Northwest China's Tea Industry Development Strategy Based on SWOT Analysis - as an Example of Shaanxi Province

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Abstract

The brief introduction of the general situation of Shaanxi tea industry, on the basis of SWOT analysis system of Shaanxi tea industry internal advantages and weaknesses and external opportunities and threats for comprehensive analysis, put forward the basic strategy of development of Shaanxi tea industry competitive advantage: establish the marketing idea, optimizing the marketing mix, optimization of tea processing technology, improve the tea production, improve the comprehensive competitiveness of products.

Keywords: Shaanxi tea industry; SWOT analysis; The development strategy

1 INTRODUCTION

Qinba mountains in southern Shaanxi is China's northwestern region of tea producing areas. Tea after Shennong in tea, tea before Tang dynasty Bashu, tang and Song dynasty, Shannan Ziyang tea and tea, tea in Shaanxi in Ming dynasty, Qing dynasty after the founding of Shan oolong tea six historical stage. Since the song dynasty, tea drinking customs and its cultural centre of gravity along with the transfer of the political, economic and cultural center of gravity to the east, Shaanxi tea in tea industry and national tea culture in the country gradually decline, industry and culture of the fault. So the song after rarely mentioned in the history of tea culture, tea in Shaanxi. Now Shaanxi tea as a local tea, though of good quality, but because of low yield, less publicity, marketing is not strong enough, as the west lake Longjing, Wuyi rock tea, Anxi Tieguanyin tea, Yunnan Puer tea as famous. In fact, as early as the Han dynasty period, Qinba mountains in Shaanxi province is one of seven big tea area in our country.

In this paper, SWOT analysis, the internal advantages and disadvantages of Shaanxi tea industry; Analyzes the external environment facing the opportunities and challenges, and on this basis to explore the development of Shaanxi tea industry strategy.

2 Development of tea industry in Shaanxi province

Southern and central Shaanxi have tea production. Concentrated in Qingling-bashan mountains green tea with Wuzi fairy, Ziyang Maojian tea, Han river silver hooks, set the nameplates, eyebrow, NingJiang sparrow tongue, Mingyuan ShangNa springs, Xixiang emerald green shoots, such as brand, because of its finished product after filming, aggregates, such as roasting fragrance and the elaboration process, so collectively known as "Shan green" in green tea. Produced in central Shaanxi Guanzhong region of entirely different tea eight

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color black, brown oil moisten, suitable for elevations and high-fat diet area of people, is a long history of black tea varieties.

The 21st century, the major tea producing areas in Shaanxi province through the introduction of good, improve the level of production management, establish a standardized demonstration area, tea production continues to grow, improve quality, tea garden area gradually expanded, as of 2015, Shaanxi tea planting area of 1.95 million mu, with an annual output of 70000 tons of tea. Tea planting became the mainstay of most cultural connotation of Shaanxi agriculture.

3 Shaanxi tea industry internal environment analysis of the advantages and disadvantages

3.1 The advantages of Shaanxi tea industry development

3.1.1 The good natural ecological advantages and unique tea quality

In main tea areas in the north Qinling mountains, south reliance of Bashan, the Han river basin through. Here 14 ℃, annual average temperature 12 ℃ - clouds appear high probability; Average annual rainfall 1000 mm, and concentrated in the tea production season 4 - in October; Soil pH value of 4.08-4.08, the pH value of tea tree's growth is very good, tea garden soil is fertile and rich in zinc, selenium, conducive to the accumulation of active ingredients of tea. Moreover, Qingling-Bashan mountains biosphere reserve is the world's people and nature, and the water is clean, the air is fresh, unique natural endowment makes the ideal production area of pollution-free, organic tea. Here tea more than 90% reach the standard of green food grade AA, is rich in aromatic substances and amino acids, make shan tea has "strong aroma, taste, resistant to brew, form beauty, health care" characteristics. Famous tea master Chen Huichun professor pointed out that "Hanzhong city in southern Shaanxi area is the rare high aroma of tea".

3.1.2 Tea production cost is relatively low

Tea production cost including labor cost, manufacturing cost, transportation cost. Agricultural population accounts for 71.8% of the total population in southern Shaanxi, less arable land per capita, the countryside surplus labor force, relative to the southeast coastal areas in China, mainly engaged in tea production labor cost is low; Southern Shaanxi has a long history of tea, tea processing techniques mature, complete facilities, workers skilled operation, tea processing cost is not high; Qinba the tea area is located in the closing day economic belt in southern Shaanxi, Chengdu-Chongqing economic zone radiation belt, north and south, east and west highway through the tea, tea products before transport distance and time is greatly reduced, effectively reduce the transportation cost.

3.2 The disadvantage of Shaanxi tea industry development

3.2.1 Low yield rate high tea garden, tea garden as a whole management level need to improve

Major tea producing areas in southern Shaanxi is mostly built in the sixties and seventies of the 20th century, tea garden construction standard is low, management extensive, low finished product tea production. Tea grows mainly rely on local farmers, tea farmers overall culture quality is not high, tea new technology popularization. Manual mill tea factory, tea processing equipment simple, is not conducive to mass production and finished product tea quality is not
stable. Because of mismanagement, fresh leaf raw material waste is serious, brand tea famous boundless. Various factors, the Shaanxi tea market share is low, economic efficiency is not high.

3.2.2 Tea brand awareness is low, do not pay enough attention to marketing

Shaanxi tea brand is numerous, almost every district has in their own native place names tea brands, such as the Ziyang Maojian tea Ziyang county, Hanzhong city Hanjiang river silver shuttle, Mian county set the nameplates, eyebrow, NingJiang sparrow tongue NingJiang county, Xixiang county of Xixiang emerald green shoots, etc., due to their own production is low, the competitive advantage is not obvious, the lack of a strong marketing, lead to Shaanxi tea brand awareness is low.

In addition, Shaanxi tea mostly small scale enterprises, the market marketing consciousness, promotion, product promotion activities, not form a large-scale marketing system. In addition, the tea culture has a long history of rich content in southern Shaanxi, but ignored when tea promotion and marketing planning "culture card". Moreover, tea enterprise has not obtained a cooperation alliance, with other advantage industry in Shaanxi province in Shaanxi, sales of high-end tea products are high-grade consumption places south of tea manufacturers monopoly, local brands more wandering in the cheap tea wholesale market.

4 The development of the Shaanxi tea industry facing the opportunities and challenges

4.1 The external opportunities

4.1.1 The market demand is big

Tea has many health benefits, can promote metabolism, anti-aging, anti-cancer effect of losing weight. Modern people work pressure big, the fast pace of life, drinking tea is the preferred way of healthy life and decompression, based on this idea, the growing market of China and the world of tea consumption. In addition, tea drinks, tea, tea polyphenols cosmetics diversified tea deep processing products the most favour, objectively stimulated the tea garden increase tea production, as well as Shaanxi tea industry development provides a good external opportunities.

4.1.2 Location advantage is obvious.

Shaanxi tea has a long history, began on Monday, sheng in the tang and song dynasty, has thousands of years of production history of the tribute tea, tea officer. Living in Qingling-Bashan mountains of ancient Ba people is one of the earliest kinds of tea, with tea crowd China, in 1135 BC, the Bashu land produces tea became tribute to the tang dynasty, Shaanxi Ziyang tea was officially listed as imperial tribute, and along the silk road, are exported to the west. Shaanxi tea is the ancestor of black tea in China, eight was listed in Shaanxi province non-material cultural heritage list. Tea for a long time, the northwest region of the province, mostly people drink tea in Shaanxi province, because of its good and inexpensive, Shaanxi tea in northwestern has a leading market share and good reputation. Core radiation area of Shaanxi province is located in the closing day of economic belt, the capital of Xi 'an is the starting point of the “silk road economic belt”, the location advantage of Shaanxi tea industry development to create a good opportunity.
4.2 Outside threats
4.2.1 Intense market competition

In terms of China’s domestic market, longjing, "biluochun", qiinen black tea, DianGong time, pine creek, white tea, puer tea, famous tea firmly occupy a certain market share. In addition, there are all kinds of tea drinks, tea drinks such as tea, get the welcome of young consumers. So Shaanxi tea industry is facing great pressure of market competition. In addition, in a wide range of Shaanxi tea brand, distract the attention of consumers, to highlight the tea itself characteristics and advantages, in Shaanxi tea products market share is low, the competitiveness is not strong.

4.2.2 Tea production costs

Tea plantations need agricultural supplies, such as nitrogen, phosphorus and potassium fertilizer tea factory needs the equipment machinery, energy, power prices have varying degrees of buoyancy, tea production costs rise, directly influence the tea industry profits space. In addition, with the accelerating process of urbanization, rural hollowing out phenomenon, shortage of rural labor force than previously, lead to the tea planting, tea products processing and production management of increasing labor costs, rising costs of tea production in Shanxi Province.

5 To promote the development of Shaanxi tea industry strategy

Shaanxi tea are of good quality, unique, for propaganda does not reach the designated position "in buxuriant nobody know"; due to the low yield is not conducive to fully open markets. Promote the development of Shaanxi tea industry, it is recommended that:

5.1 Establish the marketing idea, optimizing the marketing mix

Senior marketing realm is to let customers experience the excellent quality and reasonable price of consumption experience. Promote the development of Shaanxi tea industry, from the product brand, price, channel, promotion, etc., to optimize the tea marketing model, improve market share.

5.1.1 Strengthen brand construction

Implement the strategy of "high-quality, high-quality goods, famous brand". Hanzhong city government to change counties, mixed tea brands, integrate, unified named after "Han cents", brand competition force. Suggestions under the background of "Han cents above the main brand", the implementation of marketing deputy brand concept, establish a series of products. With Wuzi fairy, Ziyang Maojian tea, Han river silver hooks, set the nameplates, eyebrow, NingJiang sparrow tongue, ShangNa Mingyuan, Xixiang deputy brands such as emerald green shoots, ordinal cover all high, medium and low-end market brand system, implement the tea level clear, accurate positioning, covering a comprehensive brand system. For different levels of deputy brand, equipped with the corresponding characteristics of packaging.

5.1.2 Pricing strategy

Top remarkably tea proposal pricing at 1000-2000 yuan per kilogram, with gift box packaging, high income people oriented; in the tea suggested price 300-500 yuan per kilogram. Geared to the needs of lower income, give priority to with the drink, suggested price in 100-200 yuan per kilogram.
5.1.3 Channel strategy

By the government and enterprise combined construction tea sales channels, encourage enterprises to take part in all kinds of subsidies and Shaanxi tea sales, set up outlets in the domestic cities. Tea sales channels of laying methods mainly include: tea factory stores; Tea plantations, Tea factory, entertainment consumption; Tea plantations, tea factory, tourist attractions; Tea factory, wholesalers, shop counters, supermarket, special local product shops, Tea producers - teahouse; The tea producer - online stores. Tea sales network construction, explore the chain-like management and circulation of modern network sales way and promote the circulation of tea.

5.1.4 Promotion strategy

Promotion strategies include online and offline promotion way. Offline promotion strategy are: the tea art performance, product display, in the great temple and other temples in the propaganda of the tea ceremony. In tourist attractions, such as tourist hub free complimentary, presented a small sample in the tea ceremony, etc.

Online promotion strategy, in addition to traditional TV radio and newspaper advertisements, also should pay attention to the network propaganda, establish tea enterprise portal website, WeChat marketing, network advertising mail promotion methods, etc.

5.2 Optimization of tea processing technology, improve the tea production, improve the comprehensive competitiveness of products.

Along with the domestic and international market for green tea health care function, natural quality of green tea in market prospect is bright. Green tea, however, the traditional production process for the fresh leaves of the waste is serious, so, should be comprehensive utilization of big leaf, summer and fall two JiXian leaves, tea production process improvement, reduce the waste of raw materials, improve the tea production of finished product.

In addition, but also pay attention to make full use of old leaves, thick leaves, tea, tea seed extract raw materials such as nutrients, to carry on the deep processing of tea products, tea powder, can be used as food, medicine makeup match raw materials, forming new profit growth point, thus improve the comprehensive competitiveness of products.

5.3 Use of geographical advantages, promote the circulation of tea

Shaanxi province adjacent to Hubei, Sichuan, Shanxi, Henan, Gansu, Ningxia, Inner Mongolia, is the heart of the "west triangle". Along with the high-speed highway, west of the western Han dynasty, Bao Han high-speed, high-speed, high-speed even Huo 10 days the smooth opening, linking the west and connecting the north and the south Shaanxi the geographical advantage of appeared again. Use of geographical advantages, thorough tea culture research and product research and development, information communication, tea, tea marketing expansion of Shaanxi tea influence, promote the circulation of Shaanxi tea industry, out of Shanxi, to a wider market both at home and abroad.

6 Conclusion

Since the song dynasty, tea drinking customs and its cultural centre of gravity along with the transfer of the political, economic and cultural center of gravity to the east, Shaanxi tea in tea industry and national tea culture in the country gradually decline, industry and culture of the
fault. So the song after rarely mentioned in the history of tea culture, tea in Shaanxi. Now Shaanxi tea as a local tea, though of good quality, but because of low yield, less publicity, marketing is not strong enough, as the west lake Longjing, Wuyi rock tea, Anxi Tieguanyin tea, Yunnan Puer tea as famous. In fact, as early as the Han dynasty period, Qinba mountains in Shaanxi province is one of seven big tea area in our country. Use of geographical advantages, thorough tea culture research and product research and development, information communication, tea, tea marketing expansion of Shaanxi tea influence, promote the circulation of Shaanxi tea industry, out of Shaanxi, to a wider market both at home and abroad.

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