and opportunities, and proposing innovative marketing strategies, from traditional marketing to new marketing. Transformation, we have entered the mobile Internet of retail Internet enterprises are experiencing a stage of operation and transformation, using the era. The characteristic innovative business model improves the competitiveness of the company, analyzes and positions the market strategy, and tries to find a suitable Market positioning of the product, find suitable marketing channels and strategies.

Regarding the research on the marketing strategy of footwear, most of them are currently based on the development trend of the Internet and society and with the help of large numbers. According to the research on the opportunities and challenges brought by marketing; some people also learn from Internet.

From the perspective of new retail studies, the «O2O (online or offline)» model that perfectly integrates virtual and reality is carried out.

There is almost no marketing research from the structure of the shoe product itself and the product service, so that consumers can understand the product cost. Being aware of the expected value brought and willing to pay for it, be an expert with «temperature» instead of a seller.

Set up a bridge of marketing communication and realize the «OSO (online service offline)» model to integrate marketing. With the Internet of Things. Network development and commercial 5G environment will soon be liberalized, and the marketing model will surely show a situation of multi-channel and multi-style changes.

The development plan should be established according to actual conditions

In 2021 China. The key strategy for the footwear industry to break the situation: In the economic situation where product homogeneity is relatively serious and the dynamic market economy of oversupply. In the economic environment, the market is becoming mature. If you want to squeeze out the economic bubble, you must return to the product itself. This is the footwear product. The essence of brand breaking; and the essence of brand marketing of shoes and apparel is the product itself, which dilutes marketing methods and reduces marketing expenses. Let customers become the real beneficiaries, so that the shoe industry brand can be competitive. In recent years, the entire shoe industry has been. In the direction of intelligence and personalization, the application of 3D printing technology in the footwear industry can help companies improve. The core competitiveness of the enterprise transforms traditional manual work into computerized digital and intelligent work, and according to consumers. In response to changes in market demand, smart devices are used to screen big data to predict consumer preferences and complete personalized customization. And provide omni-channel new retail solutions to break the deadlock caused by the economic downturn in sales for footwear companies, thereby. Help shoe companies achieve brand-new breakthroughs in marketing. Especially under the influence of the «new crown pneumonia epidemic», how companies break the marketing deadlock and seek new breakthroughs provides a certain reference and reference basis.

CONCLUSION

According to R company men's leather shoes company's marketing strategy, the existing problems include unclear domestic market positioning, the domestic target market selection is too narrow, and the customer value proposition is difficult to reflect; while the marketing strategy problems include declining market share and online platforms for the retail industry. Insufficient dissemination of the impact and effectiveness of promotion. In response to these problems, further recommendations should be given to optimize and improve the marketing strategy and marketing strategy that are in line with the development of U company men's footwear products, including clarifying consumer market segments, selecting target market segments, brand positioning, and marketing with the help of big data. Develop and improve the construction of online and offline channels, and improve the pricing strategy system.

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