

SHANDONG PIGZI BAIJIA ANIMAL HUSBANDRY

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ABSTRACT

Shandong Zhuzi Baijia Animal Husbandry Co., Ltd. is affiliated to Qingdao Yishou Pioneering Agriculture and Animal Husbandry Technology Group Co., Ltd. "Pig Grain" is its brand of ecological pork, and its parent company provides relevant industry resources for Shandong Zhuzi Baijia Animal Husbandry Co., Ltd. and financial support. Qingdao Yishou Entrepreneurship Agriculture and Animal Husbandry Group Co., Ltd. was founded in 2004 and is headquartered in Qingdao, the capital of brands in China. It is an international platform-based pig industry technology group integrating R&D, production, sales and service. Yishou Entrepreneurship Group focuses on the system value service of large-scale pig farms. It has more than 3,000 large-scale pig farms with partners, serving and controlling more than 200,000 basic sows.

Keywords: the company's founder pig grain-scale pig farm basic sow

INTRODUCTION

Corporate Vision : To be the most respected company .

Brand mission: let more people eat ecological pork.

current state

The pig industry has reached a critical period of transformation from quantitative expansion to quality and efficiency. Vigorously develop and promote high-quality breeding pigs in the true sense, improve the quality of live pig breeds, implement brand strategy and enhance market competitiveness, which will be the development of my country's commercial pig production. inevitable trend.

Establish ecological pig farms, aiming at environment and product safety, fully realize standardized management, ecological breeding, industrialized operation, enterprise operation, and market-oriented development mode, provide safe, high-quality, green livestock and poultry products to the society, protect the people Meat safety for the masses. Ecological pig raising is in line with the social and economic development trend, domestic policy orientation and market demand. Ecological pig raising has great economic and social benefits. Therefore, the ecological pig raising project has a very broad market prospect.

Brand Positioning

The company stands at the height of the pig industry chain, through the integration of advantageous resources, starting from the needs of consumers, focusing on safety, health and flavor, and combining various aspects of variety, environment, health care and management, it

provides the market with cost-effective children's products. I like to eat "EU quality" ecological pork.

Legal Status and Ownership

The main laws and regulations related to pig raising promulgated in my country include: "Animal Husbandry Law", "Animal Epidemic Prevention Law", "Agricultural Product Quality and Safety Law", "Regulations on the Administration of Feed and Feed Additives", "Regulations on the Administration of Veterinary Drugs", "Pig Slaughtering Administration" Regulations. All pig producers need to learn and understand.

INDUSTRY ANALYSIS

At present, the epidemic in China has been brought under control, but the worldwide outbreak has not been effectively controlled, and the number of confirmed cases is still rising, affecting major pig-producing countries. There is a lot of room for the development of brand pork in China. The upgrade of consumption has become an opportunity for brand development. Consumers believe that a good brand image represents food safety and high product quality. Brand image is increasingly important for the pork industry.

INDUSTRY TRENDS

With the rapid development of my country's economy, people's diets are also changing. From eating well to eating healthy, people have higher requirements for pork quality and food safety. Compared with the past, consumers are now looking for quality. The improvement of living standards has promoted the development of branded pork.

MARKET ANALYSIS

From user market analysis and target customer segmentation and demand analysis With the improvement of consumers' consumption concept and consumption ability, consumers not only pursue meat products with good taste, but also pursue ecological meat products that are safe, healthy and cost-effective. The buyers of ecological pork are mainly consumers who have a certain economic foundation and are concerned about their own health

MARKETING PLAN

Distribution and sales

1. Supermarket

(1) Supermarkets have a stable source of customers, consumers are more trusted and recognized, and one-stop service will bring us stable sales.

(2) Supermarkets gather mid-to-high-end consumer groups in the region. There are many of our target customers.

2. On behalf of the farmers market

We believe that a valuable channel—the mid-range farmers market—has positioned itself as high-end, low-priced branded pork. After finding a matching market merchant and

packaging its booth, it immediately reflects a low-end but not low-end terminal image. We know that all mature brands are the result of trial and error correction in the early stage of marketing, and no brand can go the right way just by relying on the original plan.

MANAGEMENT TEAM

General manager:

Yuan Aipeng, founding shareholder and general manager of Qingdao First-hand Entrepreneurship Agriculture and Animal Husbandry Entrepreneurship Group

technical director:

Chen Jutao, South China University of Technology

Director of Sales:

Zhao Liang , with nearly seven years of experience in operation and management, has high attainments and rich practical experience in market development and sales planning

Board of Directors

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

General Manager : Responsible for the day-to-day business affairs of the company, accountable to the board of directors, and decides the candidates for department managers .

consultant Committee

Xu Qifu Wuhan University of Light Industry

Other professionals

Personnel Administration Director : Qin Shan, who is currently in charge of the company's human resources and administrative management.

Quality Inspection Director : Song Cai, major in animal husbandry, familiar with the standardization requirements of the breeding process.

Chief Financial Officer : Zhang Fa, accountant.

SWOT elements:

1. Strength

Technical advantages: The company adopts advanced European management experience and breeding technology in the early stage of breeding, and adopts stocking and ecological nutrition in the later stage. Through small-scale trial breeding, the quality and taste of pork have been improved significantly. Years of accumulation in the industry have basically formed the standards of ecological pig farms, ecological pigs and ecological pork.

Cost advantage: The company greatly reduces product costs through large-scale and standardized breeding technology; direct entry and de-intermediation of shareholders' supermarkets.

Product advantages: The company's products are standardized and can produce pork that is safe and sustainable for the middle class.

Logistics advantages: The company's products implement customized production, and the pork is directly delivered to consumers through the cold chain within 24 hours.

2. Weakness

Low popularity: Because the company's ecological pork is still in the brewing stage, it is a new product, only accumulated in the industry, and the popularity is low, and the company's brand has not yet been launched.

Insufficiency of sales channels: The pork sales market is complex and mainly relies on distributors. The company is in the early stage of its establishment. Although it has cooperation with the Baccarat Group among its shareholders, it is still in the early stage of operation.

Insufficient management experience: In the early stage of the company's establishment, the company is still in the stage of perfecting rigorous operating procedures and rules and regulations, which may have a certain impact on the company's operation.

3. Opportunity

National policy tilt: The Ministry of Agriculture of China clearly stated in 2018 to encourage and encourage livestock and poultry breeding, slaughtering and processing enterprises to implement the model of "scale breeding, centralized slaughtering, cold chain transportation, and cold fresh listing", accelerate the transformation and upgrading of animal husbandry, and improve the slaughtering of livestock and poultry nearby. processing capacity, build a cold chain logistics system for livestock and poultry products, reduce the long-distance movement of livestock and poultry, reduce the risk of animal disease transmission, and maintain the production safety of the breeding industry and the quality and safety of livestock and poultry products.

Adjustment and change of industrial structure: "people take food as the sky, food safety is the first", the improvement of consumers' health awareness has gradually increased the demand for ecological and safe meat products; the strong support of the government has made ecological pork have a good development prospects. Ordinary pork has entered the product maturity stage. At present, ordinary pork on the market has many problems such as poor taste, low nutritional value, and serious safety hazards. At present, the ecological pork market is basically in a blank state. Several well-known brands Jinluo, Shuanghui and Yurun in the market are only ordinary cold fresh meat, and they are only indirect competitors. Ecological pork is a new breed on the market, and there is a lot of room for market growth. There are many hidden safety hazards in ordinary pork, which makes consumers particularly expect green ecological pork, and the ecological pork market has a very broad prospect. Higher-level consumption and physiological needs, and increasingly segmented consumer groups, provide opportunities for meat companies to carry out marketing.

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