
品牌塑造研究

——高原之宝应如何“学习”伊利？

摘要：在经济持续稳定发展的时代背景下，居民收入增加伴随着生活水平的明显提高，人们的消费观念也随之发生了翻天覆地的变化。乳制品作为日常生活中的营养品，逐渐成为大多数家庭的生活必需品，甚至成为送礼标配产品。由于日益扩增的乳制品的需求量，我国乳制品行业以惊人的发展速度，逐渐趋于成熟。但企业成长之路不可能一帆风顺，乳制品行业在获得重大成就的同时，各种各样的行业危机和困难迎面而来，成本价格销量三者之间的矛盾使得乳制品供销失衡、顾客对产品的信任受损造成顾客的缺失、国外资本的强行加入造成局限的市场内的激烈竞争、接二连三的食品安全问题等。面对如此严峻的市场竞争和行业危机，乳制品企业不约而同地把对品牌的塑造当成走出困境的唯一利刃。希望通过借助品牌塑造的强大功能提高企业的市场竞争能力，有效缓解市场危机，快速走出行业困境，步入正轨。尤其对于经济发展相对落后且缓慢背景下的西藏本土品牌而言，由于起步较晚、对品牌塑造认识和宣传不到位，品牌竞争力止步不前，最终导致高原之宝企业发展不前，品牌生存力倒退。面对这样的窘境，高原之宝急需重新梳理市场格局，进行品牌塑造研究，以便实现品牌再生，恢复品牌的强大力量。本文基于大数据的时代背景，通过调查问卷收集数据，了解高原之宝现状。分析高原之宝品牌生态环境与品牌竞争力的基础上，明确了高原之宝企业品牌竞争力的构成要素，确定了高原之宝企业品牌竞争力各层次指标的权重，提出了该企业品牌竞争力提升的对策及建议。注重高原之宝“学习”伊利，完成品牌塑造研究，实现品牌重塑。

关键词：品牌塑造研究 高原之宝 伊利 乳业市场

Branding Research

——How should the treasure of the plateau "learn" Yili?

Abstract: in the era of sustained and stable economic development, with the increase of residents' income and the improvement of living standards, people's consumption concept has changed dramatically. Dairy products, as the nutrition in daily life, become the necessities of most families, and even become the standard products for gifts. Due to the increasing demand for dairy products, China's dairy industry is gradually maturing at an amazing rate of development. However, the way of enterprise growth cannot be smooth. While the dairy industry has made great achievements, all kinds of industry crises and difficulties come face to face. The contradiction between cost, price and sales makes the supply and marketing of dairy products unbalanced, the trust of customers to products damaged, the lack of customers, the forced entry of foreign capital, the fierce competition in the limited market, one after another Food safety issues. In the face of such severe market competition and industry crisis, dairy enterprises take the brand building as the only edge out of the dilemma. We hope that by virtue of the powerful functions of brand building, we can improve the market competitiveness of enterprises, effectively alleviate the market crisis, quickly get out of the industry predicament and get on the right track. Especially for the local brands in Tibet under the background of relatively backward and slow economic development, due to the late start, inadequate understanding and publicity of brand building, the brand competitiveness stops, which eventually leads to the stagnation of the development of treasure of plateau enterprises and the regression of brand survival. In the face of such a dilemma, treasure of plateau urgently needs to reorganize the market pattern, conduct brand building research, so as to realize brand regeneration and restore the strong power of the brand. Based on the era background of big data, this paper collects data through questionnaire to understand the status quo of treasure of plateau. Based on the analysis of the brand ecological environment and brand competitiveness of treasure of plateau, this paper defines the components of the brand competitiveness of treasure of plateau enterprises, determines the weight of the indicators at all levels of the brand competitiveness of treasure of plateau enterprises, and puts forward the countermeasures and suggestions to enhance the brand competitiveness of the enterprises. Pay attention to the treasure of Plateau "learning" Yili, complete the research of brand building, and realize brand reconstruction.

Key words: branding research, treasures of the plateau, Yili, dairy market

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要
下载或阅读全文，请访问：

<https://d.book118.com/997043151046006112>