

SHANDONG XIANGYUN PACKAGING AND PRINTING

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ABSTRACT

Shandong Xiangyun Packaging and Printing Co., Ltd. was established by aspiring young entrepreneurial teams. It mainly relies on graphic design software CorelDRAW, PageMaker, Photoshop, office and other related drawing and office software, as well as designers' artistic skills, professional printing technology and paper materials. Grasp the customer's intention, improve customer satisfaction, and strive to improve the pre, post and design printing of various promotional materials. In terms of management and development strategies, enterprises must have clear development ideas, a complete marketing mechanism, and advanced management techniques, as well as unique technological innovation capabilities. Obvious price advantages and high-quality service are also essential. In this context, the entrepreneurial team set out to carry out the operation of this project, aiming to explore a new path for the development of Chinese printing enterprises.

Keywords: graphic design, office software, management and development, artistic skills, printing technology

INTRODUCTION

Corporate Vision: To be the most respected enterprise.

Enterprise mission: Look outward for the market, look inward to improve efficiency, and seek new breakthroughs in printing, a traditional industry supported by new situations, new formats, new models, and new materials.

Shandong Xiangyun Packaging and Printing Co., Ltd. mainly serves industries, units and other individuals with personalized needs in the fields of food, communications, real estate, hotels, industrial and commercial trade, daily chemicals, publishing, education and other printing design fields.

The company has rich industry experience, has a sophisticated packaging design team and process production process, and has experience in cooperating with many customers to produce high-end packaging and printing. It can accurately grasp the needs of customers, locate the product level, and meet the printing requirements of customers. Based on this, the new company will make full use of the superior resources of printing enterprises and Shandong Province, as well as extensive local customer resources, mature advertising and marketing channels and mature sales force, and seek great development in the packaging and printing industry.

INDUSTRY ANALYSIS

In recent years, new technologies, new equipment, new processes and new materials have been widely adopted in packaging and printing enterprises, which not only meet the needs of packaging and printing production in quantity, but also improve the quality of printed products and increase the variety of colors, Improve the product grade, the product structure is more reasonable. overall development trend of China's printing industry is good, and the obvious regional differences in the domestic printing industry will gradually decrease, China's packaging and printing industry, which is matched with social commodities, has also developed rapidly under the strong impetus of the rapid development of the national economy, with great development potential and good social benefits.

SWOT analysis

Strength

my country's packaging and printing is in a growth stage. However, due to the impact of the global financial crisis, the growth rate has dropped significantly compared with previous years. In the overall printing industry, packaging printing has been developing the fastest, and its rapid development depends on the sustainable development of the economy. Now, China has become the standard and certification of the world's printing outsourcing center, occupying the international market with the advantages of low production cost and good printing quality. The development of the packaging industry in various countries is increasingly interrelated and dependent. The packaging industry has developed from a scattered and backward industry to a complete industrial system with certain modern technical equipment and a relatively complete classification. The notable feature of today's packaging industry development is the internationalization of the packaging market.

Weakness

The disadvantage of printing is mainly due to the increase in labor and the lack of technical personnel. This has caused many printing factories to have closed down. In addition to these main reasons, the secondary reason is the rise of the Internet, which gradually entered people's lives. For example, newspapers

Opportunity

As we all know, today's society has developed to the point where every commodity needs to be packaged, and every package needs to be printed. Printing is the heaviest product packaging

One of the most important decoration processing methods, printing plays the role of transmitting information and promoting products. At the same time, for some commodities

That said, printing also plays an important anti-counterfeiting role. Today's packaging printing is developing in the direction of being more exquisite and increasing the added value of goods .

Threat

Since there are tens of thousands of printing factories in China, the first threat is the competition within the packaging and printing industry, which leads to the

Competition intensified, the main reasons are: 1. The industry grows slowly and the competition for market share is fierce; 2. The number of competitors is large.

Competitive strengths are roughly equal; 3. Competitors offer roughly the same products or services, or little or no significant difference.

4. For the benefit of economies of scale, some enterprises expand their production scale, the market balance is broken, and there is a large surplus of products.

The first is to resort to price cuts; the second is the bargaining power of customers in the packaging and printing industry.

MARKET ANALYSIS

1. Market segmentation and target market selection

Market Segmentation:

Aseptic packaging is not just print, it is one of the most concentrated and profitable segments of the various print segments.

Color box carton is one of the mainstream markets in the printing industry.

Drug packs are not very large in the various printing market segments, but they are very concerned.

Although the beer label is only a branch of the label market, it seems to be limited in scale but has given birth to large-scale printing companies with considerable volume.

Combined printing is one of the most dynamic segments of the printing industry in recent years

2. Target market segmentation

In the initial stage of the project, the target market is mainly targeted at local small and medium-sized businesses, schools, advertising companies, etc. According to the improvement of business level, the business can be expanded, such as setting up technical training courses, recruiting franchisees, etc.

MARKETING STRATEGY

The company's marketing strategy for commercial printing business is divided into two parts, one is the marketing of printing products, and the other is marketing based on printing business, that is, pricing, channels, marketing mix, services, etc.

PRICING STRATEGY

The price of printing products is jointly determined by buyers and sellers, not just by cost. The pricing covers paper, ink, labor prices, post-processing, labor wages, value-added parts, etc. Printing houses and printing buyers can choose from many kinds of paper, and can also change the size and specification of the printed matter, which will have an impact on the final cost of printing, so in the pricing process, it is necessary to take cost differences and Cost leadership strategy pricing.

MANAGEMENT TEAM

Board of Directors

Chairman: Wang Shulin (55% of the shares)

Vice Chairman: Sun Bin (30%)

Independent director: Zhu Xingfu (15% of shares)

It is composed of the company's major shareholders and belongs to the decision-making level. It is responsible for formulating the company's overall development strategy and deciding the candidate for the general manager.

consultant Committee

(1) Mr. David Lee

(2) Graphic design technicians (Mr. Yang Guo)

(3) Costume designer (Ms. Bai Xue)

other professionals

Wang Xing is a sensible printing equipment manufacturer

Liang Wei Advertising Association

OPERATION MODE

1. Warm and thoughtful service
2. Well-designed publicity and network recommendation

CONCLUSION AND FUTURE WORK REFERENCE

With the development of the Internet and the continuous innovation of various packaging printing forms, relying solely on paper printing will bring great risks to packaging printing. The biggest resource of printing enterprises is printing equipment. Once the aging of these equipment and other conditions change, it will bring great risks to the company's operation.

Therefore, in the future, we will focus on this work idea, and we must be down-to-earth and do our own work in a solid manner, so that we can reach a new level. Opportunities and challenges coexist. For this reason, we must proceed from our own problems and external conditions to intensify reform and structural adjustment.

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