

Marketing Program based on Market Rules and Industry Development

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Keywords: Enterprises, marketing, market rules, industry development.

Abstract: In addition to enhancing labor productivity, Chinese enterprises should give full play to the effectiveness of marketing for their market development. In the formation of enterprise marketing program, enterprises need to fully analyze Chinese current market rules of socialist market economy, thereby developing practical marketing program based on the industry development of enterprises. For marketing program, basic points including capital investment and management systems should be grasped to form trigger point, breakthrough and innovation, achieving sustainable development of enterprises.

1 INTRODUCTION

After China entered the reform and opening up, enterprises with various ownership types gradually developed and got rid of former enterprise management mode of Soviet Union, fundamentally promoting the development of productivity in the whole society. And Chinese enterprises have transferred from “carrying out their own duties” into comprehensive competition, which allowed more enterprises to continuously develop in aspects such as innovation of sales and manufacturing technology. However, marketing ability of Chinese enterprises needs to be further enhanced. Marketing is to sell high quality products of enterprises through certain channels. Therefore, Chinese enterprises need to analyze market rules, so as to expand its market share through marketing in the new round of competition. Besides, the developing direction of the industry should be grasped, especially in the change and direction of policy, thus promoting the sustainable development of enterprises.

2 MARKET RULES AND MARKETING PROGRAM DESIGN

The fundamental form of the market is exchange, and the existence and development of the market is to better realize the exchange. Market itself has

certain rules which have direct impact on the supply of commodities. These aspects are the basis of market economy. Market rules have given birth to the general regulating mechanism of market economy, including the mechanism of competition, supply and demand, and price (Sang Hui, 2007). All these mechanisms are general rules subject to the regulation of market economy, so marketing should be conducted according to marketing laws. Impacts of market rules on marketing include several basic levels as follows.

The first impact on marketing is from the market law of value. The law of value is the social necessary labor time of product, which reflects value quantity of commodities. It also determines that the trading mode of commodities is equivalent exchange of value quantity, as the fundamental premise of various laws of market economy. Therefore, marketing behaviors are bound to be conducted by the law of value, thus guiding the direction of market consume. By developing a certain price, manufacturing enterprises can utilize the price leverage to regulate consumers’ desires for commodities. Marketing intervention on the price is mainly based on the cost of commodities, so regulation is conducted on condition that the price is not less than the base cost of commodities.

The second impact is from competition law. The nature of competition is the contrast on individual production and labor consumption of commodities: individual enterprise enhances their own individual labor productivity by technological innovation to save individual labor time, thereby reducing labor

and production consumption. Marketing behaviors can help enterprises gain more market share through innovative ways of commodity promotion, promoting their market commodity circulation.

The third impact is the law of supply and demand on the market. The laws of supply and demand are the changes between supply and demand, and mainly influenced by the price factor: the price itself fluctuates around the value of commodities. Therefore, marketing strategy is mainly adjusted around the leverage of supply and demand, enhancing the entire market demand for the commodities through a variety of promotional way. And it can activate the potential market demand and adjust the total supply of commodities on the market.

3 INDUSTRY DEVELOPMENT FACTORS IN ENTERPRISE MARKETING PROGRAM DESIGN

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3.1 Internal factors of enterprises based on industry development

Industry development itself will not have a profound impact on enterprise marketing strategy. It firstly affects the internal factors of enterprises, then reflecting on enterprise marketing strategy. Therefore, the internal factors of enterprises are not independent of the industry development. Instead they have close relationship with each other, because the industry is composed of various enterprises.

In developing their marketing program and strategy, enterprises will be constrained by financial situation of the enterprise. Internal fund and external fund sources may affect the various aspects of selecting marketing program, resulting in deep impact on enterprise marketing decisions (Shou Zhigang, Bi Ganqun, 2004). Although some enterprises raise funds to support marketing activities, they will also appropriately adjust their marketing program and strategies based on conservative consideration of their fund possession. Therefore, enterprises will choose marketing plans according to their internal funding status, while marketing department will work out marketing programs or strategies with different fund consumption based on the actual

situation. In particular, small and medium enterprises will give full consideration to their development in the industry, making reasonable decision or innovation on marketing plans.

Enterprises' situation of human resources has a significant impact their marketing programs. Marketing is not a simple promotion. It is an important strategic behavior to gain more space for survival and development on the market, ultimately realizing sustainable development. Therefore, it is very important for related personnel to have qualified abilities for marketing program and strategies. If the industry continues to develop further, personnel with relevant experience in enterprise marketing will be a catch for all the enterprises. Therefore, industry development is also positively correlated to the competition for marketing talents.

In addition, enterprises' public relation problems in industry development also have much impact on their marketing behaviors. Enterprises should well communicate with other enterprises in the same industry, as well as the consumers, thereby establishing a good market image. Finally, they can promote the continuous development of products, laying a good foundation of social public relations for marketing behaviors.

3.2 External factors of enterprise marketing in industry development

The first level is the environmental factors of social target market. Target market itself is the industrial division of the entire market in the society, and enterprises in the same industry may have differences in products. These differences are determined by their different labor and production technologies, as well as the target market positioning in marketing process. Factors of target sales market included constituent elements with many levels, such as age structure and population quantity, which can be constraints for enterprise marketing behaviors.

Obviously, the large population target is more favorable for enterprises' marketing behaviors. However, differences in age structure and cultural level will bring some challenges, because social population has larger differences in basic elements. Therefore, marketing program has more content involved, which naturally takes more manpower and resources in the implementation of target market operations. Enterprises need to fully consider the specific elements of target market and conduct necessary social research on target market. Besides,

the target market for respect among the basic values, customs and local religious habits comprehensive Mocha, forming full market after analysis, develop a reasonable marketing strategy.

Besides, market economy is faced with the big economic circumstance and legal, political conditions. China's market economy is based on socialism with Chinese characteristics, which also determines that the Chinese government will take a series of macro-control means to adjust the market economy. It is an important issue to be considered during the formation of strategic plan of enterprise marketing promotion. In addition, China's market economic system is not a completely isolated, self-circulating system, and it is objectively affected by the international major market. For example, both the economic crisis in the United States subprime loans and the risk of European debt default have influence on the development of Chinese market. Chinese monetary policy and fiscal policy will also have a large impact on enterprise marketing. Therefore, enterprises should promptly analyze the situation of the domestic and international economic environment and timely adjust its marketing behaviors; the real target customers and potential customers need to be adjusted according to the changes in the market; adapting to current market development through full grasp of the market economy law can contribute to the sustainable development of enterprises.

Another factor is the status of science and technology innovation. In the Industrial Revolution era, the improvements of steam engine and the discovery of law of electromagnetic induction had great influence on social marketing and production. Innovations in science and technology are continuously developing, and science and technology will not only change the social labor and production capacity, but also have different effects on a variety of social marketing and promotion channels. For example, China currently has a lot of new user-operated media such as the Wechat software platform based on APP technology, mobile applications based on the Android platform for, etc., leading to profound impact on traditional enterprise marketing model. These innovations are worth researching to realize marketing with lower prices and higher quality. Therefore, it has practical significance to grasp the development of science and technology and timely adjust marketing strategy and plan for enterprises.

4 OPTIMIZATION THINKING ON ENTERPRISE MARKETING PLAN

4.1 Two basic points of business marketing plan

Enterprises need to consider two basic questions in the development of relevant marketing program.

The first problem is the marketing costs of marketing investment. Marketing cost includes many factors, such as the necessary personnel service expenditure and investment on relevant outfits. Enterprises should adjust its marketing investment costs according to the conditions of target market. Market cost and sales cost objectively have common characteristic—both of them essentially need to invest in advance. This is because in the marketing and sales process, income may not balance the payments, which requires enterprises to invest in advance (Xu Fengwei, 2007).

The second one is for the design of enterprise marketing management system. Enterprises should set certain management targets according to their own marketing situation. It does mean to indefinitely invest related funds in the process of developing marketing behavior. Enterprise's marketing behaviors need to be controlled, guided and managed according to the relevant sales targets, achieving sales targets by protecting marketing behaviors. Therefore, it is necessary to conduct track research and evaluation feedback on the enterprise marketing strategies and programs, thus forming marketing incentives with practical value.

4.2 Optimization strategies on design of enterprise marketing program

Firstly, enterprises should have a certain trigger point in designing marketing program, which can trigger the desire of target consumers and promote their market sales. It is also the key point of the design-related marketing program of the enterprise. Enterprises should focus on the possible value of marketing behaviors, especially for inspiring the consumption behavior in potential market, thus forming a virtuous trigger mechanism.

Secondly, design of enterprise marketing program should be focused on breakthrough point. Many enterprises may become conservative in marketing program because of some reality factors, and such state would cause constraint effects to the development of enterprises. Therefore, enterprises

need to coordinate factors of various aspects in the process of designing marketing program. The design focuses on expression of innovation of marketing, building creative marketing program and innovative marketing model. According to laws and regulations, taking a variety of ways can be utilized to capture consumers at the target market. Therefore, the design of enterprise's marketing program should not only base on the current situation, but also consider the future, thereby providing a broader concept platform for future trends of enterprise and product.

Finally, enterprises' marketing program should have value of the practical operation, because enterprises need to fully consider two basic points of their marketing program — marketing capital and marketing management system. Based on the development law of market and industry, the design of marketing program should be down to earth and put into practice. The current development of enterprises and industry should be fully analyzed to conduct practical marketing program and targeted marketing, thus leading to positive effects.

5 CONCLUSIONS

Although Chinese enterprises have gradually formed certain concepts on marketing currently, some of these concepts still lack practicality. In particular, many marketing talents with college education cannot really grasp the true market trend in the face of complex market economy status. Therefore, enterprises' marketing behaviors have profound meanings, and enterprises need to fully analyze the development of target market based on their own internal, external factors. According to development rules of market and industry, innovative marketing approach and means will achieve a broader market space for sustainable development.

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