Study on the Implementation Path of Brand Strategy of Chinese Enterprises' Foreign Trade Export

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Abstract: The brand is one of the components of the commodity, without its own unique brand of goods is difficult to enter the international market, even into the market, there is no long-term competitiveness. On the basis of analyzing the motives of the implementation of brand strategy of Chinese enterprises' foreign trade export, this paper reveals the existing problems from the aspects of low value, lack of cultural connotation, lack of marketing means, lack of innovation spirit and lack of independent intellectual property rights, clear brand positioning, adhere to scientific and technological innovation, broaden the marketing channels, strengthen the protection of property rights and other aspects of the corresponding countermeasures.

1. Introduction
Whether the brand as a kind of economic phenomenon or as a science, have far beyond its guarantee of quality and service, a symbol of value and wealth of the category, and to promote economic development and cultural progress of the invisible force. Although China's foreign trade enterprises to cultivate the brand's growing enthusiasm, independent brand exports and the proportion of steady rise, the initial emergence of a number of international markets have some influence in the independent brand, but the world's top in front of the valuable Brand, no one brand belongs to our brand, our country has become a "export power, brand small country". Economic globalization and the accelerated development of market economy, making enterprises face a more competitive environment. Therefore, we must strengthen the construction of independent brands, training a number of world-renowned Chinese brands.

2. Motivation of implementing brand strategy in Chinese enterprises' foreign trade export

2.1 Conform to the times trend
The essence of strategic competition is the form of competition from the product competition stage into the brand competition stage. In the highly homogeneous product today, the brand has no doubt become the core of corporate marketing, competitiveness, enterprises only have their own brand, to make their products in the many competitors come to the fore, so as to win in the competition, To win the favor of consumers. For the development of the big country is concerned, not their own brand is difficult in the world economic development to gain a place, the national brand competitiveness is difficult to sustainable and stable development in the economic globalization of the game will also be at a disadvantage.

2.2 To improve economic efficiency
In the process of export-oriented growth, the export-oriented enterprises are often plunged into the dilemma of foreign exchange or benefit. In this mode of operation of the transformation process, we also need to have a new business ideas. Reduce costs and prices, the implementation of small profits but quick turnover is a way of thinking, and by shaping the brand, to raise the price is even more
important strategy. The implementation of brand strategy, improve product quality and grade, not only can capture the market, but also for export enterprises to bring huge profits, in order to achieve the double growth of foreign exchange and efficiency.

2.3 To develop the international market

Brand strategy will help our enterprises to develop the international market, the competitiveness of products and enterprises are ultimately reflected in the brand's competitiveness. Brand is to open up the market, the occupation of the market an important weapon, foreign trade enterprises in the world famous brand market share growing competition environment to survive and develop must pay attention to the brand, the implementation of brand strategy to open up new international markets, enhance business in the international market In the competitiveness.

2.4 Reflects the comprehensive national strength

Under the influence of economic globalization, the international market competition has crossed the stage of product competition and entered the era of brand competition. If a country lacks the international competitiveness of the brand, not only to our enterprises in the international market competition in a disadvantage, reduce the export efficiency of enterprises, but also affect the upgrading of the industry and the status of international division of labor, fundamentally restricting our country From exporting power to exporting power.

2.5 Accumulate corporate capital

The brand itself is also valuable, is a valuable intangible asset, is a symbol of good reputation. Brand export enterprises can use mergers, holdings, acquisitions, credit and other means to accumulate more capital for the change of China's export enterprises to diversify the pattern of decentralized operation, to achieve large-scale, group management, improve export competitiveness has important significance.

3. Restriction factors of implementing brand strategy in Chinese enterprises' foreign trade export

China and the developed countries in the performance of the gap between the brand is quite large, the problem is also quite serious.

3.1 Low value content

After years of experience in the production of foreign OEM production, many of our products in the quality, performance, processing technology and other aspects of the gap with the international advanced level has been very small, but the brand disadvantage has increased this gap. At present, many of our foreign trade enterprises in marketing often blindly emphasize the increase in sales, product sales to become the biggest goal of the enterprise, that the more products sold, brand awareness to enhance the faster. With the increasing production, demand is greater than the supply, and more and more ignore the brand quality, eventually leading to brand devaluation.

3.2 Lack of cultural connotation

China's enterprises blindly pursue short-term benefits to maximize the neglect of their own brand for the future development of enterprises far-reaching impact, not yet realized that intangible cultural values can be transformed into tangible brand value, cultural wealth can be transformed into corporate competitive capital, cultural connotations bring the brand to higher value added and the importance of market value. Really have the marketing value of the brand culture is able to meet the needs of a certain spirit of the customer.
3.3 Marketing means a single

In most of the export enterprises, from marketing staff to management, decision-making did not establish the correct concept of brand marketing, brand marketing awareness. Brand promotion measures appear fast, fast promotion, death fast, slow effect of the phenomenon. Global brand marketing in our country has not been deeply rooted, a single marketing means and economic diversification trend does not match.

3.4 Lack of innovation spirit

China's outstanding brand problem is the lack of personality, there is no sense of innovation. Most companies only a single brand positioning will be located in the selling point, that the more points to attract more customers, this will instead greatly reduce the value of the brand, making it difficult to enter the international market, even if the international market into the international market,. The survival time is also very limited, which may be the vast majority of products are always buried the real reason.

3.5 Lack of independent intellectual property rights

Chinese enterprises are actually for foreign brands "work". In this process, China has not formed its own brand. With the continuous improvement of manufacturing capacity of enterprises in China, the phenomenon of homogenization of products is becoming more and more serious. However, due to foreign trade enterprises failed to implement brand trade at the strategic level, therefore, the brand of this intangible core competitiveness can not be grasped by most enterprises. Many companies initially started by imitation. Lack of core technology, the lack of independent intellectual property rights, which is the soft underbelly of China's products, leading to export commodities difficult to build their own brand.

4. Enterprises to implement brand strategy path selection

4.1 To strengthen brand awareness

The participation of brand building requires the efforts of every employee in the enterprise, which requires the entrepreneur to instill the brand consciousness into the employees of every stratum in the enterprise, forming a soft environment conducive to the brand creation within the enterprise. Enterprises to change the past behind the business philosophy, will meet consumer demand as the center of business activities, enhance brand awareness. In the era of market economy, the brand's awareness of strengthening has become the brand's sense of competition. Supervise the international certification of brand enterprises, and constantly enhance brand awareness. So that the brand awareness of foreign trade enterprises are also increasing. In the product quality at the same time actively apply for international certification, and gradually establish their own brands, to enter large foreign enterprises to prepare the procurement system. Over time, in order to continuously expand the value-added products, to obtain greater profits.

4.2 Clear brand positioning

Enterprises must first understand the market, understand the needs and use their own advantages in resources, mining those who have a specific cultural connotation and national characteristics of the product, to determine the correct, in line with the actual situation of the brand positioning. Second, we should pay attention to is, in the long run, the brand not only represents the image of their own business, but also represents the image of its consumers, that is, the brand also shows the consumer's personal value orientation. Therefore, companies should focus on specific markets, rather than satisfied with the existing consumer groups.
4.3 Adhere to scientific and technological innovation

The long-term development of the brand depends on innovation, in the increasingly competitive market in modern society. Only through sustained and stable innovation, enterprises can occupy a place in the market, corporate brand to occupy a certain market share. If the rigid, do not think innovation, will inevitably be the market to deny and eliminate. Such as the United States, Intel and Microsoft two brands, are relying on technological innovation so that the function of the product continue to improve and expand.

4.4 Broaden the marketing channels

China’s foreign trade enterprises should not only through the trade fairs and participate in social welfare activities and other forms of international public awareness, improve product visibility, expand market coverage. But also according to the target customers where the market culture and legal norms, the product of a series of advertising and promotion, thereby enhancing the visibility of the product. In the rapid development of this Internet information today, enterprises use the modern Internet information industry resources, multi-directional implementation of brand promotion and business portfolio, so that the brand in the international market place.

4.5 To strengthen the protection of property rights

Trademark is the commodity to enter the target market country permits, export enterprises to international marketing must be in the target market for trademark registration. When the brand is carefully protected out, and to the international market, we must first consider seeking international legal protection. And for our excellent brand, in foreign countries to seek protection, foreign trademark registration has a very important significance. China's enterprises must strengthen the legal awareness, strengthen the protection of intellectual property rights, the development of practical policy programs and put into practice, I believe in the near future, China will cultivate a number of world-class brands.

5. Conclusion

Brand strategy as an integral part of the overall strategy of the enterprise, we must cause enough attention to business operators. Commodity brand best embodies the characteristics of national industry, not only the intangible assets of enterprises, but also the whole country and the nation's valuable wealth. Famous brand is not only a stepping stone into the international market for export commodities, but also the amulet of the domestic market. Enterprise any competitive advantage - resource advantages, technological advantages, personnel, management advantages, product advantages, marketing advantages, etc. should eventually be transformed into the corporate brand. Therefore, the implementation of brand strategy for the export of Chinese enterprises should seek the corresponding countermeasures from strengthening brand awareness, clarifying brand positioning, adhering to scientific and technological innovation, broadening marketing channels and strengthening property rights protection.

References

