

Clothing Design Shop Promotion Analysis

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Abstract

Pricing strategy is based on the buyers' different ability to pay and utility, combined with the product pricing, so as to achieve the maximum profit pricing method. The consumer demand for marriage products is inelastic: there are few or no substitutes and no competitors; Buyers are not price sensitive; Buyers are slow to change their buying habits and slow to find lower prices. Buyers believe that the quality of the product has improved, or that there is inflation, such as higher prices should be. To a large extent, the demand sets a maximum price limit for the enterprise, while the cost determines the price base. The price shall include all costs of producing, distributing and marketing the product and shall include a fair reward for the company's efforts and risks. (including fixed and variable costs).

Keywords

Fashion design; Online store, Promotion; strategy.

1. Store Registration

Currently, there are two main forms of shops on taobao: one is taobao mall -- B2C, and the other is taobao marketplace C2C. The initial investment cost of building taobao mall is about 10,000 yuan (according to the charging standard of taobao mall in 2012) : the initial cost of another type of taobao mall is estimated to be less than 7,000 yuan.

1) shop naming -- wedding clothes network

2) register an account and open a taobao store, and record in detail the designated backup archive of the account, password, mobile phone number, id number, mailbox and other registration materials (online banking, alipay), and designate relevant personnel to keep them.

2. Package facilities

1) warehouse rental, preparation of packing boxes (bags), tape, rope, weighing apparatus and other related items.

2) special line telephone, printer, copier, fax, etc.

3) digital camera, tripod and other relevant shooting equipment; Pictures of goods to be taken after the beautification, the picture of goods beautification not only to make the picture look better, more importantly it also has the following most useful:

(1) increase the discovery of our products by potential customers.

(2) influence buyers' purchasing decisions.

(3) improve our competitiveness among similar buyers.

(4) improve sales, attract the attention of suppliers and get better service and more favorable terms.

4) express company

(1) before online store operation

The choice of logistics companies and the level of freight prices have a direct impact on store income. Choosing a good logistics company can not only reduce the corresponding cost, but also

affect the overall impression of customers on our service. With the progress of life, the pace is gradually accelerating, and customers' requirements on time are becoming higher and higher. Therefore, whether the goods ordered by customers can reach the hands of customers in a timely, fast and intact manner will have a great influence on the second purchase of customers. We choose shentong express and EMS, because shentong express has moderate price and fast speed. For most consumers, it is a good choice. For EMS, although the price is relatively expensive, but the quality of service is good, there will be few errors.

For packaging, because our products are wedding dress, so we have a high requirement for packaging, inner layer we use vacuum material with packaging, external use of beautiful carton packaging, the outer layer with cardboard box packaging, to prevent leakage, extrusion, damage to the wedding dress.

(2) online shop operation

Require the staff to check the correct order and goods number, quantity, whether there are any gifts, invoices and other related items.

The goods to be returned should be divided into two categories: if the buyer for no reason to ask for the return of goods, to do a good job of logistics fees; If it is the quality of the product, we have to bear the cost of postage. We will implement the warranty and lost items according to the express service standard. For the lost and damaged express, the maximum compensation amount for the lost and damaged uninsured express is 100 yuan within 1kg. For the express that exceeds 1kg, the compensation amount of 2 yuan for each additional 1kg is guaranteed.

2. Website Operation and Management

(I) division of labor of the team

In the initial operation of the store, we need to build a team, including the store manager, copywriter planning, promotion, web art, customer service, etc.

1) store manager and operation responsibilities

(1) responsible for the overall operation and daily management of taobao stores.

(2) set sales target and provide service level for the team.

(3) develop the store promotion budget.

(4) implement relevant network marketing plans to achieve the expected goals.

(5) research marketing tools, propose application programs, increase click rate, page view and conversion rate.

(6) analyze the types of popular products to provide better services for the formulation of products.

(7) daily management of other related work in taobao stores.

2) web art job responsibilities

(1) mainly responsible for the store's visual creativity and design, various page design and visual beautification.

(2) store advertising design and production, overall style control.

(3) web design of the store, making promotional pictures and pages.

(4) responsible for the design, update, production of the activity page and coordination with the store sales activities.

(5) other web-related design work of the store.

3) responsibilities of copywriting planning and promotion

(1) mainly responsible for the packaging and writing of website products.

(2) responsible for and executing advertising copywriting for promotional activities and promotion.

(3) assist the team in promoting the website both inside and outside.

(4) planning promotional activities, working on official and unofficial marketing activities in the website, assisting relevant internal and external resources, formulating and implementing activity plans.

(5) cooperate with the preparation of related copywriting and marketing activities.

4) responsibilities of customer service staff

(1) conduct online customer communication, answer customer calls, conduct product purchase guidance, promote sales and improve customer satisfaction.

(2) properly answer and accept customer inquiries and complaints, and make records and backups.

(3) processed orders efficiently and assisted in tracking the delivery process.

(4) cooperate with the implementation of store promotion and promotion activities, and assist in the editing and management of pictures and texts of commodities.

(5) conduct data summary analysis and feedback regularly, and provide Suggestions for improvement to improve customer satisfaction.

(6) improve service quality and reasonably reduce customer investment rate.

(2) personnel management

1) closely cooperate with staff at each post and adjust the staff according to the development of the store.

2) set up our own operation team, list meetings and trainings, formulate the list meeting system, regularly summarize experience and deficiencies, and make adjustments, including statistical design, positioning adjustment, commodity adjustment, promotion adjustment and customer adjustment.

(iii) store maintenance and beautification

(1) website artists always control the normal operation of the store, including the day after tomorrow procedures, page display, advertising display, etc., and deal with problems in time to ensure the normal operation of the store.

(2) the store has 1 shopkeeper and 2 customer service staff. Customer service online time is 8.00-22.00.

(3) continuously optimize the store, beautify the appearance, and ensure the scientific and reasonable store planning.

(4) commodity price control

1) develop a set of commodity pricing mechanism, and set the management right of baby price for managers

2) the store manager is responsible for setting the whole store's baby price, including auction price, one-order price, promotion price, group purchase price and distribution price, and other members of the team assist in setting the price.

(5) design and management of commodity packaging

The store manager is responsible for the formulation of product packaging design, copywriting planning, graphic design, web art to assist in product packaging design, including product description, graphic presentation, store page layout, display and other related design management.

(vi) goods on/off the shelves management

Shelf time:

Peak degree

9.00-11.00 *

14.00-19.00 **

20.00-22.00 ***

23.00 **

It can be seen from this that 20.0-22.00 is the time with the largest number of people. As the products that are about to be removed from shelves rank the highest, these peak periods are refined and the time interval between the products on shelves is (5-10 minutes). Hot products are arranged to be put on shelves in the golden time, so that the media can have products on shelves and removed from shelves.

(7) marketing promotion

1) the store manager sets the monthly goals of the team, including performance, marketing theme, task division, promotion channels, expenses, etc., and breaks down the goals. The team makes efforts according to the established goals in the monthly work plan to improve the store flow and improve the customer return rate.

2) participate in activities organized by taobao official website.

The promoters collect and file the sales situation of the day every day, analyze the flow changes, and make statements every week and every month.

(8) service management

1) supply management: customer service staff shall do a good job in docking with the company's warehouse, timely replenishment of inventory and new products.

2) pre-sales: pre-sales consultation and introduction

3) sales: product, brand, enterprise introduction, discount, store sales policy introduction, price calculation, postage calculation, mailing information and other related registration and modification.

4) after-sales service: deal with refund, | replacement, compensation, complaints and other issues. Try to satisfy the customer.

The specific steps are shown in the figure below

Order processing:

Back off process:

(9) accounting management

1) alipay book fund management.

2) budget and settlement of promotion expenses.

3) material purchase management.

4) other management

3. Customer Care Management

1) email care

Send regular SMS messages via email.

2) online services

Organize professional staff to consult online in specific festivals, answer customer related questions, go deep into the masses, complete better interaction with customers, and establish a good image.

3) first some special meaningful days, such as valentine's day, anniversary of the product and other meaningful days to open rebate activities, such as the day order wedding dress 15% discount, give other exquisite gifts. Carry out wedding dress some commonweal wedding dress material, brand knowledge lectures and so on.

Develop and implement customer care plan, reflect the enterprise's customer care situation, understand the customer's response to the product, and carry out a series of out, reduce the customer return rate. At the same time, with the help of customer care, increase customer relations and develop a benign platform for business.

4. Website Marketing Strategy

(I) product and price strategy

In combination with the small demand elasticity of marriage products, and the website itself selling featured products, the initial product of the website USES profit as the pricing target, including expected revenue target, maximum profit target and appropriate profit target. The maximum profit target also includes high profit of product portfolio and pricing target of obtaining investment income. Website medium to adapt to the competition as the pricing target, medium site has a certain market share, then use this method lower than the price of competitors can expand the market share. Due to the lack of abundant funds, website products are not suitable for higher prices than competitors. However, due to the special technologies and excellent product quality of wedding supplies on this website, we can provide more services for consumers, and some special products can be priced higher than competitors. In addition, the website will also adopt product portfolio strategy and price classification of major categories: one price for each category, different words and different prices for different levels; Supporting pricing strategy: the relevant products with complete sets, such as wedding photography and glass shoes and a series of products and services.

(ii) channels and promotion strategies

In order to attract consumers' attention in the network, clothing can be combined with relevant products of other small and medium-sized enterprises as the extension of individual clothing. The simultaneous appearance of relevant products will attract more consumers' attention. In order to promote consumer purchase, promotion information, new product information and company dynamics should be released on the website in a timely manner. In order to facilitate purchase, multiple payment modes should be provided so that consumers have more choices. The network faces the whole country, the market big opportunity many management means are rich, simultaneously the network sale is also many. Promotion becomes a heavy task.

In taobao, there are many crown sellers who are clothing enterprises, and they should have a high sales volume through online sales. If small sellers can try taobao and other B2C platforms, large manufacturers can look at alibaba, or build their own websites to promote product sales through a variety of online marketing strategies.

5. Major Publicity Strategies

(1) distinct themes

Theme is the soul of marketing planning and the basis of attracting the public. Therefore, themes can be generally positioned in the following aspects: social themes, holiday themes, times themes, brand themes, commodity culture, etc.

(2) taste culture

Nowadays, the public attaches great importance to cultural enjoyment. Sometimes customers do not just buy products, but seek for a popular cultural leisure opportunity. They will require certain cultural taste and flavor in activities. Therefore, when planning activities, we should pay attention to culture, from the theme of the activities to the form of gift design, to the public with the feeling of beauty. Use cultural color to attract the public.

(3) festive scene

It is necessary to create an artistic atmosphere, using bright colors and creating a happy atmosphere of propaganda posters, so that the event site gives the public a happy and peaceful feeling.

(4) formalization of entertainment

The form of the activity should be cleverly designed to guide the work to participate in the activity out of entertainment and curiosity. The success or failure of the activity depends on the scale of public participation. If the commercial interests are too prominent, the public will see through the promotion intention, and the benefits will not be generated naturally. Therefore, the form of the activity should be highly entertaining according to the psychology of the public. In this way, with a high level of public participation, the activity can have an impact.

(5) simplify requirements

The purpose of the event is to attract the public to know, understand and participate in our activities, thus creating a sensation. Therefore, it is required to be simple and easy for the public to participate in activities, so that the public's enthusiasm will be higher.

6. Conclusion

Promotion strategy marketing promotion, advertising, public relations, personal selling. It is to pass two kinds of means commonly: it is personnel sell, namely salesperson and customer carry on sale face to face; The other is non-personal marketing, that is, through mass media to deliver information to a large number of consumers at the same time, mainly including advertising, public relations and marketing promotion. These two marketing methods have their own advantages and disadvantages, playing a complementary role. In addition, catalogues, circulars, gifts, store labels, displays, demonstrations, exhibitions and other promotional strategies are also included. A good promotion strategy can often play a variety of roles, such as providing information, timely guidance of procurement; Stimulate purchase desire, expand product demand; Highlight product features and establish product image; Maintain market share, consolidate market position, etc.

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