

AISHANG BUYER'S HAND STORE

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ABSTRACT

With the slowdown and adjustment of the national economy, domestic consumers have shifted from the pursuit of internationalization to personalized or independent designer works. Based on meeting the needs of consumers, a buyer shop integrating "production, sales, and trade" came into being. Adhering to the project tenet of "learning, practice, cooperation, and win-win", online and offline sales channels and diversified service business model, through product publicity, promotion, and company operation mode, it has promoted the rapid growth of buyer stores and realized a mutually beneficial and win-win industrial chain. Buyers' stores are committed to clothing customization and overseas purchasing. Through the continuous expansion of their enterprises, they have better inherited and developed the entrepreneurial and employment spirit of Chinese college students. The feasibility shows that investment recovery rate (ROI) is 76.65%, Internal Rate of Return (IRR) is 43%, Net present value: (NPV) ($i=3.34\%$) is 70303.26yuan and Investment payback period is 2.7 years.

Keywords: economy, fashion, promotion, development

COMPANY INTRODUCTION

"Aishang" is a fashion brand clothing company that integrates "production, trade, and sales". The main sales channels are direct-sale stores, franchise stores, online sales, etc., founded in 2021 by graduates of Dezhou Vocational College of Science and Technology in Shandong Province, China. It mainly operates in overseas men's wear Auralee and women's wear brand still by hand, both online and offline. The offline address is in Zhengzhou, Henan Province, and the online address is in e-commerce markets such as Tmall, Jingdong, and TikTok.

The company is still in the registration phase. The company belongs to a limited liability company, and the owner shall be subject to the proportion of the actual shareholders. The company name is "Aishang".

INDUSTRY ANALYSIS

(一) Porter's five-force analysis

1. Bargaining power of suppliers.

Customized clothing production and overseas fashion brands to buy, mainly rely on the works of fashion designers and overseas brand cooperation. Because the domestic consumer market demand is relatively large, there will be technical, efficiency, and financial obstacles in the process of clothing production, and the investment of brand stores with fashion characteristics mainly depends on creativity and technology. Generally speaking, suppliers have relatively weak bargaining power.

2. The buyer's bargaining ability.

1) Buyers of offline sales are usually young people. They pursue fashion and personalized customization, have great purchasing power, and are insensitive to price.

2) There are many fashion brand clothing stores sold online, but there are few fashion ideas and fashion colors, most of which are plagiarism and less original. Buyers have a small range of choices and weak bargaining power.

3. Threats from potential competitors.

1) Buyers of fashion products have higher requirements for natural endowments. There are not many domestic fashion and creative brands, most of which are Hong Kong and some foreign brands.

2) Fashion brands need to invest a lot of capital and manpower, the investment return period is long, and there are certain development risks.

For Chinese clothing enterprises with fashion and personalized customization trends, when entering a relatively concentrated market segment, they will also face problems such as small market segment, low-profit margin, lack of technology, and easy to produce bad brands.

4. The threat of alternatives.

1) The price reduction of luxury brands has accelerated the speed of winter entering buyer stores.

2) Store rents and other costs are rising, to cope with high operating costs.

5. Competition degree of peer competitors

1) Traditional department stores take the operation of buyer stores as the direction of transformation. In recent years, buyers' stores in China have not developed smoothly.

2) The development of buyer stores in China is not mature, and there is a lack of professional buyers in the industry. Most department stores are state-owned, and policymakers are struggling to turn into buyers.

3) Buyers' stores should purchase products with similar aesthetic styles according to

customers' consumption habits. At present, most of the buyers' shop teams still have limited ability in this respect.

(二) SWOT analyses

(1) Strengths advantage

A: There are many overseas clothing brands, diversified and complimentary, which increases the shopping convenience and choice of consumers

B: Offline stores have convenient transportation, high-grade and exquisite decoration, giving consumers a unique shopping experience picture shows:

(2) Analysis of weaknesses

A: The price of offline stores is high, and the products of manual stores have no advantage compared with ordinary retail products.

B: Offline stores only focus on offline sales limitations

(3) Opportunity analysis

A: The clothing industry is greatly differentiated. With the development of the economy, the clothing market will develop more mature, which is conducive to the development of buyers.

B: The domestic population has a large base, and clothing consumption has become the mainstream of female consumption.

(4) Threat analysis

A: The professional level of buyers is uneven, affecting the operation and development of the store.

B: The rise of land prices and labor costs make it more difficult to operate buyer stores

Market Analysis and Marketing Plan

At present, the scale of the post-1995 generation in China has reached nearly 250 million yuan. In 2015, the average monthly expenditure was close to the national average disposable monthly income. According to the latest data, 31 percent of young people after 1995 liked to shop in physical stores and 24 percent went on mobile shopping. Therefore, buyers should also take into account offline stores while developing online sales.

一、 Overall marketing strategy

(1) Adopt the "central buyer system" to improve the comprehensive ability of buyers.

(2) Define the market positioning, realize the differentiated operation, and improve the market competitiveness.

二、 pricing strategy

To meet the consumer needs of different consumers, buyers' stores adjust their strategies and introduce medium, high and low-end goods to attract different customer groups.

Expand the price range of products, to seize the market segment.

三、 Sales process and promotional activity portfolio

(1) Implement the VIP membership system to strengthen the emotional relationship between both sides.

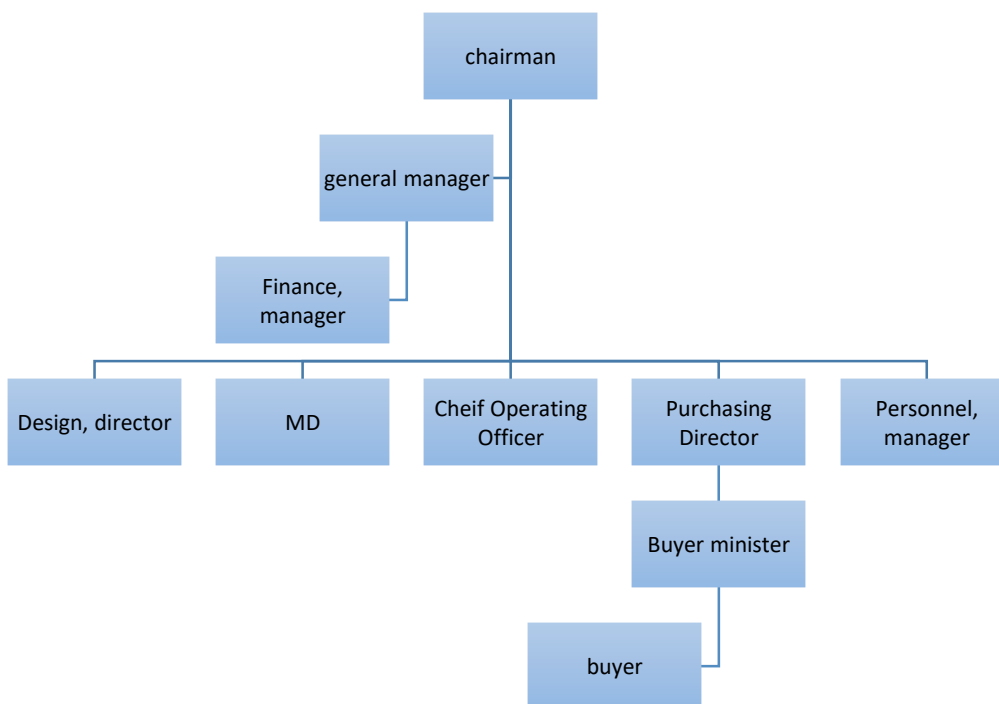
(2) Hold fashion-themed activities to improve the fashion awareness of the store.

Distribution and sales

四、 Distribution and sales

Brand agency cooperation ways are diverse and flexible. In addition to buying out the brand products, we should have the agency right off the fashion brand, or establish long-term cooperation with the brand through entrusting sales of the products and equity joint ventures

The management team and company structure



The company's management team consists of 8 people: 1 chairman and general manager, 1 financial manager, 1 design director, 1 marketing director and operation director, 1 personnel manager, 1 purchasing director, and 2 buyers' ministers (divided into online and offline management).

OPERATION PLAN

In recent years, domestic buyers' stores have risen rapidly, growing at a rate of more

than 130% a year. In terms of distribution, economic development is the best condition to cultivate buyer stores. With the full market in the first-tier cities and the hot commercial real estate development in the second and third-tier cities, buyers' stores are gradually expanding to the second and third-tier cities.

➤ business model:

The business model of this project is the clinic's "direct management + agent" multiple service business models.

➤ operation pattern:

Based on the membership system. Enhance the contact with the members through various member discount activities.

➤ Promotion mode:

service orientation + word of mouth communication + multi-channel promotion, the implementation of promotion strategy.

Table 1 Financial analysis and feasibility analysis

Unit: YUAN

Income statement					
project	2,022	2,023	2,024	2,025	2,026
I.operating receipt	1,200,000	1560,000	1860,400	2,367,680	2721,240
Less: The cost of selling goods	460,000	700,000	868,800	1022,560	1,107,080
business expenses	294,000	294,000	294,000	294,000	294,000
selling expenses	260,000	260,000	260,000	260,000	260,000
hiring costs	78,000	78,000	78,000	78,000	78,000
cost of financing	22,500	22,500	22,500	22,500	22,500
gross profit	740,000	860,000	991,600	1,345,120	1,614,160
2. Operating profit	(85,500)	205,500	571,100	690,620	959,660
Plus: Non-operating income	—————	—————	—————	—————	—————
Less: Non-operating expenses	—————	—————	—————	—————	—————
3. Total profit	(85,500)	205,500	571,100	690,620	959,660
Reduced: income tax	45,000	81,000	111,040	161,768	197,124
4. Net profit	(40,500)	124,500	460,060	528,852	762,536

1. The company needs 500,000 yuan for the initial investment, mainly for fixed assets, website registration, and store decoration.

2. Suppose the rent of the store is 78,000 yuan/year.

3. Income tax is calculated at 2.5% of the turnover of 1 million, and 10% of 1 million to 3.0 million,

2. Feasibility Analysis (2022- -2026)

Investment recovery rate: ROI =76.65%

Internal Rate of Return: IRR=43%

Net present value: NPV (i=3.34%) =70303.26yuan

Investment payback period: PP=2.7 years

CONCLUSION

It can be seen from the above data that this project is an industry with small investment risk, quick effect, and a high rate of return. With the deepening of China's accession to the WTO process, international trade is hot, and international business websites are close to physical stores. In addition, the continuous improvement of the e-commerce industry, the rapid improvement of consumers' living standards, and promote the rapid increase of the market demand for buyers. Therefore, Aishang shopping shop urgently needs to expand the scale and form the enterprise-scale benefits.

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