

On the Sales Strategy and Development Prospects of X Company

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Abstract: This paper aims to conduct an in-depth analysis of the sales strategy and development prospects of Company X, a well-known Chinese apparel company. As a leading enterprise in China's apparel industry, the success of Company X's sales strategy has important reference significance for other companies in the industry. This article will comprehensively discuss Company X's sales strategy from multiple aspects, including market positioning and target customer group, product design and brand promotion, price strategy and sales strategy, and franchisee management. At the same time, this article will also look forward to the development prospects of Company X, as well as the challenges and countermeasures. Through the case study and market analysis of Company X, it is pointed out that the problems that Company X may encounter are poor price strategy flexibility, channel instability, and blind brand extension leading to confusion in positioning, and corresponding countermeasures are put forward and suggestions are put forward for new product precision development strategy, differentiated precision pricing strategy and precision marketing strategy. This article aims to provide readers with an in-depth understanding of sales strategy and enterprise development, and provide useful reference and enlightenment for other enterprises in the industry.

Keywords: Sales strategy; development prospects; clothing enterprises; company strategy

1. X Company Overview

1.1 Basic Information of X Company

X Company, founded in 1991 and headquartered in Dongguan City, Guangdong Province, China, is a well-known men's clothing brand. The company adheres to the corporate culture of "Quality and Value", and aims to provide fashionable and high-quality clothing products and excellent shopping experiences for male consumers.

1.2 Products and Brand Positioning of X Company

X Company's products cover all clothing and accessory products for men from spring, summer, autumn to winter, with 17 series and more than 5000 varieties, covering consumers aged 18 years old to 100 years old. Currently, X Company has clothing categories including suits, casual suits, jackets, coats, overcoats, down jackets, woolen sweaters, knitted sweaters, shirts, T-shirts, pants, casual pants, jeans, underwear and socks, as well as products such as belts, ties and scarves. The company actively studies the technological development and development trends of clothing and develops a large number of new products such as anti-wrinkle pants, anti-wrinkle and shrink-proof new shirts, anti-static suits and other products that are fashionable and high-quality.

2. Sales Strategy Analysis

2.1 Market Positioning and Target Customer Group

Market Positioning, X Company's franchise stores take the men's market as a breakthrough point. With design concepts derived from Europe, combined with Korean fashion and Chinese traditional clothing, the company innovates and develops to become a leading brand in the men's clothing market. Its market positioning is to win the favor of consumers with the mode of "high-quality and low price, multiple styles and complete variety" of goods and non-interrupted self-purchase mode. X Company has built a multi-brand clothing life retail matrix that covers men's clothing, women's clothing, children's clothing, professional clothing, as well as life home furnishing and other fields.

The main brand X Company focuses on men's clothing retail. Targeting men aged 20-45 years old and positioning the mid-end market of fast-moving consumer goods (FMCG), it advocates the marketing concept of "high quality and low price" and quickly occupies the market with high-quality products, rich styles, public prices and thoughtful service. X Company's business is mainly concentrated in the field of retail sales of clothing products. Through its brand matrix, it has achieved full coverage in the field of clothing retail sales.

The target consumer groups of X Company mainly include urban white-collar workers, the younger generation, consumers who pursue fashion and leisure, and consumers with quality requirements. These groups have different needs and preferences for clothing, so X Company meets their needs through diversified product lines and brand positioning, thereby gaining a competitive advantage in the fashion retail market.

2.2 Product Design and Brand Promotion

X Company is positioned with a simple, fashionable, and comfortable design style, emphasizing the integration of practicality and aesthetics. It is characterized by simple lines, bright colors, and comfortable materials, and incorporates modern elements such as technology sensitive lighting and smart home, creating a high-quality and popular home brand. Its products, such as the smart home series, lead the trend. Through multiple channels such as television advertising, online, print media, and outdoor advertising, X Company utilizes the influence of spokespersons to convey its brand image and values. At the same time, the combination of online and offline sales models and social media operations increases brand awareness and sales.

2.3 Price and Sales Strategy

Cost oriented pricing: X Company Group determines prices based on the production costs, operating costs, and other related expenses of clothing products. X Company Group needs to ensure that product prices can cover all costs and generate a certain profit.

The sales strategy of Company X is divided into direct sales, joint venture, and franchise, with franchise as the main approach and direct sales as a supplement. Online channels adopt a direct sales model. The franchise model adopts a pure trusteeship approach, with franchisees paying and X company operating on their behalf. Franchisees only have ownership and no management rights. In order to achieve brand upgrading and promote the youthfulness strategy, X Company has increased its expansion efforts in large shopping centers and malls through direct channels, and developed benchmark shopping center stores. In terms of online channels, X Company has deeply expanded social e-commerce channels, increased brand awareness and dissemination, and actively promoted the model of online ordering and nearby store delivery, exploring the O2O model of online and offline linkage. From the perspective of performance, X Company's online operating revenue continues to grow, with a proportion increasing year by year.

3. Prospects for Future Development

3.1 Company Development Strategy and Planning

After years of development, X Company is also adapting to new market changes and moving towards a younger direction, with the ambition to become a super national brand. Currently, X Company carries out research and development and design around Z-generation consumers, with brand positioning, product experience, and marketing models that cater to the actual needs of young people at this stage.

3.2 Challenges and Coping Strategies

The pricing strategy of Company X lacks flexibility and implements a nationwide unified pricing strategy. This unified pricing strategy has both advantages and disadvantages, which can establish an overall image and enhance attractiveness, but may also lose some target consumer groups.

The "McDonald's style" franchise model adopted by Company X has achieved rapid expansion in a short period of time, but this model also has the problem of unstable channels. Store management must follow the company's unified management model and cannot be flexi-

bly mastered based on actual situations, which is not conducive to store marketing. At the same time, the information transmission between suppliers and franchisees is not timely, leading to unstable channels and serious inventory backlog.

X Company has successfully targeted male consumers aged 30-50 with slogans such as “Men’s Wardrobes”, but with the changing consumer needs, the company has implemented a brand expansion strategy. However, the application of expansion strategies has not achieved the expected results and may instead lead to confusion in brand positioning.

3.3 Response strategies

The precise development of new products is the key to the company’s development. Before developing a new product, conduct market research to understand demand, competition, and potential opportunities, and ensure that the product is in line with market demand. As the company develops, existing products will mature and decline, so it is necessary to upgrade and develop new products to adapt to the market. Listening to customer feedback, understanding needs and expectations, and positioning the functions and features of new products based on customer feedback to meet actual needs are essential for sustainable and healthy development.

Differentiated precision pricing strategy refers to enterprises developing different pricing strategies based on market segmentation, customer groups, or product characteristics. Through differentiated pricing, we can more accurately meet the needs of different customers and maximize sales and profit optimization. Subdivide customers based on their characteristics and purchasing behavior, and offer different prices or discounts to customers at different levels. Based on market demand, consumption levels, and competition in different geographical regions, pricing adjustments are made to products from different regions to better adapt to their price sensitivity and purchasing power.

Precision marketing strategy is targeted marketing based on the characteristics and needs of the target market. Divide the target market into different sub markets and determine different marketing strategies based on different characteristics to attract potential customers to the greatest extent, improve conversion rates, reduce marketing costs, and increase customer satisfaction. Provide personalized promotional content based on customers’ specific needs and interests, allowing them to feel valued and cared for. Utilize the advertising targeting function of social media platforms to increase the click through rate and conversion rate of advertisements.

4. Conclusion

The fashion industry is highly competitive, and market and consumer demand are constantly changing. Through strategic planning, X Company can respond promptly to changes in external environments, including emerging market trends, changes in consumer behavior, technological innovation, etc. This helps X Company capture opportunities, resolve risks, and gain competitive advantages in transformation. The purpose of this article is to analyze the current situation of X Company Group under the current situation, summarize X Company’s sales strategy and future development prospects. Analyzing development strategies and plans can help companies clarify their positioning and development goals. It helps X Company identify its position in the market, determine its target consumer group, plan its market share and sales goals for the future, focus resources on core areas to strengthen competitiveness.

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