

MARKETING STRATEGY ANALYSIS OF MEIYI BEAUTY CARE CENTER

Li Zhao*, Napaporn Khantanapha & Yaowalak Nakwichien*****

**Graduate School, Southeast Asia University, Bangkok, Thailand,*

*E-Mail: *s6341B20033@live.sau.ac.th, ** napapornk@sau.ac.th, ***yaowalakn@sau.ac.th*

ABSTRACT

With the improvement of people's living standards, more and more women's awareness of beauty and health care has also been greatly enhanced. More and more female friends prefer to go to beauty salons rather than simply do some simple care at home. People's expectations of beauty salons are constantly improving. Although there are many beauty institutions in Yantai where our beauty salon is located, the good and bad are mixed. There are only a few large-scale beauty institutions with high credibility, large scale, complete projects and brand. On the contrary, there are a large number of small and medium-sized beauty salons everywhere. There is no doubt that this is a huge business opportunity. The products owned by Meiyi beauty care center are positioned at medium and high grades. At present, the popular consumption trend in the market is on the rise. People's living level is improved, and they pay more and more attention to their own image and health. Spending money on beauty care has gradually become a trend.

With the rapid development of society, a single marketing model can not achieve the expected effect. Only by adopting a variety of marketing models and diversified promotion means can we find a place in the fierce competition.

Keywords: health, Meiyi beauty care center, marketing strategy, pricing methods

INTRODUCTION & COMPANY DESCRIPTION

Become an independent school consistent from beginning to end, the beauty salon is a modern enterprise combining Moxibustion therapy of traditional Chinese Medicine; spray wrinkle removal, original scientific weight loss program, high-quality 3A service, and professional personalized beauty design. From 2016 to now, the company has operated steadily, down-to-earth, not for the number of clubs, but for the quality of service. Meiyi beauty salon pursues a high-quality and high-taste corporate image, with nearly 100 members. It is a unique five beauty and health care scientific management system integrating beauty management, weight management, health management, stress management and sports management, which is highly favored by consumers.

At present, the beauty salon has a certain popularity in the local area, operates a relatively complete range of projects, and has relatively more repeat customers, which is more recognized by customers. However, due to the impact of the epidemic, there are some phenomena such as weak customer expansion, staff turnover and performance decline, and some fixed customer sources also begin to lose. Although the customer source will increase

every major holiday, it shows a downward trend on the whole. It is urgent to improve and expand business, increase customer sources and increase turnover.

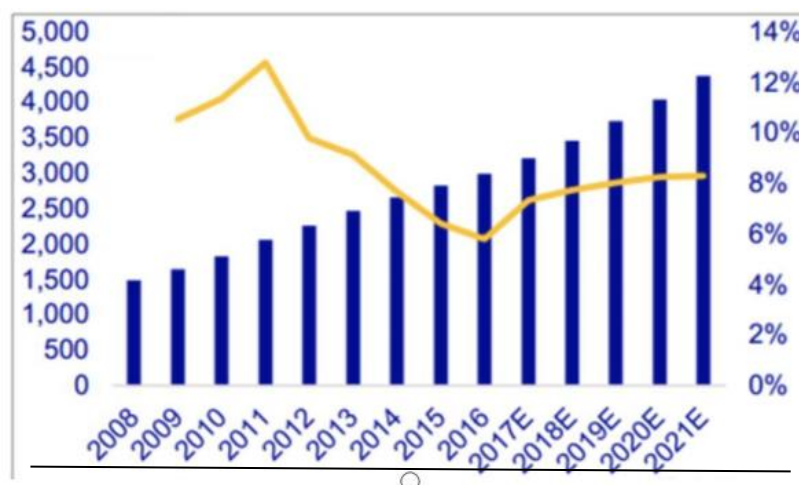
There are numerous service institutions in the national beauty industry. He Zuoxiu, an academician of the Chinese Academy of Sciences and a famous physicist, once made a bold prediction about China's beauty industry. He said that "China will become the largest beauty country in the world". Relevant beauty experts and medical beauty experts commented on this and comprehensively believed that "China will become the largest beauty country in the world" is inevitable.

Meiyi beauty care center is located in Yantai, a beautiful natural oxygen bar. The enterprise was founded in 2016. With 5 years of development, it is the only large-scale beauty agency integrating beauty, body beauty, weight loss and freckle removal in Yantai. Zhao Nan, the founder, is a modern intellectual woman with the ambition of building a famous brand with Chinese culture and modern beauty technology, with her entrepreneur's unique insight, judgment and women's delicacy. After nearly five years of accumulated strength, Meiyi beauty salon has made the innovative ability of beauty online brands, the reputation of integrity relied on by consumers and the most front-end enterprise comprehensive management model in the beauty industry of Yantai.

Main product lines: It includes basic washing series, efficacy series, nutrition series, facial mask series, micro sculpture series, body care series, rehabilitation series, etc.

INDUSTRY ANALYSIS

At present, there are countless service institutions in the national beauty industry. He Zuoxiu, an academician of the Chinese Academy of Sciences and a famous physicist, once made a bold prediction about China's beauty industry. He said that "China will become the largest beauty country in the world". Relevant beauty experts and medical beauty experts commented on this and comprehensively believed that "China will become the largest beauty country in the world" is inevitable.



This figure will continue to grow in the next five years.

2.1 Industry Characteristics

The beauty industry belongs to the service industry. The beauty industry has its own general trend and small trends in subdivided fields. Next, we will conduct a “PEST” analysis for the beauty service industry.

P "policy"

Policies support good brands, which can lay a good market foundation and share customer resources with the help of brand advantages;

With the introduction of the outline of healthy China 2030 plan, the scale of medical beauty industry is expected to be further improved, so as to drive the benefits of life beauty industry.

E "economy"

With the popularity of mobile o2o and the upsurge of capital market, the rapid integration of beauty industry has been accelerated.

However, for offline stores, the increase of rent and labor cost, and the lack of consumer perception and supply chain control will speed up the beauty salon to seek a new breakthrough.

S "society"

In terms of society, with the post-90s and post-00s becoming the main consumption force of the new generation, the needs of users are also undergoing earth shaking changes. Young people pay more attention to personalized and convenient services and diversified experience.

T "technology"

In terms of technology, with the rapid development of sensor technology, enterprises can collect privatized data from customers (of course, the premise is based on secure user privacy), and customize privatized services for customers through big data and artificial intelligence analysis.

MARKET ANALYSIS & MARKETING STRATEGY

3.1 Market Segmentation and Target Market Selection

The beauty industry is transitioning from "scattered market" to "massive homogeneous market". Because its products are mainly service-oriented, the fine differentiation, characteristics and differentiation of the beauty market in the future will highlight the core competitiveness of the enterprise.

Emotional beauty salons in the field of life beauty will become winners, commercial beauty salons will gradually mature, men's beauty will continue to soar, medical beauty field, beauty education, beautician qualification certificate will become a weight for employment, beautician capital will be further integrated and standardized, and all enterprises will strengthen internal training.

3.2 Overall Marketing Strategy

Value creating marketing management

3.2.1 Strengthen the construction of marketing team and standardize business process.

3.2.2 Strengthen customer information management and provide complete support for enterprise marketing personnel.

3.2.3 Strengthen the professional level of customer service and transform the advantages of customer service into sales force.

3.3 Marketing Strategies

A combination of marketing strategies: E-marketing; concept marketing; service marketing; experience marketing; knowledge marketing; emotional marketing; educational marketing; club marketing mode.

Club Marketing Mode

Because the most fundamental product of the club is sales service, our development concept is "service creates value", so we should have consumption concessions and other value-added enjoyment different from non members. Whether a club can survive and attract members is the key, so it is very important to build the core cohesion of the club. Therefore, we should take the necessary incentives to attract and retain members.

3.4 Pricing Strategy

In terms of pricing, the following pricing methods can be adopted

Cost oriented pricing method; competition oriented pricing; demand oriented pricing; demand oriented pricing; differential pricing; regional pricing strategy; portfolio pricing strategy; new product pricing

3.5 Promotion Mix

When promoting sales, we should adopt a combination of various promotion methods. Advertising promotion, special price promotion, personnel promotion, discount promotion and other methods can be adopted. When introducing new products or technologies, the beauty salon can distribute trial clothes, promotional color pages, let customers try them for free, hold product demonstration meetings, and personally experience new products and technologies. Let's take care of as much as possible.

MANAGEMENT TEAM AND COMPANY STRUCTURE

If any enterprise wants to continue to develop, it must have a united team. In order to manage a team well, we must first formulate corresponding rules and regulations to manage people with systems. In order to ensure the smooth progress of all kinds of work in the beauty salon, the beauty salon should make a complete set of provisions on the service items, employees' post responsibilities and daily management system according to its own specific conditions, and publish them in the form of words. This is not only the provision of employee code of conduct and standards, but also the basis of inspection.

OPERATION & PRODUCTION PLAN

5.1 Operations Model and Procedure

Adopt membership beauty salon, according to the common characteristics of customers at this level, the business orientation of "membership system" can be formed after analyzing their possible needs.

5.2 Procedure

Management system; establish a database; establish archives; level management

5.3 Development Status and Tasks

Development status:

At present, the operation of the center is basically normal, but in the fierce competition and the influence of COVID-19, the original beauticians and old customers have been lost. The turnover is not ideal compared with the previous years, showing a downward trend.

5.4 Challenges and Risks

Challenge:

The competition in the beauty industry is fierce, and there are more and more beauty institutions in various forms. China's beauty industry is developing towards chain, brand and technology.

Risk analysis:

Government policy; staff turnover; market changes; cost increase

FINANCIAL PROJECTIONS

The main source of funds is personal investment, which is jointly raised by the members of the board of directors.

Solvency analysis: Although there are short-term losses in the early stage, there are abundant funds in the early stage. With the increase of turnover, the solvency is no problem.

There is no doubt that she has many years of operation and management experience in the industry. The ability of the board of directors to guarantee the normal operation of the company's cash chain: the board of directors can guarantee the normal operation of the company's cash chain.

REFERENCES

- [1] Bo, Z., Qijun, W., & Lin, A. H. (2006). The beauty industry carries out investigation and analysis of medical beauty. *Journal of medical forum*, 27(13), 2
- [2] Feili, H. (2005). *Cosmetology of traditional Chinese medicine* (2nd Edition). Publishing House of Science Publishing House.
- [3] González-Ulloa, M. (1985). *The creation of aesthetic plastic surgery*. Springer New York.
- [4] Jianfei, H. (2018). *Research on the development strategy of private medical beauty hospital*. (doctoral dissertation, Xiamen University)
- [5] Qingjian, W., Hongyan, T., & Zheyang, A. L. (2009). *My opinion on the development of beauty industry*. Vocational technology, 000 (006), 88-88
- [6] Qiong, T. (2018). Investigation and analysis of the quality of beauty professionals. *Psychologist*, 024 (028), 331-332
- [7] Shunxian, H., & Shukui, A. G. (2005). It is urgent to strengthen the management of medical beauty industry. *Chinese Journal of cosmetic and plastic surgery*, 016 (002), 128

- [8] Ruijie, Z. (2015). *Community business" marketing key points for the construction of a new marketing model in the medical and beauty industry*. 2015 China Academic Conference on Integrated Traditional Chinese and Western medicine cosmetology; The book of heaven. (2004). Beauty industry marketing model. *Daily chemical science*, 27 (7), 4
- [9] Xin, Z. (2011). Research on the marketing positioning of beauty industry. *Modern marketing: Xueyuan Edition*, 10, 2
- [10] Xiaodan, C., Fangfang, G., Xizhuo, S., & Junxia, A. L. (2020). Research on constructing the credit system of medical beauty industry. *China's health industry*, 17(11), 3
- [11] Yiqun, L. (2000). My opinion on the development of traditional Chinese medicine Cosmetology3 *Chinese Journal of Medicine*, 4, 70-71.
- [12] Zhongyang, Z., Yawen, F., Dian, Z., & Zonghan, A. Z. (2013). "Overview of the development of TCM cosmetology. *China Medical Cosmetology*, 4, 3
- [13] Zhi , R. (2006). Beauty industry marketing model. *Entrepreneur information*, 12, 2
- [14] Zhuanli et al. (2017). Ethical thinking and Discussion on advertising media peration in plastic and cosmetic industry. Based on the questionnaire analysis of a university in Shaanxi Province. *Chinese medical ethics*, 30(7), 3