

Министерство науки и высшего образования Российской Федерации
Федеральное государственное автономное образовательное учреждение
высшего образования
«Южно-Уральский государственный университет
(национальный исследовательский университет)»
Высшая школа экономики и управления
Кафедра «Менеджмент»

РЕЦЕНЗЕНТ

« ____ » _____ 2021 г.

ИЗУЧЕНИЕ ОСОБЕННОСТЕЙ МАРКЕТИНГОВОЙ СТРАТЕГИИ КОМПАНИИ
ЮНИКЛО И РАЗРАБОТКА ПРЕДЛОЖЕНИЙ ДЛЯ СОВЕРШЕНСТВОВАНИЯ
МАРКЕТИНГА

ПОЯСНИТЕЛЬНАЯ ЗАПИСКА
К ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЕ
ЮУрГУ–38.04.02.2021.482 ПЗ ВКР

Руководитель, доцент, к.т.н.

_____ / Я.С. Добрынина/

« ____ » _____ 2021 г.

Автор работы,

студент группы ЭУ-224

_____ / Цю Синьли/

« ____ » _____ 2021 г.

Нормоконтролер, доцент, к.т.н.

_____ / Е.В.Ярушина/

« ____ » _____ 2021 г.

Челябинск 2021

ABSTRACT

Qiu Xinli: In this paper, the fast fashion business philosophy, marketing strategy as a breakthrough, to find common points, and then use SWOT analysis to study Uniqlo's marketing environment in China, and its marketing strategy, decipher why Uniqlo is so popular in China, extract the essence of Uniqlo's marketing strategy, and then use it in local fast fashion brands. Chelyabinsk SUSU, EU-224776 p, 2 tables, 3 pictures, references – 41 names

Uniqlo is a leading international garment giant, integrating processing and manufacturing, raw materials production, in-store marketing, marketing, product design, advertising and communications. In early 2002, Uniqlo officially launched a new round of expansion into the Chinese market and achieved a number of good results. However, the good times did not last long, only three years, because there was no in-depth study of the domestic market, later market competition receded and then left the Chinese market. But in the following years, Uniqlo gained momentum again, conquering its own market in both product design and marketing, and continually expanded the apparel market with new consumers and users.

Using Uniqlo as an example, this article conducts in-depth research and analysis of its enterprises' marketing strategies in order to gain a certain degree of knowledge and guidance on the marketing strategies of Chinese enterprises.

Keywords: Uniqlo ; Marketing strategy ; SWOT analysis ; Fast fashion

CONTENT

INTRODUCTION	6
1 THEORIES ABOUT UNIGLO S MARKETING MANAGEMENT	8
1.1 Research background and significance and research methods of this topic	8
1.1.1 Research background and significance	8
1.1.2 Research methods of this topic	8
1.2 Fundamentals of Marketing Theory.....	9
1.2.1 Value chain analysis theory	9
1.2.2 Market positioning theory	10
1.2.3 Marketing 4P Theory	11
1.3 Company profile	13
1.3.1 Brand introduction	13
1.3.2 Brand development.....	13
1.3.3 Uniqlo history	15
1.3.4 Main ideas and products	15
1.3.5 Uniqlo's brand positioning.....	19
1.4 Introduction of fast fashion brands	20
1.4.1 The concept of fast fashion brands	20
1.4.2 Characteristics of fast fashion brands.....	21
2 ANALYSIS OF UNIQLO S MARKETINGMANAGEMENT	23
2.1 Uniqlo company profile	23
2.2 SWOT analysis of Uniqlo's marketing strategy.....	24
2.2.1 Strengths	25
2.2.2 Weakness.....	26
2.2.3 Opportunity.....	26
2.2.4 Threat	27
2.3 Analysis of four elements of strategic management.....	28
2.3.1 Business analysis	28
2.3.2 Resource allocation.....	28
2.3.3 Competitive advantage	29
2.3.4 Synergy advantage.....	29
1.Business analysis	30
2. Resource allocation.....	30
3. Competitive advantage	30
4. Synergy advantage.....	31
2.4 External environment analysis.....	31
2.4.1 Political environment.....	31
2.4.2 Economic environment.....	32
2.4.3Technology environment	33
2.4.4 Social and cultural environment	34
2.4.5 Industry external factor analysis matrix (EFE)	34
2.4.6 EFE external environment factor analysis (Uniqlo).....	37
2.5 Analysis of industrial environment	38

2.5.1 Industry life cycle analysis	38
2.5.2 Analysis of industrial structure	40
2.6 Internal capability analysis	41
2.6.1 Analysis on the key competitive factors of clothing industry	41
2.6.2 Analysis of key competitive factors of Uniqlo	42
2.7 Comprehensive analysis.....	43
2.7.1 SWOT analysis	43
2.7.2 Business portfolio analysis	46
Figure 2.4-Business portfolio analysis	46
2.8 Problems in Uniqlo's marketing.....	48
2.8.1 There are not many product categories.....	48
2.8.2 Lack of market positioning.....	48
2.8.3 Site selection price is too high.....	50
2.8.4 The channel is too traditional	51
2.8.5 Lack of research on consumer behavior and habits	52
2.8.6 Threats from competitors.....	52
2.8.7 The threat of new entrants	54
3.STRATEGIES AND SUGESTIONS FOR UNIQIO S MARKETING MANAGEMENT	55
3.1 Uniqlo marketing strategy.....	55
3.1.1 Uniqlo product development	55
3.1.2 Choice of Uniqlo Market.....	57
3.1.3 Uniqlo price adjustment.....	58
3.1.4 Strengthening of Uniqlo channels	59
3.2 The content of Uniqlo fast fashion brand marketing strategy in China.....	61
3.2.1 Uniqlo's marketing transformation in China	61
3.2.2 Product Strategy.....	62
3.2.3 Price Strategy.....	63
3.2.4 Channel Strategy.....	65
3.2.5 Promotion Strategy	68
3.2.6 Localization Strategy	71
3.3 The enlightenment of Uniqlo's marketing strategy in China to my country's fast fashion clothing brands	73
3.3.1 Clarify brand positioning and strengthen brand building.....	73
3.3.2 Slowing down shop opening speed	74
3.3.3 Development of fast fashion in children's clothing	74
3.3.4 Sustainable development, green marketing	75
CONCLUSION	77
REFERENCE	79

INTRODUCTION

Today's information age has come, science and technology and economy in the further development and innovation. At present, how to develop the current clothing enterprises through the technology and innovation of the new era of Internet, and carry out brand communication and propaganda, has become the difficulty and focus of more and more enterprise investors, leaders and decision makers, and the research on this topic has also become the focus of the current clothing brand marketing research.

From a theoretical point of view, China's clothing market is a win-win situation after international brands enter China, which brings new capital injection and fashion ideas. Compared with the marketing strategy, traditional old brands have many innovations. However, as a new trend in the clothing industry, the previous scholars and professors' research on marketing strategy is not perfect. Most of the papers and academic research mainly analyze the commonness of marketing strategy, while there are few academic articles on the analysis of individual personalization.

The theme of the research work: take Uniqlo as an example to study the marketing strategy of the current clothing industry.

The purpose of the research :is to provide reference for other similar clothing brands in China to form their own unique marketing strategies.

Research object: Research on Uniqlo's marketing strategy and development in China.

The main contents of the first chapter are as follows

First of all, this paper expounds the background and significance of this research, and analyzes Uniqlo's marketing management strategy through some research methods.

Secondly, it introduces the theoretical basis of marketing, including value chain analysis theory, market positioning theory and marketing 4P theory^[1].

Then, it gives a brief introduction of fast fashion brands, including the concept and characteristics.

Finally, summarize the basic situation of Uniqlo company, understand the main ideas and products of Uniqlo; Identify the brand positioning; Research the history and development of the company.

The main contents of the second chapter are as follows:

SWOT analysis; Analysis of four elements of strategic management (including business analysis, resource allocation, competitive advantage and synergy advantage); External environment analysis (including political environment, economic environment, technological environment, social and cultural environment); Internal industrial environment analysis; Internal capability analysis; Comprehensive analysis; Uniqlo company in the development of marketing problems^[2].

The main contents of the third chapter are as follows:

The content of Uniqlo's fast fashion brand marketing strategy in China; Uniqlo's marketing strategy; The Enlightenment of Uniqlo's marketing strategy in China to China's fast fashion clothing brands.

1 THEORIES ABOUT UNIGLO S MARKETING MANAGEMENT

1.1 Research background and significance and research methods of this topic

1.1.1 Research background and significance

China's fast fashion market is the main overseas market for many fast fashion . With the continuous development and improvement of China's economy and living standards, people's consumption outlook has also undergone some changes, and the fast fashion brand products are of high quality and low price. Not only can they satisfy consumers' pursuit of individuality, the prices are also very close to the people.

As a result, it was easily accepted and recognized by consumers. But it is precisely because China is the main overseas market for many fast fashion brands, but there is only one piece of cake, not only China local fast fashion wants to make a profit, and there are outsiders to get a share of the pie. At this time, refer to the marketing strategies of well-developed fast fashion brands to build China's own capital. The local fast fashion brand marketing strategy is imperative.

This article first takes the fast fashion business philosophy and marketing strategy as a breakthrough, finds the common points, and then uses SWOT analysis to study Uniqlo's marketing environment in China and its marketing strategies, and decipher why Uniqlo is so popular in China. Extract Uniqlo. The essence of marketing strategy is thus applied to local fast fashion brands.

1.1.2 Research methods of this topic

1. Literature and theoretical research method

At the initial research stage of this article, I browsed and sorted out a large number of materials related to the subject. After browsing the relevant documents, I laid the theoretical foundation for writing this article. The information comes from HowNet, Wanwei, web search, etc.

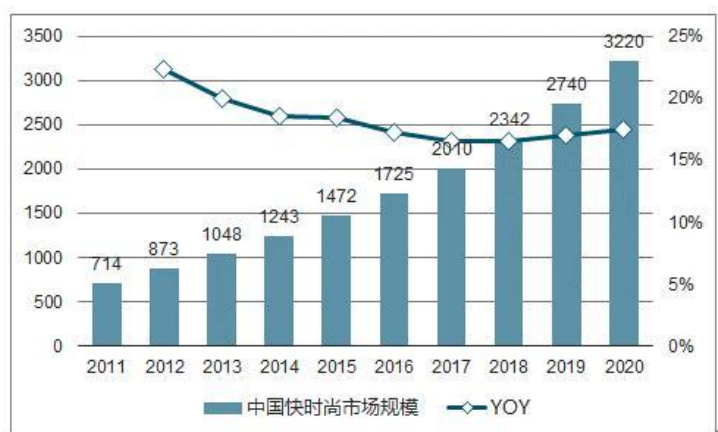


Figure 1.1 -2011-2020 China's fast fashion market scale (100 million yuan)

2. Case analysis method

This article uses case analysis to study Uniqlo's marketing strategies in China and draws inspirations to lay a solid foundation for the future development of my country's local fast fashion brands.

1.2 Fundamentals of Marketing Theory

1.2.1 Value chain analysis theory

Confirmed its position in marketing, and made due contributions to the further growth and development of the enterprise. Since this century, it has become one of the classic theories and empirical studies in marketing theories. In the process of applying the value chain analysis method of the enterprise itself, it first decomposes the various activities that the enterprise participates in value creation, analyzes the actual situation and conditions of each link, and then compares the various activities of the competitors. The indicators are compared and compared one by one, so that enterprises can find their own business advantages and opportunities through comparison and analysis, and at the same time, they can further analyze and improve through the advantages of competing enterprises and companies.

The core competitiveness of enterprises is based on these two From the basis of this method. The operation of enterprises, whether large-scale state-owned enterprises or small and medium-sized enterprises, is based on the two components of auxiliary and basic activities. The external and internal operating and production activities, after-sales service, logistics activities and corresponding marketing activities are included in the basic activities. Carry out exploration and analysis; and then incorporate human resource management activities, procurement logistics activities, R&D technical activities, and enterprise infrastructure construction activities into the auxiliary activities series for analysis. These are all theoretical studies and explorations. After these activities are separated, the identification of the contribution and value brought by the value chain is implemented in the enterprise itself and will often be effectively carried out soon [9].

1.2.2 Market positioning theory

On the basis of market segmentation, the potential market demand of the enterprise is effective. On the basis of previous research and exploration, we can clarify the goals of today's companies in their respective markets, so that they can maximize their understanding of their competitors and partners. Finally, the differentiation with competitors can be obtained in detail through the previous positioning. In order to attract more users, and constantly improve its own products according to user needs, continue to seize market share and users to become bigger and stronger. In the research, it is pointed out that through continuous exploration, predecessors have found that in many aspects of our lives, it is not only products that have their own positioning, but companies, services, institutions, individuals, and even a whole range of groups have their own positioning and Corresponding needs. However, in the end, it still depends on the product to reflect the positioning, but the design of the positioning is sometimes targeted at consumers or the market is not all For the product itself, we use market research to explore the preferences of the market and consumers, and analyze the

characteristics of consumers and potential customers accordingly. The purpose is to compare and differentiate the products of many competitors that produce products with similar functions. So as to expand the enterprise's market and potential users, and help the enterprise become bigger and stronger^[10].

1.2.3 Marketing 4P Theory

With the continuous progress of economy and technology, the market environment has changed greatly. Although there are advantages and disadvantages, and the changes are different, on the whole, the advantages outweigh the disadvantages, and the disadvantages and loopholes have been continuously improved and progressed. From the 1950s to the 1960s, in order to adapt to the changes of the times and market competition, most companies have realized that they must continue to obtain substantial profits while continuously promoting their competitive position, so that the company continues to grow bigger. To become stronger must stand out in the fierce competition. It not only requires the development of its own products, but also enables the company to maintain a good reputation, thereby improving and promoting the sales of services or goods. The company must establish a consumer-centric approach and provide continuous market research. Close to the true needs of target customers.

The 4P theory of famous marketing can be seen in Figure 2, which was born in the 1980s and 1990s. In order to adapt to and improve the changes of the times, the transformation of marketing concepts has also got a huge personality change. Marketing puts forward new social concepts in theory and corresponding practice. Under the guidance and propaganda of the corresponding theory, the marketing work of the enterprise is often the middle and high-level leaders and decision makers who conduct corresponding meetings and surveys, divide them according to the current market, and then allocate and train personnel. So as to win the most new consumers and potential users in the shortest time.

Similarly, some companies that were originally in the leading position in the industry did not respond effectively and promptly to the market price changes. In the increasingly fierce market competition, they are gradually lagging behind other companies and even gradually being eliminated by the market. Bankruptcy and decline. In the entire corresponding process of designing product strategies, the concept of central positioning must be thoroughly implemented. In the minds of potential customers and consumers, only by strictly following the market positioning can the enterprise develop better. No matter what environment or stage it is in, the development of an enterprise, a combination of products that adapt to the market, will be extremely important. The survival and development of an enterprise is often not only dependent on one product but must be derived from certain products, but the name of the enterprise itself will continue. No matter how large the scale is, if you just blindly "eat what you have done", it will disappear in the long river of history and be eliminated by the times and the market.



Figure 1.2 -Schematic diagram of 4P theory

1.3 Company profile

1.3.1 Brand introduction

Clothes are the supporting role, and the person who wears them is the leading role" highlights its people-oriented dressing concept. Even the seemingly simple basic models

can show their own personality as long as they are carefully matched. Uniqlo's full name is UNIQUE CLOTHING WAREHOUSE, and its inherent meaning means that by abandoning the warehouse-type shops with unnecessary decoration, it adopts supermarket-type self-service shopping mode to provide the goods that customers want at reasonable and credible prices.

The name of the company is FASTRETAILING, which contains many special meanings. Fast+Retailing embodies the fundamental spirit of how to commercialize customers' requirements quickly and how to provide goods quickly, and also expresses their unshakable belief that they expect to become the retail business community with the universal concept of fast food culture. This concept refers to providing a large number of clothes that can be worn by anyone at any time, anywhere and at reasonable and credible prices through unified services all over the world. Therefore, they have a unique commodity planning, development and sales system, so as to realize the low cost of store operation.

1.3.2 Brand development

In 1991, Fast Retailing Company started chain business, and put forward the development plan of establishing 1000 branches to realize Uniqlo chain. The stores with national characteristics such as Limited and GAP in the United States became the models for Uniqlo expansion; In 1994, Uniqlo was listed on the Hiroshima Stock Exchange and then listed on the Tokyo Stock Exchange; In 1998, Uniqlo Harajuku Store opened, and sweater promotion was successful, which started the era of "casual

clothes directly facing consumers". The so-called "casual wear directly facing consumers" means to comprehensively revise the business processes of planning, production, distribution and sales, and strive to establish the most suitable business model for consumers, among which the key is to mass-produce according to the needs of consumers. In this way, relying on its unique business philosophy and business model, Uniqlo developed all the way. Today, Fast Retailing Company has become the first enterprise in Japan's retail industry and the best in the world's clothing retail industry, with nearly 600 stores in Japan alone; It created a miracle that the sales in 1999 were 111 billion yen, 228.9 billion yen in 2000 and 418.5 billion yen in 2001. As a result, it ranked first among the prosperous enterprises in the 21 ST century in Japan and became Japan .

Casual wear brand with the highest market share. In September 2001, Fast Retailing Company opened its first overseas No.1 store in London, England. Now Uniqlo has 15 specialty stores in Britain. Within one year after entering Europe, it was rated as "the most influential and outstanding enterprise in the UK market in 2002" by the representative European industry magazine "RetailWeek".



Figure 1.3- Uniqlo's brand logo

1.3.3 Uniqlo history

Uniqlo brand fast selling company was established in 1963, when it was a small clothing store selling suits. Liu Jingzheng (Figure3), the current chairman and general manager of the company, graduated from Waseda University with a major in economics in his early years. He joined Fast Retailing Company in August 1972 and became the chairman and general manager in September 1984. In 1982, Liu Jingzheng, who was already the special director of the company, was inspired by the warehousing sales method in American university campuses when he visited the United States. After returning home, he proposed to try to sell clothes in clothing stores by means of warehousing self-shopping, and introduced the hypermarket clothing sales method for the first time in Japan, realizing the low cost of store operation through the unique commodity planning, development and sales system. In June 1984, the first Uniqlo storage clothing store officially opened in Hiroshima, Japan. At that time, Japan's economy was in depression, and Uniqlo's business strategy was to provide fashionable casual clothes to all consumers at low prices. In order to gather popularity and attract customers, Uniqlo also provided a free breakfast for customers who came to shop: bread and milk, which really attracted a large number of customers. Every morning, many people gather in front of Uniqlo's store, line up, get breakfast, and then go into the store to buy [6].

1.3.4 Main ideas and products

The design concept of Uniqlo products is "clothes are the parts of clothing, and combination is the freedom of consumers." The products embody the features of functionality, versatility, simplicity and high quality. Uniqlo's products are both functional and humanistic, and meet the needs of consumers through the common series and characteristic series of products



Figure 1.4 -Personal photo of Liu Jingzheng

Rational demand and perceptual demand. On the premise of high quality, moderate price and low price, the public accept the price. From the interview with the store manager of Beijing Chaoyang Joy City, we know that product promotion has an important impact on the promotion of store sales. And through this survey, it is found that the most influential factors for consumers to buy are high-quality clothing fabrics and affordable commodity prices, followed by versatile and simple commodity styles and the demand for clothes. The least influential are celebrity endorsement and app activity reminders and advertisements.

Uniqlo products are characterized by high quality, low price and high cost performance, and products are its core competitiveness [7]. It is found that Uniqlo pays special attention to product technology research and development, which is mainly reflected in fabric innovation. For example, hmiao - tech. polar fleece, some fabrics are made of cotton fabric with natural touch of slubby yarn, which makes the skin feel softer and more comfortable. Uniqlo brings consumers a brand experience of "more warm care, more comfortable experience and more suitable for price" through innovative fabrics. In the survey of Uniqlo's brand image in the minds of consumers, the

highest mentioning rate of consumers is low price, followed by simplicity, comfort, high quality, quality and cotton. Uniqlo's brand products are as follows:

Table 1.1-Uniqlo's brand products

17 kinds of men's wear	Trousers	Casual pants	Trousers	
			Cropped Trousers	
		Jeans	Slim jeans	
			Straight jeans	
	Blouse	Short sleeve		
		Long sleeve		
		Easycare shirt		
	T-shirt	Polo shirt		
		UT	PEANUTS printing	
			PLXAR printing	
			DISNEY PROJ printing	
	AMERICAN MOVIE printing			
	Coat	Cardigan		
		Jacket		
34 kinds of women's wear	Trousers	Casual pants	Shorts	
			Cropped Trousers	
			Tight trousers	
			Medium length trousers	
			Printed pants	
	Jeans		Straight jeans	
			Stretch jeans	
			Narrow jeans	
			Crop	
			Cropped jeans	
		Blouse		Long sleeve shirt
				A short sleeved shirt
			Quarter shirt	
			Printed shirt	
			Denim shirt	
	Sweater		Long sleeve knitwear	
			Cropped sweater	
	Coat		Printed coat	
			Knitted jacket	
			Denim jacket	
			Blazer	
			Windbreaker	

End of table 1.1

		Longuette
	Skirt	Dress
		The mini skirt
	T-shirt	Ordinary
		V-neck T-shirt
		Crew neck T-shirt
		T-shirt
		Polo shirt
		UT
		Vera Bradley
		SPRZNY
		Alphabet Bags
		Coca Cola
		SUPIMA COTTON
Underwear 8 varieties	Woman	Daily clothes
		Underwear
		Underpants
		Vest
		Sling
	Man	Underpants
		Vest
		Daily clothes
Seven varieties of small commodities	Socks	
	Girdle	
	Bag	
	Scarf	
	Glove	
	Umbrella	
	Hat	
Eight varieties for children	Loose coat	
	Shirt	
	Trousers	
	Shorts	
	Longuette	
	Short skirt	
	T-shirt	
	Sweater	

1.3.5 Uniqlo's brand positioning

Nowadays, when you think of UNIQLO, you will think of fashion trends. The success of UNIQLO lies in its accurate brand positioning. It has always adhered to the excellent brand concept of making high-quality fashion clothing, and its product positioning is affordable leisure clothing. UNIQLO in China, UNIQLO's consumer positioning can be accepted by the public. T-shirt is generally from 79 to 199, and UNIQLO jeans are about 200 to 300. There will be discount information from time to time. UNIQLO will undoubtedly attract many young people to spend.

Now, the competition among clothing stores is fierce, but UNIQLO is the most popular among many clothing stores. Since 2002, UNIQLO opened its first store in China, it has 127 UNIQLO stores in China. This Japanese company, which is currently the most active in Japan, rose against the trend in the financial turmoil. The founder of UNIQLO, Yanai, has twice won the title of Japan's richest man.

In 1985, UNIQLO positioned low price casual wear. Yanai said that if enterprises want to achieve great development, they must face the big market. UNIQLO monopolized all the links from production to sales. As a result of its own high inventory risk, UNIQLO boldly managed the leisure clothing with basic styles as the main line. UNIQLO has the characteristics of stronger leisure wear than fashion. The change of business quota of UNIQLO is small. With reasonable production arrangement of inventory, UNIQLO reduces the high inventory risk of many garment enterprises. UNIQLO has successfully entered the global clothing consumption market with cheap casual clothing.

When we think of Uniqlo, we will think of fashion trends. Uniqlo's success lies in its precise brand positioning, and it has always adhered to the excellent brand concept of making high-quality fashion clothes. Uniqlo's products are positioned as cheap casual clothes. Uniqlo's consumption position in China is acceptable to the public. T-shirts are generally available from 79 to 199, and Uniqlo jeans are around 200 to 300. Moreover,

there will be discount information from time to time. Uniqlo will undoubtedly attract many young people to spend^[12].

1.4 Introduction of fast fashion brands

1.4.1 The concept of fast fashion brands

The concept of fast fashion originated in the 80s of the last century. It is a new style of clothing. It is designed by companies imitating popular elements of the season. They rush to produce products with the latest popular elements, and then immediately go to the mall to shop at low prices Sales.

The most important thing is to minimize the time required for the process from design to sales, also known as lead time. Removing some unnecessary links in the product supply chain can effectively reduce the final total time, thereby shortening the lead time. This allows products with the latest trends to be put into the sales process at the fastest speed, satisfying everyone's needs for personalized fashion, and because the fast fashion model basically revolves around its products in the whole process. Therefore, it is mainly the manufacturing process of the product. The shorter the manufacturing process, the better the sales.

In the current clothing industry, fast fashion has gradually become a new trend, but this does not mean that it has become a specific model in a certain field. It is just a new concept in this industry. It is a future development trend. In today's society, most people have begun to pursue a fast-paced lifestyle, so time plays a vital role for consumers. However, the characteristic of fast fashion is "fast", which just satisfies the fast-paced Conditions, so this brand can grab the attention of consumers as soon as it comes out, and is very popular among young people^[13].

1.4.2 Characteristics of fast fashion brands

1. Product features

The biggest feature of fast fashion brand products is fast, economical and fashionable. The entire process of procurement, production, and final sales takes a short time, and the product can be quickly updated and put on the market, responding to the market at a relatively fast speed.

Fast fashion brand positioning lies in young consumers, because most young people nowadays have a certain aesthetic concept, and they are more personalized. So in order to meet the needs of consumers and attract consumers' attention, they will imitate some big-name designs when designing. In order to facilitate timely understanding of popular elements, fast fashion brand companies have established strongholds in various countries to collect fashion information and transmit it back to headquarters in a timely manner. The headquarters design department then adjusts product design based on the received information. His method can not only catch up with the new trend quickly, but also save a lot of unnecessary design time. When traditional clothing companies are still in the stage of research and design, fast fashion brands have already reached the next stage, and the products have been sold on the shelves^[15].

Fast fashion clothing has a lower price and is similar to the design of luxury brands. Consumers can buy clothing with similar brand names at low prices, making fast fashion brands with price advantages popular among consumers.

2. Use SPA mode

SPA refers to the whole process of the company's independent product planning, design, production, and sales. This model adopts the concept of supply chain management, that is, customers are linked with suppliers, and enterprises can learn about consumer needs in a timely manner through the SPA model to quickly respond to the market.

Features of the SPA model: 1. You can directly contact consumers during product sales to grasp first-hand consumer information; 2. The production cycle is short, which

saves product production time; 3.The logistics system is fast; 4.The inventory is reduced, and the capital turnover is fast^[16].

In today's society, many internationally well-known fast fashion brands are using the SPA model, so the "fast" characteristics of fast fashion brands are also reflected here. This model can clearly understand the needs of consumers, and use this as a basis to quickly design and produce products that can meet customer needs^[17].

3. Development pattern of fast fashion brands

Companies that adopt the fast fashion model can not only respond quickly to consumers in terms of demand, but also reduce costs. This model is favored by more and more clothing brands. At present, internationally well-known brands such as ZARA and Uniqlo are all because of the adoption of this model, the rapid rise in the world. Their common characteristics are fast, fashionable, affordable and cheap, but these brands use different marketing strategies according to their own business characteristics in the development process, thus forming their own unique operating characteristics.

Summary

With the continuous development and improvement of China's economy and living standards, people's consumption concept has also undergone some changes. Fast fashion brand products are of high quality and low price, which can not only meet the consumers' psychological pursuit of personality, but also the price is very close to the people. In this way, they are easily accepted and recognized by consumers. But just because China is the main overseas market of many fast fashion brands, it is very important to refer to the marketing strategies of those well-developed fast fashion brands in order to build China's own local fast fashion brand marketing strategies.

2 ANALYSIS OF UNIQLO S MARKETINGMANAGEMENT

2.1 Uniqlo company profile

As the research object of this article, the famous Japanese clothing brand Uniqlo enterprise, this section will first give a basic and simple introduction to it. As a subsidiary of Japan's Fast Retailing Group, its formal establishment can be traced back to 1963. After market research and analysis, it was found that according to the financial report for the first half of the 2018 fiscal year released by Uniqlo's parent company Fast Retailing Group in December 2018, it showed a year-on-year increase of 8.6%; net profit was 153.4 billion yen, and comprehensive income had exceeded two. The trillion yen mark. According to the sales data released by Uniqlo in the second half of 2018, Uniqlo's operating profit net income was US\$1.315 billion and operating income was US\$12.48 billion.

At present, it is paying more attention to the development of overseas markets, especially the Asian market and the Chinese market. According to data, as early as 2016, the number of Uniqlo stores in China has exceeded that of physical stores in the Japanese local market during the same period. In China, from 2002 to January 2015, Uniqlo's store development is shown in Table 1.

Uniqlo has always been committed to the effective application of various technologies and science to textiles and clothing, especially the subversive technological innovation in the structural components of fabrics. Uniqlo has invested a lot in technology, which just shows that Uniqlo companies are responsible for users and consumers. After potential users and consumers get to know them, they are deeply impressed and gradually become loyal consumers of the Uniqlo brand [23].

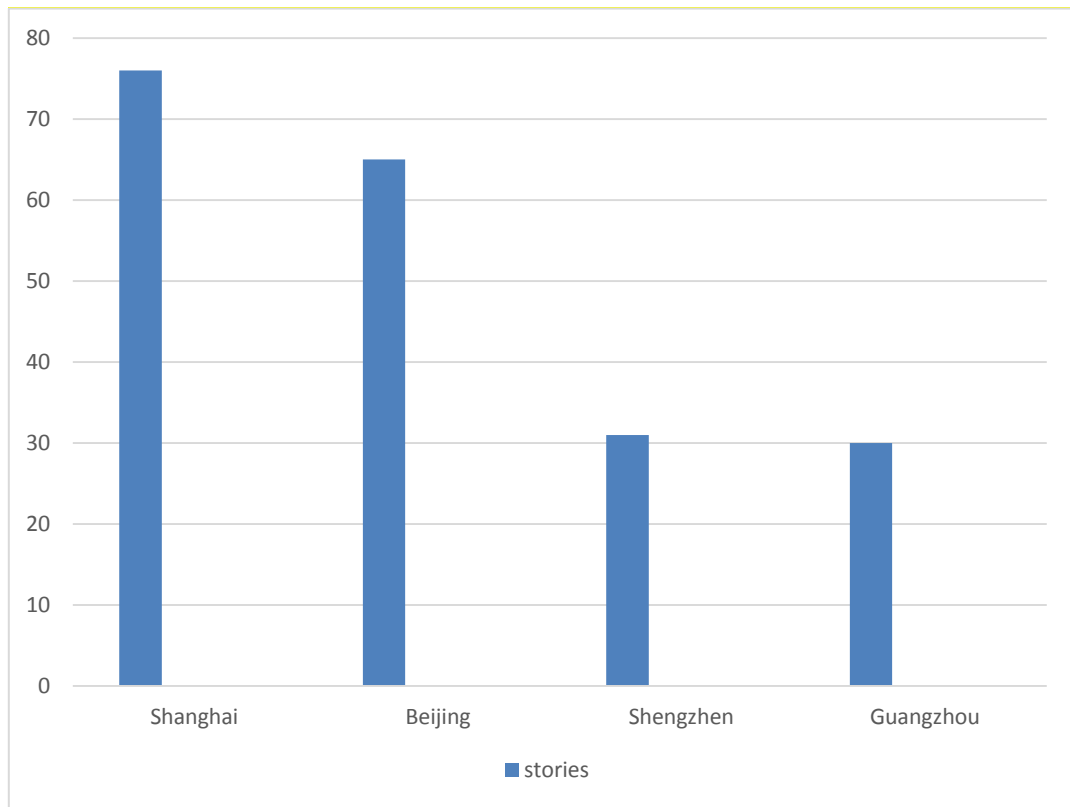


Figure 2.1 -Statistics of the development of Uniqlo stores

2.2 SWOT analysis of Uniqlo's marketing strategy

Uniqlo has always been adhering to its own unique business and marketing concepts in its own marketing and management. Uniqlo's business philosophy has guided the trend of the times to a certain extent, but on the whole it is in line with the market positioning. Uniqlo Design follows the fashion trend and is engaged in the basic operation of basic casual wear. At the same time, relying on mass production and operation has brought substantial cost advantages and profits, which has also greatly affected the market. Adopting the SPA business model to make it advanced and complete in terms of product management, personnel training, logistics distribution, inventory management, etc [24].

2.2.1 Strengths

According to brand characteristics, any company has its own brand logo, name, and corresponding auxiliary elements such as brand slogans, brand words, etc. At present, most of the clothing companies in my country are concerned with the brand name, logo, and packaging in auxiliary elements. The design of introduction, advertising slogan and brand slogan are all attached great importance. Of course, the degree of emphasis varies, depending on the development of the company. During the investigation and research on the local Uniqlo clothing brand, it was found that the local Uniqlo clothing occupies about 70% of the local female market and has a certain degree of popularity. The company's products and brands have received the attention and recognition of most consumers. Chinese costume companies generally pay more attention to the promotion of brands and markets, and use public relations, personnel sales, advertising, Internet marketing, and other marketing as corresponding communication methods to further enhance the reputation of corporate brands through these methods [24].

At the same time in China, the leaders and decision makers of Uniqlo companies are extremely good at using the current fashion trends in China for marketing. In the Double Eleven marketing activities in 2018 last year, Uniqlo became a Tmall in just a few days. The first brand of the mall to break 100 million, its publicity and guidance skills are undoubtedly revealed. Excellent companies such as Uniqlo quickly responded to the Internet, trying to use new methods of the Internet to carry out brand-new marketing. Since Uniqlo is in a monopolistic competitive market structure, product differentiation in such a market structure is the fundamental condition for its existence. Every enterprise gains market recognition and then makes a profit. As an enterprise in the apparel retail industry, Uniqlo is well aware of the effect of advertising on enterprises, and its early investment in various types has increased the cost of investment. It should be said that Uniqlo is constantly exploring in the practice of network marketing. In 2007, Uniqlo's UniqloCK blog plug-in came out.

The content that is not here is just a perfect combination of dance, music, and time. It seems to be inadvertently when dancing. Wearing Uniqlo clothing, as long as consumers are interested in one of dance, music, and time, they will click accordingly. It can be seen that Uniqlo has raised the realm of online advertising to a very high level, which is also a great advantage of Uniqlo's marketing strategy [24].

2.2.2 Weakness

Uniqlo only pays attention to the design of brand introduction, packaging, slogans, slogans, etc., but there are many other things that can be expanded, such as the story of the company, the culture of the company, and the training of the company's employees. Although Uniqlo has a certain level of training and publicity for cultural marketing, Uniqlo can give companies more brand personality, so that consumers can feel the corresponding cultural promotion and transmission of the brand when buying goods. However, due to the extremely slow development, the construction of corporate culture is still not sound, and the creativity and enthusiasm of corporate employees have not been fully mobilized. And through big data analysis and investigation, it is found that although Uniqlo has a high market share in the local market, its loyalty to consumers and employees is not better in the bottom line, and this disadvantage is expanding in the current market. All of these require continuous improvement by leaders and decision makers, and have a certain relationship with the marketing of corporate culture, which is a great disadvantage for companies.

2.2.3 Opportunity

With the continuous enhancement of people's awareness of fashion and brands, people have begun to pay more attention to their own clothes and taste, and they are more willing to invest more money. At the same time, the concept of fashion is sought after by more people, and the demand for clothing from customers and consumers

continues to surge. Under this background, the overall clothing industry has developed accordingly.

And growth brings opportunities to a certain extent. As a large-scale clothing company with relatively rapid development in China, Uniqlo is located in many economically developed provinces and cities. The local people have extremely high spending power and people pay great attention to the corresponding brands. The various branches of Uniqlo came into being and gradually expanded. As a large enterprise, Uniqlo can continuously organize and adjust the enterprise itself in a short period of time. This is inseparable from the advocacy of Uniqlo's leaders and decision-makers and the marketing strategy and marketing formulated by the middle and senior management. When conducting marketing activities, Uniqlo is good at guiding and publicizing, constantly summing up the reasons for failure, and constantly improving and perfecting prices, products, markets, channels, etc. And on this basis, while consumers are pursuing brands and constantly paying attention to brands, Uniqlo companies need to seize the opportunity again to manage and market their own corporate brands and expand their own clothing market [27].

2.2.4 Threat

Faced with a large number of problems such as lack of social resources, extreme economic pressure, market saturation, and fierce competition, Uniqlo apparel companies need the corresponding support from the local government functional departments, but the Chinese government has not issued corresponding laws, regulations, and brand management systems. Still not standardized, the development of the overall apparel corporate brand is in a vicious circle. After the major clothing companies have experienced multiple competitions, the companies that now occupy a larger market share will gradually move towards brand competition. The brand competition between various clothing companies can be said to directly affect who can occupy a larger market share. And more quality users. Faced with today's faster and faster development

speed, the competition encountered by enterprises is unprecedentedly strong. There is no doubt that Uniqlo apparel enterprises will face huge threats and challenges.

2.3 Analysis of four elements of strategic management

2.3.1 Business analysis

In 1984, the founder of Uniqlo, Yanai, succeeded his father to become the president of Xiaojun business. At that time, luxury was prevailing in Japanese society, but Yanai focused on ordinary people and decided to focus on the sales of cheap and everyday clothes. In the same year, he opened the first "Uniqlo" store in Hiroshima. In 1991, Liujing changed the name of Xiaojun business to "fast sales" and took it as the company's tenet to create "fashionable fast food". In 1994, the company was listed in Hiroshima. In 1998, the slogan of "1900 yen a casual suit" made Uniqlo deeply rooted in the hearts of the people. In Japan's clothing market, which often costs tens of thousands of yen, Uniqlo started a whirlwind. At present, Uniqlo mainly deals in high-quality and low-cost leisure clothing, including men's and women's clothing, children's clothing, as well as scarves, headgear, shoes and socks and other related products. And adhere to the "fast sales" company tenet^[13].

2.3.2 Resource allocation

Uniqlo has 766 retail stores in Benshi, Japan. Meanwhile, it has retail outlets all over the world, including the United States, the United Kingdom, China, France, South Korea and Singapore. Among them, it has 25 stores in China and branches in Beijing, Shanghai and Guangzhou. Uniqlo is undoubtedly a clothing retail brand with a huge market. At the same time, Uniqlo is taking advantage of the Internet to further expand the Chinese market. Recently, taobao.com announced that it has formed a strategic partnership with Uniqlo, a leisure wear brand. Uniqlo will open its flagship store in

China on taobao.com. At the same time, taobao.com will help Uniqlo establish, improve and promote its official website in China, Help Uniqlo expand its online sales channels in China

2.3.3 Competitive advantage

The birth of Uniqlo model originated in the 1980s. Ten years after Liujing took over the household business with a turnover of only 100 million yen at that time, he once visited the United States. Inspired by the way of warehouse sales of CDs in American university campuses, he began to try to sell clothes in the way of warehouse self-service shopping. This way people will feel like pushing a shopping cart to buy daily necessities in the supermarket, without using their brains. Facts have proved that this was in line with the desire and demand of Japanese consumers at that time.

For more than 20 years, Japan's huge middle class group has ensured the development of Uniqlo. At the time of the economic crisis, the luxury market has been greatly impacted, but Uniqlo, which is a warehouse type and can be freely purchased, has its advantages in disguise. Because Uniqlo's clothing is mostly basic style, suitable for versatile, low price, which created Yanai's richest man in Japan [13].

2.3.4 Synergy advantage

There are many types of clothes sold by Uniqlo, and different clothes are closely related to each other. Uniqlo actively makes use of the collaborative advantages formed between different clothing activities. For example, on the basis of focusing on outerwear, some leisure underwear should be appropriately matched. For example, in addition to selling clothes, there are a series of related products such as hats, scarves, shoes and socks on the shelves of Uniqlo, so as to form an effective business system with complementary main and sideline businesses.

1. Business analysis

In 1984, the founder of Uniqlo, Yanai, succeeded his father to become the president of Xiaojun business. At that time, luxury was prevailing in Japanese society, but Yanai focused on ordinary people and decided to focus on the sales of cheap and everyday clothes. In the same year, he opened the first "Uniqlo" store in Hiroshima. In 1991, Liujing changed the name of Xiaojun business to "fast sales" and took it as the company's tenet to create "fashionable fast food". In 1994, the company was listed in Hiroshima. In 1998, the slogan of "1900 yen a casual suit" made Uniqlo deeply rooted in the hearts of the people. In Japan's clothing market, which often costs tens of thousands of yen, Uniqlo started a whirlwind. At present, Uniqlo mainly deals in high-quality and low-cost leisure clothing, including men's and women's clothing, children's clothing, as well as scarves, headgear, shoes and socks and other related products. And adhere to the "fast sales" company tenet [15].

2. Resource allocation

Uniqlo has 766 retail stores in Benshi, Japan. Meanwhile, it has retail outlets all over the world, including the United States, the United Kingdom, China, France, South Korea and Singapore. Among them it has 25 stores in China and branches in Beijing, Shanghai and Guangzhou. Uniqlo is undoubtedly a clothing retail brand with a huge market. At the same time, Uniqlo is taking advantage of the Internet to further expand the Chinese market. Recently, taobao.com announced that it has formed a strategic partnership with Uniqlo, a leisure wear brand. Uniqlo will open its flagship store in China on taobao.com. At the same time, taobao.com will help Uniqlo establish, improve and promote its official website in China, Help Uniqlo expand its online sales channels in China.

3. Competitive advantage

The birth of Uniqlo model originated in the 1980s. Ten years after Liujing took over the household business with a turnover of only 100 million yen at that time, he once visited the United States. Inspired by the way of warehouse sales of CDs in American university campuses, he began to try to sell clothes in the way of warehouse

self-service shopping This way people will feel like pushing a shopping cart to buy daily necessities in the supermarket, without using their brains. Facts have proved that this was in line with the desire and demand of Japanese consumers at that time [12].

For more than 20 years, Japan's huge middle class group has ensured the development of Uniqlo. At the time of the economic crisis, the luxury market has been greatly impacted, but Uniqlo, which is a warehouse type and can be freely purchased, has its advantages in disguise. Because Uniqlo's clothing is mostly basic style, suitable for versatile, low price, which created Yanai's richest man in Japan.

4. Synergy advantage

There are many types of clothes sold by Uniqlo, and different clothes are closely related to each other. Uniqlo actively makes use of the collaborative advantages formed between different clothing activities. For example, on the basis of focusing on outerwear, some leisure underwear should be appropriately matched. For example, in addition to selling clothes, there are a series of related products such as hats, scarves, shoes and socks on the shelves of Uniqlo, so as to form an effective business system with complementary main and sideline businesses [18].

2.4 External environment analysis

2.4.1 Political environment

Uniqlo will also be affected by the global economy. However, in the face of the subprime mortgage crisis in the United States, Uniqlo is not facing the same great pressure as other Japanese funded enterprises. President Yanagi pointed out that "the subprime crisis and opportunity are not all bad things. The biggest benefit it brings to Japanese enterprises is that it is easy to invest overseas and merge foreign companies with difficult operation. In the next few years, the company will invest 4 billion US

dollars overseas to merge some clothing retailers and production enterprises, so that the annual turnover of the company will reach 1 trillion yen (about 10 billion US dollars) in 2010. In order to achieve this goal, China, a market with strong purchasing power, is obviously the top priority. As we all know, Uniqlo's overseas competitors in China have been landing and looking for territory. Zara, H & M, C & A, gap and other fashion retail brands have entered China in recent two years.

These foreign affordable fashion brands not only succeed in the sales of stores in Shanghai and Beijing, but also announce their plans to expand the Chinese market one after another. China's domestic casual wear market is staging a battle for sales channels of big store strategy. In fact, since 2007, the focus of brand competition at home and abroad has been reflected in the channel competition. When Uniqlo opened its stores in Seoul, South Korea and Hong Kong, there was a crazy situation of consumers queuing up to buy. The sales myth that Uniqlo once created in Hong Kong is also known as the history of Hong Kong Retail in the industry_ A miracle in the world. However, in the face of so many foreign fashion retail brands in China's mainland market, it is the right way to realize the differentiation of product production and sales [16].

2.4.2 Economic environment

1. World economy

In 2008, the growth of world economy and trade will slow down. The subprime mortgage crisis in the United States has caused turbulence in the international financial market and the slowdown of the U.S. economy, and to a certain extent, dragged down the global economic growth. At the same time, the spread of the subprime crisis will further affect the stability of the global capital market and monetary system, lead to the rise of protectionist forces in some countries, and affect the healthy development of international trade and investment. Thanks to the strong growth momentum of emerging market economies, the fundamentals of the world economy will remain stable as a whole. It is estimated that the global economy will grow by 3.3% in 2008 (the data

comes from the 2008 global economic outlook issued by the World Bank), 3 percentage points lower than that in 2007. Under the background of the deepening development of economic globalization, the continuous advancement of industrial adjustment and transfer, and the continuous change of international division of labor, world trade will continue to expand in 2008, and the total volume of Global trade in goods and services will increase by 6.7% (Note: the data comes from the world economic outlook issued by the International Monetary Fund).

2. Chinese economy

In 2008, we will fully implement the strategic plan made at the 17th CPC National Congress. The state will further improve and implement the macro-control policy, implement a prudent fiscal policy and a tight monetary policy, further develop the important role of monetary policy in macro-control, better regulate the aggregate social demand and improve the balance of payments. On the whole, China's economy will maintain a steady and rapid development in 2008, with GDP growth of about 8% and total consumer price growth of about 4.8%. In a word, the development of domestic economy is beneficial to the whole aviation industry.

2.4.3 Technology environment

Uniqlo's garment production base is not only set up in China, but also gradually expanded to other Asian countries. At the same time, implement the management system to ensure the quality of goods. Uniqlo has sent "technical craftsmen" to about 70 cooperative factories to provide them with active technical support.

"Skilled craftsmen" is a group of skilled craftsmen with more than 30 years of experience in the textile industry in Japan. Through them, we can teach the factory a whole set of factory management skills from fiber, knitting, textile, dyeing, sewing, finished products to supply. In addition, the active performance of overseas production management departments can not be ignored. A total of 170 Uniqlo production managers are resident in Shanghai office, Shenzhen office and Ho Chi Minh office in Vietnam.

Every week, they go to factories all over the country to carry out quality inspection and other work on a regular basis .

2.4.4 Social and cultural environment

Recently, in an interview with Kyodo news agency, Yanai made a bold statement: Uniqlo plans to build a new system of opening 100 new stores in China every year, so as to make it the "No.1 in Asia" in the field of clothing retail chain stores. However, it is not so easy for Uniqlo to realize its wish of "Asia first". Obviously, Uniqlo's model has been quickly replicated in the domestic market [11].

Uniqlo's clothing brands are easily compared with H &M,Zara and other brands by young people in Beijing and Shanghai. Zhengda Plaza in Lujiazui area of Pudong, Shanghai, gathers these four brands at the same time. They have a unified term called "fast fashion".

2.4.5 Industry external factor analysis matrix (EFE)

Table 2.1-Industry external factor analysis matrix (EFE)

Key external factors	Weight	Uniqlo		H&M		ESPIRT		LEVI'S		C&A	
		Grade	Weighted score	Grade	Weighted score	Grade	Weighted score	Grade	Weighted score	Grade	Weighted score
Macro economic development	0.10	3.5	0.35	3.5	0.35	3.5	0.35	3.5	0.35	3.5	0.35
Fabric supply	0.15	3.5	0.525	3.8	0.57	4	0.6	4.2	0.63	3.8	0.57

End of table 2.1

The development of leisure clothing retail industry	0.09	3	0.27	3	0.27	3	0.27	3	0.27	3	0.27
Development of other clothing retail	0.06	2.5	0.15	3	0.18	3.5	0.21	2.7	0.162	2.3	0.138
Consumer purchasing power level	0.18	4.5	0.81	4.3	0.774	4	0.72	3.8	0.684	4.2	0.756
Relevant policies of clothing industry	0.07	2	0.14	2	0.14	2	0.14	2	0.14	2	0.14
Development of upstream industry	0.09	2.5	0.225	2.5	0.225	2.7	0.243	3.5	0.315	2.5	0.225

End of table 2.1

Intra industry competition intensity	0.11	4	0.44	4	0.44	3.5	0.385	3.5	0.385	4	0.44
Development scale of clothing industry	0.07	4	0.28	4	0.28	4.2	0.294	3.5	0.245	4	0.28
Service quality	0.06	3.5	0.21	3.6	0.216	4.2	0.252	4	0.24	3.5	0.21
Financial crisis	0.02	2	0.04	2	0.04	2	0.04	2	0.04	2	0.04
Sum	1.00		3		3.485		3.504		3.461		3.419

Note:

1. Eleven external factors that are considered to be more important for clothing companies are selected.

Secondly, the weight of each factor is assigned, and the most important factor is considered to be more important to the clothing company.

3. The total weight is 1.

4. From low to high, from 0 to 5. The higher the level, the better the corresponding clothing companies do in this element, and vice versa.

2.4.6 EFE external environment factor analysis (Uniqlo)

Table 2.2-EFE external environment factor analysis (Uniqlo)

	Key external factors	weight	grade	Weighted score	Weighted score / corresponding weight
opportunity	Macroeconomic development	0.1	3.5	0.35	
threat	The development of leisure clothing retail industry	0.09	3	0.27	
	Consumer purchasing power level	0.18	4.5	0.81	
	Relevant policies of clothing industry	0.07	4	0.14	
	Intra industry competition intensity	0.11	4	0.44	
	Development scale of clothing industry	0.07	4	0.28	
	financial crisis	0.02	2	0.04	
	Sum		0.64		2.33
threat	Fabric supply	0.15	3.5	0.525	
	Development of other clothing retail industry	0.06	2.5	0.15	
	Development of upstream industry	0.09	2.5	0.225	
	Service quality	0.06	3.5	0.21	
		0.36		0.67	1.861
sum		1		3	

Note:

For the distinction of opportunity or threat, we first distinguish external factors, and then score.

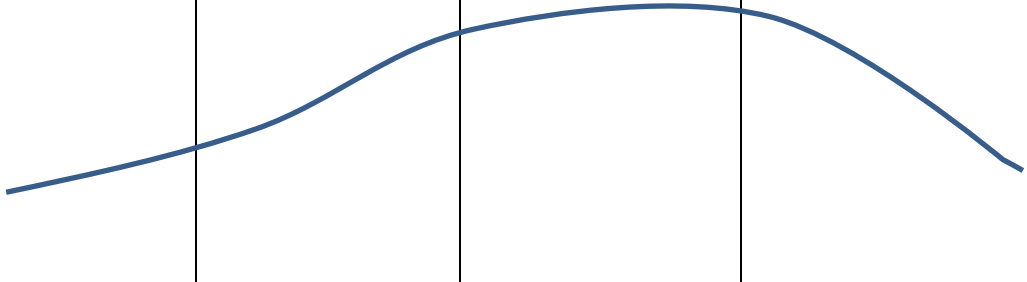
The rating means the importance of this external factor. We think that the more important this factor is will give him a higher grade score.

From low to high 0 to 5.

2.5 Analysis of industrial environment

2.5.1 Industry life cycle analysis

Table 2.3-Industry life cycle analysis

sales volume				
time	60 years ago	60 years		
stage	Introduction period	Growth period	mature period	Recession period
market development	slow	rapid	loss	loss
market structure	A small number of competitors	Many competitors	fierce competition	Lack of competitiveness
Product line	Few species	Many kinds	Increase in product categories	The products are very different
Impact on profitability	Low start-up cost	Growth brings profits, most of which are reinvested	Huge profits, reduce reinvestment, form a source of cash	Price competition and low growth may cause losses

End of table 2.3

Use of cash	Heavy use of cash	Tend to break even	Important sources of cash	Source of cash
product	Mass production, flow production	Experience curve leads to cost reduction	Cost reduction and high efficiency	Industry production capacity decline
research and development	It is widely used in products and production processes	Increased research on product styles	very seldom	Unless it's necessary
customer	Unreliable customer acceptance	With the increase of customers, quality and reliability are very important	A small number of new products	Know the product very well
competitor	Focus on new products	Market entry tries to innovate and invest	High product differentiation	Some enterprises quit the industry
Enterprise Strategy	Seek leading market strategy to ensure product quality and R & D	Competitive with a large amount of marketing expenses and financial resources	If not a market leader, seek to reduce costs	Cost control is particularly important

2.5.2 Analysis of industrial structure

Porter's five forces model:

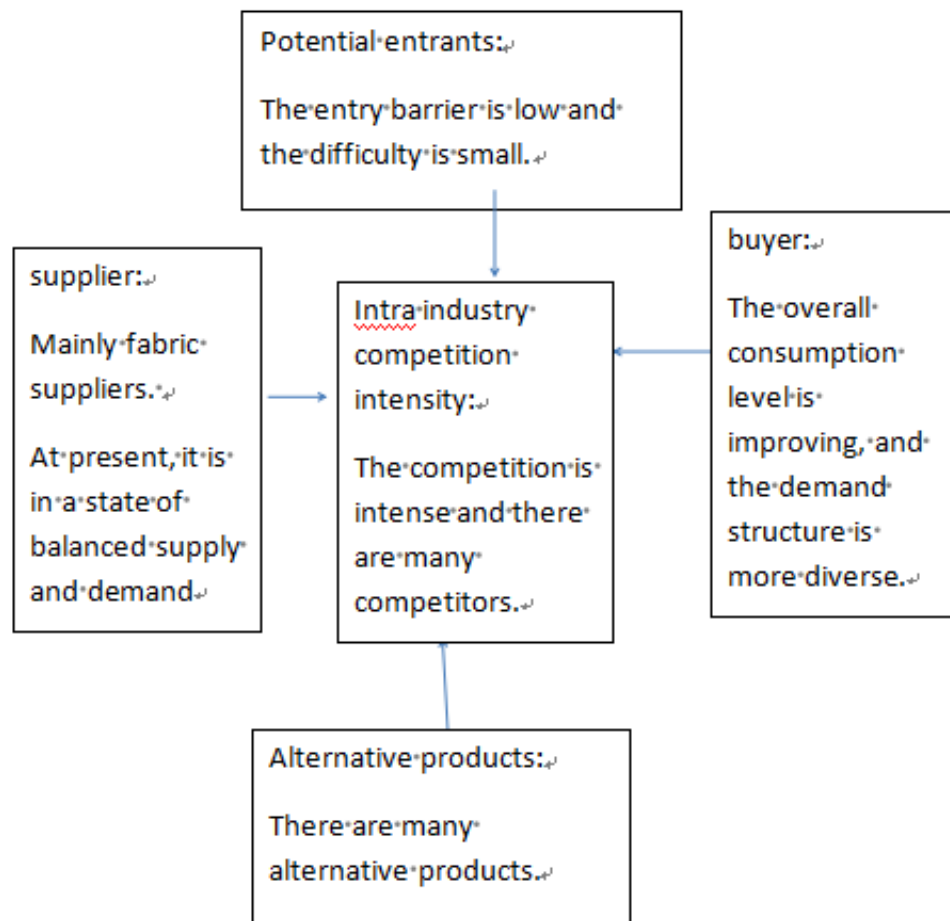


Figure 2.2-Porter's five forces model

2.6 Internal capability analysis

2.6.1 Analysis on the key competitive factors of clothing industry

Table 2.4 -Analysis on the key competitive factors of clothing industry

Key competitive elements	Weight	Uniqlo			Industry average	
		grade		Weighted score	grade	Weighted score
Asset liability level	0.06	3		0.18	3.2	0.192
throughput	0.1	3.8		0.38	2	0.3
product quality	0.15	3		0.45	2	0.3
technical level	0.12	3		0.35	3	0.28
Design innovation	0.11	3.5	0.385	3		0.33
Operational efficiency	0.09	2.5	0.225	2.7		0.243
cost control	0.09	1.8	0.162	2		0.18
Product cost performance	0.12	3	0.36	2.5		0.3
distribution channel	0.05	3.5	0.175	3.5		0.175
Clothing quality	0.09	3	0.27	2.5		0.225
human resources	0.02	2	0.04	2.8		0.014
SUM	1		2.977			2.539

Note:

1. We have selected 11 internal factors that we think are more important for clothing companies.
2. Then we assign weight to each factor, which is more important to clothing companies.
3. The total weight is 1.

4. From low to high 0 to 5. The higher the weighted score, the better the corresponding clothing companies do in this element, and vice versa.

2.6.2 Analysis of key competitive factors of Uniqlo

Table 2.4- Analysis of key competitive factors of Uniqlo

	Key competitive elements	Weight	grade	Weighted score	Weighted score / corresponding weight	
Strengths	S1 production capacity	0.1	3.8	0.38		
	S2 product quality	0.15	3	0.45		
	S3 technology level	0.12	3	0.35		
	S4 design innovation	0.11		3.5	0.358	
	S5 product cost performance	0.12		3	0.36	
	S6 clothing quality	0.09		3	0.27	
sum		0.69		2.195	3.181	
Weakness	W1 asset liability level	0.04		3	0.08	
	W2 operational efficiency	0.08		2.5	0.2	

End of table 2.4

	W3 cost control	0.08	1.8	0.144	
	W4 sales channel	0.11	3.5	0.22	
	W5 human resources	0.05	2	0.125	
sum		0.31		0.782	2.522
	sum	1		2.977	

Note: For the distinction between advantages and disadvantages of elements, we chose the industry level as the standard. The industry level above is the advantage, and the following is the disadvantage.

2.7 Comprehensive analysis

2.7.1 SWOT analysis

SWOT strategic map analysis:

1. Through the analysis of key environmental factors and key competitive factors, opportunities, threats, advantages and disadvantages are divided into three parts

The total number of weighted scores obtained in the analysis is shown in the figure above, We can directly see the strategic region of the enterprise, Thus, enterprises can formulate corresponding policies So strategy, St strategy, Wo strategy and WT strategy.

2. As far as China Eastern Airlines is concerned, it has great opportunities and both advantages and disadvantages, which need to be utilized or dealt with. The most important thing is to make full use of their own advantages and seize the opportunity to maintain their competitiveness in the market ^[1].

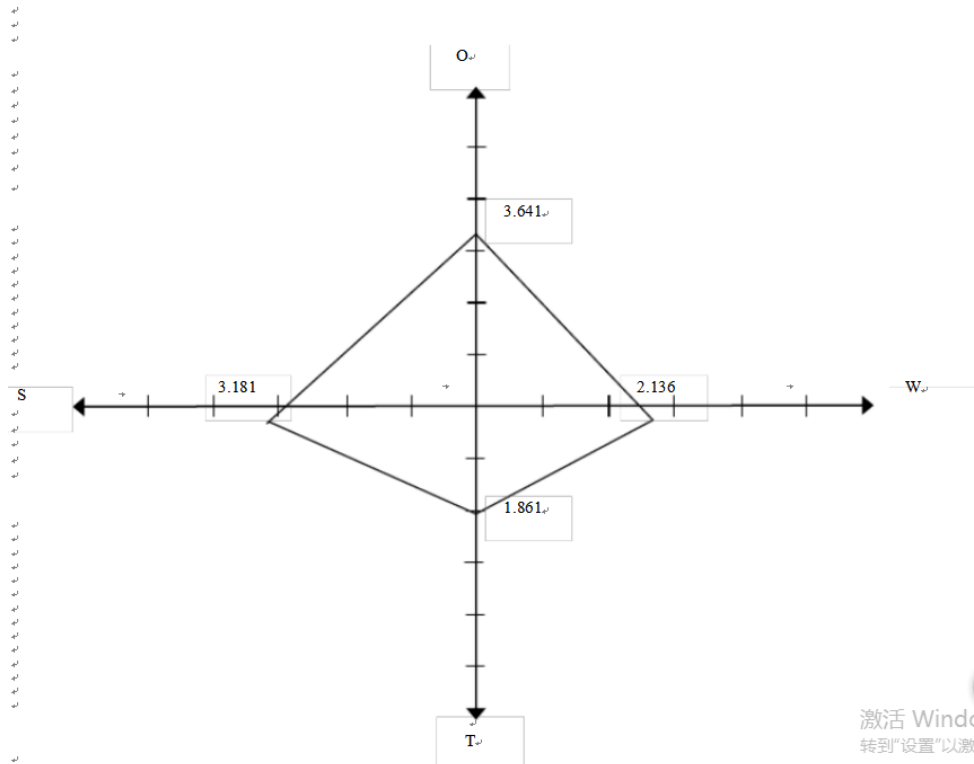


Figure 2.3-SWOT analysis

Table 2.7-SWOT comprehensive analysis:

Key competitive elements	S	W
	S1 production capacity	W1 asset liability level
	S2 product quality	W2 operational efficiency
	S3 technology level	W3 cost control
	S4 design innovation	W4 sales channel
	S5 product cost performance	W5 human resources
	S6 clothing quality	

End of table 2.7

	S	W
<p>O</p> <p>O1 macroeconomic development</p> <p>The development of leisure clothing retail industry</p> <p>O3 consumer purchasing power level</p> <p>O4 clothing industry related policies</p> <p>O5 intra industry competition intensity</p> <p>O6 clothing industry development scale</p> <p>O7 financial crisis</p>	<p>So strategy</p> <p>1. Seize the opportunity of economic development and the improvement of residents' purchasing power, and further seize the market with their own high-quality services.</p> <p>2. We should seize the policy bias and make use of the advantages of innovation to expand the market</p> <p>3. Using the financial crisis to attract more consumers through high-quality services</p>	<p>Wo strategy</p> <p>1. Optimize the level of assets and liabilities, actively seek credit resources, and improve their own asset structure.</p> <p>2. Improve their operational efficiency and control their own costs, and expand their own sales channels.</p> <p>3. Develop technology and increase the cost performance of products.</p>

End of table 2.7

T	<p>T1 fabric supply</p> <p>T2 development of other clothing retail industry development of</p> <p>T3 upstream industry</p> <p>T4 service quality</p>	<p>St strategy</p> <ol style="list-style-type: none"> 1. Strengthen the fabric supply to ensure the maximum production capacity 2. Actively develop new markets, develop new products and increase competitiveness. 3. Use their own clothing quality, calm response to the financial crisis. 4. Strengthen cooperation with upstream industries to enhance competitiveness 	<p>Wt strategy</p> <ol style="list-style-type: none"> 1. Strengthen the cooperation with other clothing retail companies, optimize the industrial environment 2. Strengthen the service quality of the point of sale, do a good job in human resource management.
---	--	---	---

2.7.2 Business portfolio analysis

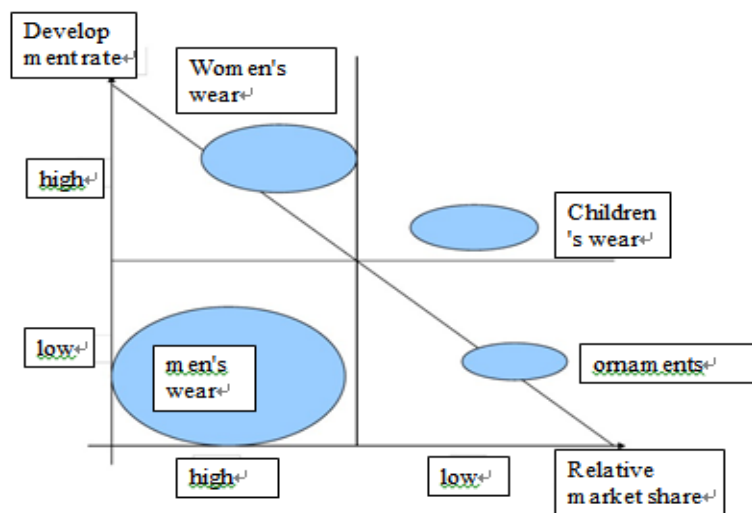


Figure 2.4-Business portfolio analysis

1. Menswear (dairy business)

Men's wear is definitely Uniqlo's dairy business. As the main business of Uniqlo, the operating revenue of passenger transport in 2008 reached US \$3 billion, accounting for half of its sales. This business has brought huge cash flow to Uniqlo's operation. However, as the market tends to be saturated and the development speed is slow, Uniqlo must make achievements in other fields.

2. Women's wear (Star Business)

Uniqlo's women's wear business. In 2008, the revenue is US \$1.53 billion. Although it is a non main business, its super high sales volume and high development in recent years make women's wear a star business of Uniqlo. In addition, because the market demand for women's clothing is much higher than men's clothing, the development of Uniqlo's women's clothing business has been guaranteed, and I believe there will be greater development of women's clothing business in the future^[11].

3. Accessories (dog running business)

Uniqlo's jewelry business has been in a dispensable position for several years. The operating revenue of jewelry business in 2007 increased by 9.37% compared with that in 2016. However, due to the high cost and the lack of sales volume, the freight business actually suffered a loss, with a loss of 66 million yuan in 2007. Although the ticketing business of China Eastern Airlines has a slight surplus, due to the existence of a large number of ticketing agencies, the operating revenue of the ticketing business of China Eastern Airlines in 2007 was only 9.226 million yuan, far less than the transaction limit of 101.985 million Yuan approved by the general meeting of shareholders.

4. Children's wear (question mark business)

Uniqlo's children's clothing business has developed well in recent years, and the business revenue in 2007 reached US \$550 million. However, due to more professional children's clothing brands such as Baodaxiang in the market, the competition of the business is fierce, and the future development is still unknown.

2.8 Problems in Uniqlo's marketing

2.8.1 There are not many product categories

Compared with H&M and ZARA in terms of product diversity and classification, Uniqlo has a large gap in both product performance and product classification. For products, Uniqlo tends to maximize its strengths and avoid weaknesses, and leave it to the market and consumers to make decisions. While providing products, it gives potential users and consumers a certain amount of space to choose. But this is obviously far from enough. The distinction between different products and the improvement of fashion and design are the top priorities for Uniqlo companies. The key to the product is also its classification and quality. How to enable customers to choose the most suitable one among countless products requires continuous exploration and research by Uniqlo^[29].

In addition, because of the monotony of Uniqlo stores, there are not many types, making it more difficult for consumers and former users to find out the styles and types they need.

2.8.2 Lack of market positioning

As a well-known Japanese brand, Uniqlo decided to open up the domestic market as early as 2002. However, due to insufficient preparation and fierce competition, my country ended in failure for the first time. In the following years, the decision-makers of Uniqlo continuously improve the shortcomings of the company with the leader, and make full use of the marketing and market strategy.

Finally achieved a certain market in our country. At the same time, as a typical Japanese company, Uniqlo has its own shortcomings and drawbacks. For example, the business concept of the company is often positioned at all consumers and users, but it is

clear that no company can satisfy everyone or make everyone happy. Love it, so in terms of market positioning.

Compared with other companies, Uniqlo has a huge gap, and it can even be said that it does not have its own corporate positioning at all. The investors and leaders of the company are committed to developing into an international clothing brand that serves people all over the world, and is committed to designing the most appropriate clothing for every consumer and potential user. I think Uniqlo companies are affected by this habitual thinking and have a great impact on their own companies. Neither resources nor corporate culture can cover them. They must contribute to the company based on their own company's selling points and product characteristics. Add tiles. Return to the most primitive corporate casual styles, seize this type of users, and at the same time continue to expand their business, only to position themselves and the market well. This can be distributed to larger and more markets^[30].

There are four stages in the development of positioning theory: positioning, business war, focus, and innovation. No matter which stage it is, it can be used for reference by different types of enterprises. Uniqlo has no positioning and is determined to provide clothing for everyone; From the perspective of business war, we should take ourselves as the leading brand to formulate marketing strategies; Lack of focus, design and production of clothing for all potential customers; There is no development of a new category, or a market segment enough to be a leader. No matter which stage of theoretical development of positioning is used to analyze Uniqlo, almost the same conclusion will be obtained. In other words, Uniqlo does not choose any target market, but tries to satisfy consumers in all market segments^[25].

According to positioning theory, the ultimate battlefield of marketing is not in the factory or retail terminal, but in the mind of potential consumers: the goal of marketing is not the product, but how to establish a different cognition in the mind of consumers.

Through the above analysis, as well as the long-term observation and interview of Uniqlo store consumers, Uniqlo can actually establish its own positioning: basic leisure clothing. Although Uniqlo constantly wants to get rid of the cognition of basic leisure

clothing in consumers' mind through various ways, marketing performance shows everything. Once you have a position in the customer's mind, you should make use of it, otherwise you will lose it. If Uniqlo can't make use of the basic leisure clothing, which has been established in the consumer's mind, it will lose this opportunity.

At the same time, we suggest Uniqlo choose 18-25-year-old consumers, whose consumption ability is limited. Even if Uniqlo does not have H & M, Zara's fashionable and popular design, it has broad market potential [12].

2.8.3 Site selection price is too high

As my country's economy continues to rise, especially after more than ten years of development in my country's real estate industry, prices have increased slightly. As a large company, Uniqlo has its own branded physical stores in the capitals of various provinces and first- and second-tier cities. As the real estate boom continues to rise every year, operating costs are also increasing, which means that the profits of enterprises have been reduced. In terms of store location, Uniqlo prefers Beijing, Shanghai, Guangzhou and Shenzhen in the Chinese market, which is densely populated, high spending power, and well-paid metropolises. This also means that high investment can often bring high returns, although the location price is too high. , But the income is often expensive, but due to the increasing competition in recent years, people have more and more clothing brands to choose from, users and consumers are not as loyal as they used to be, and the price of site selection is constantly Rising, which is extremely detrimental to the development of the enterprise. Choosing an appropriate location and controlling the price of the company's own brand can make greater profits for the company.

Among the clothing retailers, especially in the 8 markets outside the country, Uniqlo and h&m, Zara still have a considerable gap, even gap with gap, c&As a leading brand, you can choose to directly confront the biggest competitors, such as McDonald's's store is opposite KFC and adidas' store is next to Nike. However, if you

are like Uniqlo, it is absolutely not the leading brand and there is no advantage in the competition of the second tier. How to choose a location will be crucial to your development and even survival.

Uniqlo should have a long-term and systematic plan for the location of stores, avoid positive competition with h&m and Zara, and speed up the opening of stores in Tier 2 and 3 cities. In addition, in the shopping basket, we should deepen the understanding of Chinese consumers' behaviors and habits, so as to help enterprises to formulate marketing strategies that are more suitable for the Chinese market.

I think that Uniqlo should build online channels as the base of brand promotion in terms of channels, develop and build terminal stores in Tier 2 and 3 cities faster: in terms of advertising and public relations strategies, make full use of various media, publicity and promotion methods, and increase the publicity of basic clothing focusing on brands: promotion, and minimize price reduction promotion activities^[17].

2.8.4 The channel is too traditional

The apparel industry has developed and grown over the years, and competition has increased day by day. The market has completely shifted from a seller's market to a buyer's market. Innovation and change are currently required by Uniqlo's corporate sales methods. In the current fierce market environment, we can no longer rely solely on past sales methods to acquire customers. We should rely on the era of big data traffic, such as overall channel sales and marketing, to quickly acquire a large number of customers and complete transactions. For the effective publicity and promotion of the project, the channel department was readily established after the appearance of the clothing department of the project, and more customer partnerships and corresponding contacts were established through channels. But there were problems in the process:

Firstly, there was no tacit understanding and cooperation in sales, and channel sales did not have a deep understanding of customers' requests for payment, and it was

difficult to form targeted prescriptions. If things go on like this, customers and consumers will also be disappointed.

Secondly, the channel operation method is too single, and the corresponding use is not fully utilized. Often multiple personnel positions overlap, the efficiency is extremely low, and the execution and participation ability needs to be improved accordingly.

Finally, the channel department system is not established properly, and the performance and commission are recognized. If it is vague, the employees cannot be motivated accordingly, and the enthusiasm of the employees cannot be improved.

2.8.5 Lack of research on consumer behavior and habits

Uniqlo in higher income Japan, the establishment of a clothing warehouse supermarket, providing shopping baskets, are necessary. However, in China, there is no such consumption power and habit. Before entering the market of a new country or region, an enterprise should make necessary investigation and preparation, and define and separate the markets of different countries or regions. It is necessary for the enterprise to provide any products and services.

Only by constantly introducing new and unique network marketing topics can enterprises continuously grasp customers. Uniqlo has many successful cases of network marketing. To be exact, they are not pure network advertising, but network derivative products based on network platform and concept marketing. From Uniqlo's network planning, it can be seen that Uniqlo does not need to promote its products in a rigid way. Some of the topics may not have a direct relationship with its products, but spread the marketing concept through a natural soft way, so that consumers unconsciously accept its brand concept and generate subsequent purchase desire.

2.8.6 Threats from competitors

Uniqlo's main competitors: H &M, zara

H &M is mainly aimed at young people aged 15-30. It has 1500 stores around the world and monitors clothing manufacturers. H &M information system integration, real-time feedback. Information and communication technologies (ICTs) use a variety of communication software and equipment to realize distance learning, remote operation, video conference, inventory control, etc., unify the whole supply chain, compress the time required for each program, and make the connection between the chains more smooth. Self owned all stores, faster flow of information, high cost of information system, accounting for 2% of sales.

90% of Zara's stores are directly operated, and all clothing is produced in Spain and then shipped to stores in various countries. From design to market, the lead time is as short as 12 days, and 12000 kinds of clothing are launched every year, with a large number and a small quantity. Almost no advertising. 25-35 years old, with higher education background, very sensitive to fashion elements, with fixed consumption ability. Adhere to experiential marketing, attract consumers to enter the store, try it on directly. Zara hardly does any advertising, and the cost of advertising accounts for 0.3% of the sales.

Brand communication:

1. Catch the fashion elements, lead the fashion trend, and attract consumers at the right price.
2. The exclusive store is located in the prosperous business district, with luxurious decoration to improve the comfort of customer experience, leaving enough spacious space, with an average area of 1096 square meters.

In fact, in competition with H &M. Zara, Uniqlo is at a disadvantage. H & M's 53% gross profit margin and huge advantages in sales make it have more funds for all aspects of construction (product development, channels, advertising, etc.). On the other hand, takes full advantage of its lead time to continuously introduce the most fashionable styles and sell them at higher prices, avoiding price wars with other competitors

If Uniqlo wants to win in the competition or maintain its established market position, it must avoid the direct conflict with the two major clothing retail giants and establish a distinctive cognition in the minds of consumers^[19].

2.8.7 The threat of new entrants

Uniqlo's competitive threat also comes from online stores such as Fanke and handu. VANCL and handu are both leisure clothing enterprises that have developed rapidly relying on the network channel, and their network marketing performance is better than Uniqlo's network store, and the possibility of establishing a physical store is not ruled out. Uniqlo should consider the marketing strategies of strong existing competitors on the one hand, and prevent the threat of new enterprises on the other.

In addition, because there are not too high barriers to entry, other textile and garment enterprises, or enterprises in other industries with abundant capital, may also enter the clothing retail industry at any time, increasing the competitive intensity of the industry.

Summary

From this point of view, the product is a vital part of the development of enterprises, and the unique product technology innovation is a powerful means for enterprises to attract consumers. Starting from the perspective of consumers and thinking for consumers, enterprises can serve consumers well, increase the sales of enterprises, and make enterprises develop faster and better^[22].

3. STRATEGIES AND SUGGESTIONS FOR UNIQLO'S MARKETING MANAGEMENT

3.1 Uniqlo marketing strategy

3.1.1 Uniqlo product development

Basic casual clothing is currently the main product of Uniqlo. As mentioned above, Uniqlo does not have a clear market positioning and target market, so its basic style covers children's, men's and women's wear, and it can be said that there are many styles. Uniqlo has its own classification method, and its sub-categories include under each category, it is subdivided into clothing, shirts, vests, POLO shirts, underwear, sweaters, sweaters, T-shirts, coats, etc.; in addition; Accessories or small commodities are also produced to a certain extent. In addition to the complete product categories above, Uniqlo is also fully prepared in terms of color and size, and comprehensively considers consumers with different preferences. Although Uniqlo's products lack fashion elements, in the same way, Uniqlo tends to devote a lot of resources to the corresponding technical aspects, so that more users and consumers can wear it with confidence and comfort.

Uniqlo's technical level in the industry can basically be at the forefront. The leaders and decision makers of enterprises often think that technology is the driving force and the foundation of everything, and consumes a lot of energy and time to invest in design technology, whether it is fabrics or corresponding The raw materials are also synthesized using the latest technology. For example, the fabric on a sweater is made by greening and re-recycling plastic by personnel in multiple production departments. This is undoubtedly a huge revolutionary research. Also in terms of quality, Uniqlo is also well received. Under the same conditions, the cold resistance of polar fleece is more than 4 times that of other brands and pure cotton products, and more than 2 times that of other brands of wool products. It is recommended that Uniqlo can focus on basic casual

clothing that consumers highly recognize, which is also the best-selling part of all Uniqlo products. Only by doing a good job in product development, Uniqlo companies can continue to increase the corresponding profits of their own companies [18].

1. Deliver brand values with products:

Product is just a fulcrum, which is used to pry people's deep thinking about clothing, society and themselves. Only a brand with deep thinking and starting from people's life can cope with this challenge. With the changes of the times, people gradually begin to realize that the significance of a clothing brand can go beyond the clothing itself, constantly improve people's quality of life with the driving force of personality, and constantly promote the evolution of society.

In essence, this power of arousing human awareness will make the brand a step faster among the peers: not only based on the brand itself to make its due value, but also help consumers find infinite possibilities, at the same time, give consumers a brand-new aesthetic experience beyond identity and age, and enjoy every real moment in life.

Brands need to break through the traditional boundaries of color, design, typography and function, focus on every moment of life with new aesthetics, and present the characteristics of the whole spring, summer, autumn and winter for consumers. From taking clothes seriously, feeling the quality of life, to listening to inspiring inspirational sharing, we strive to break through the limitations in all stages of our life. Rationality, peace, upward and freedom are the call of the banner in the hands of brands to consumers.

2. Mobile consumers, eternal brand experience:

Relying on products, we provide consumers with more efficient, convenient, comfortable and unforgettable interactive experience services.

E-commerce and we media dispel the dividing line of different cities and different classes of consumers' views on taste and fashion, and break and reshape the uneven aesthetic power. In the square inch space of mobile phone screen, realize the perfect integration of people and goods yard. Let 100 million fans freely travel through the virtual but warm network, from civilian products to masterpieces produced by cross-

border designers. Active information reception and re dissemination can help people from different countries, regions, races and backgrounds gain aesthetic experience beyond regional restrictions.

3.1.2 Choice of Uniqlo Market

The sales of leisure clothes keep growing. In addition to introducing a large number of leisure brands, there are also special "girls' leisure hall" and "leisure clothing hall" to show their characteristics.

Middle aged, young people, college and middle school students are the main consumer groups of leisure clothing. According to the survey of relevant institutions, at present, the middle-aged and young people aged 20 to 40 are the leading group of clothing consumption in China, accounting for 50% of the total clothing consumption, and those over 40 account for 19%. Young and middle-aged people are the leading groups in pursuit of life, leisure and personalization.

Take the method of online and offline linkage marketing, online sales outsourcing to Taobao operation. At present, the consumer groups covered by UNIQLO online stores and physical stores are not exactly the same, so UNIQLO will promote online sales by controlling goods in different periods and channels (online or offline). The specific methods used are as follows: first of all, there are differences between online and offline stores in the delivery time. For the same product, online stores will deliver goods one week to two weeks earlier than offline stores. In this way, new products will have a vacuum period of the same length of time in the physical stores, and in order to experience the new season's products first, many buyers will naturally buy through online stores. Secondly, for the discount promotion of the same product, UNIQLO also staggers the online and offline physical stores in the time period. If customers do not catch up with the promotion of physical stores, they can also buy the discount products through online stores. Third, through the management of goods inventory

The principle of market segmentation is to discover potential, unsatisfied, and commercially valuable consumer and user needs. The usual situation is that many products are loved by different people in the market. These products can also meet certain needs of customers and consumers or meet the clothing requirements of customers, but often all types of clothing are not perfect. Such omissions and problems exist, so users often buy more clothes from other stores for different combinations.

After market research and research, I suggest that Uniqlo should try to find the market choice and narrow the market front, and still focus on casual basic styles. Uniqlo enterprises are still deeply loved by most young people in terms of leisure brands. At present, young people aged 19 to 27 have become the main consumer group in the Uniqlo market. Young people's spending power is getting stronger and stronger. It is necessary to focus on these young people and carry out a new round of design and reorganization of leisure brands. While maintaining the technical level, we will continue to improve the fashion sense of the products, attract more young people to buy, and at the same time strengthen the marketing methods to control the entire market and maximize the profits that the company deserves.

3.1.3 Uniqlo price adjustment

At present, Uniqlo's products are not only marketed in China, but the production headquarters are also located in domestic factories. This is undoubtedly helpful to the profitability of the company. With the continuous reduction of production costs, companies can have more of themselves. To develop technology and do a good job in corporate marketing, and at the same time because the company has more funds.

In terms of prices, some adjustments can also be made appropriately. After all, competition is increasing day by day, while focusing on products, we need to control their prices so that we can get more customers and consumers instead of relying on expensive prices to make profits, which is extremely detrimental to the long-term development of the company. At the same time, while lowering prices, Uniqlo often uses

the mantissa pricing method. That is to say, when companies formulate price strategies, they do not use round numbers to mark the price of products. In Uniqlo stores and flagship stores, the prices of all Uniqlo products often end in 9, such as 99,199,599. This is to use the psychological factors of consumers to set prices. Keeping the mantissa can reduce the one-digit price. So that customers subconsciously think that the price of the product is extremely low, and it will also stimulate the sales of the company, allowing more users to choose Uniqlo.

3.1.4 Strengthening of Uniqlo channels

According to the market and channel positioning of Uniqlo, its stores are located in the core business districts of first- and second-tier cities. Traffic is the basis for Uniqlo to obtain profits. The location of the core business district means that Uniqlo can obtain larger traffic and can often get more high-quality customers and potential consumers. After all, there are more people with good salary in first- and second-tier cities. It also means that corporate profits have a chance to rise. Similarly in Dameisha, in terms of site selection, the core business district faces more and better competitors, and both price, quality and materials pose a great threat to Uniqlo's corporate routes. Whether it is a new user or an old user, they will unconsciously compare several companies and clothing, and choose the good ones. If users think that Uniqlo is more suitable for them in terms of brand and price, then consumers will subconsciously come to Uniqlo to purchase next time.

As an international brand, Uniqlo's corporate products contain high-tech elements and are full of fashion. Most consumer needs have been met, and they have obvious advantages. Compared with the price level of core business districts. In summary, the high price expectations generated by consumers can conflict with Uniqlo's high quality and low prices, which can clearly make potential users and customers feel good about Uniqlo. The price is clear at a glance and the expectations are greatly reduced [21].

At the same time, the layout of Uniqlo can be designed to be clear to customers. In essence, it creates a relatively free space for consumers to purchase. Different sizes, colors and styles of products can become mutual reference points, saving consumers time Cost and search cost. The display method is similar to that of a supermarket, with optional type selection, product zoning, color comparison, and sequential size, and the shopping space is transparent to a certain extent. According to prospect theory, due to different consumers and different standards, this kind of display can meet the different needs of different consumers. It is extremely effective for Uniqlo companies to attract new consumers and users, and it is also very effective for shops. The efficiency of sales and consumer purchase of products has been greatly improved.

In addition, due to the rapid development of the current era, the Internet has become another boost that enterprises cannot ignore. Cross-border cooperation with e-commerce platforms has become a general trend. On the one hand, because of the low-cost transmission of information on the Internet, consumers will respond more effectively and quickly to fashion trends, and on the other hand, it will increase the convenience of consumers. Therefore, if you want to get more traffic, Uniqlo needs to continue to broaden its reputation on the one hand, and on the other hand, only when companies sell more clothing can they get more opportunities. Online and offline marketing are not unrelated and isolated. They each have their own advantages and corresponding shortcomings. In order to make the company bigger and stronger, and maximize the benefits, the leadership of Uniqlo apparel companies is needed. Makers and decision makers continue to conduct in-depth research, improve loopholes, maintain advantages, and maximize strengths and avoid weaknesses.

3.2 The content of Uniqlo fast fashion brand marketing strategy in China

3.2.1 Uniqlo's marketing transformation in China

1. Improve the Japanese-style online store.

Uniqlo officially launched its online store in Japan in October 2000, when the Internet bubble economy began to burst.

At that time, choosing to set up an online mall at this time was obviously not to take the last train of e-commerce. In 2005, Uniqlo's online mall achieved 7.2 billion yen (about 500 million yuan) in sales, but it was less than 383.9 billion yen that year. Compared with the total sales volume, the contribution rate provided by the online channel for Uniqlo is less than 2%. In 2008, the scale of transactions in the apparel market on China.com has exceeded RMB 17 billion, and Hutian has sold nearly a million pieces of clothing on Taobao.com. Covering 752 stores in Japan-over 100 million people, but through B2C, it may be covered by a Taobao flagship store in China. In 2008, Uniqlo's Taobao flagship store insulted Tianshangwei with a total of nearly 400,000 yuan.

2. In the early days of the Taobao flagship store's launch, the sales process of Uniqlo's Taobao store still came from big cities such as Beijing and Shanghai. However, as Uniqlo's brand awareness increased, two-thirds of the sales came from places not covered by Uniqlo stores. In addition to bringing sales to Uniqlo, e-commerce has also brought unprecedented visibility to Uniqlo. Compared with the auxiliary functions of 8-style online stores, in the emerging and vast Chinese market, e-commerce, which was once an accessory to traditional channels, is gradually showing its independent advantages. In terms of it, it has infinitely broadened and extended the traditional marketing channels. , To make up for the lack of physical store expansion. In two aspects, he is promoting the Uniqlo brand to China, a corner, laying a foundation for potential consumers of Uniqlo, which is expanding.

3. Diversified local celebrity endorsements.

Uniqlo adopts diversified local celebrity endorsements in China. For a fast fashion brand, celebrity endorsements are indispensable. Metersbonwe's celebrity strategy, from Aaron Kwok to Jay Chou, utilizes the entertainment appeal of celebrities. Nowadays, people are more rational, and they are more concerned about which of the celebrities' dresses is more suitable for them. Insulting a star is a way of dressing and a representative "customer prototype". Uniqlo's diversified local celebrity endorsement advertising strategy, to a certain extent, can be said to have captured

3.2.2 Product Strategy

The product is the core of the enterprise, which causes the company to focus on the product when pricing and marketing. Uniqlo pursues versatile, so most of Uniqlo's products are basic models that are easy to match. There are no special colors and exaggerated styles. The basic products that it provides are diverse and versatile in styles, which involve almost all casual items in consumers' lives, which are enough to satisfy people's daily wear.

the vast majority of consumers [26].

Of course, like other fast fashion brands, fashion has always been a factor that Uniqlo pays particular attention to. Although most of Uniqlo's clothes are basic styles, it does not prevent it from becoming more fashionable clothes. Some small details may make clothes become trendy, and Uniqlo handles these small details especially in place. In order to strengthen product design, Uniqlo has also set up product research and development centers in the four major fashion capitals to obtain more convenient and timely fashion information from all over the country. This facilitates the headquarters to make predictions on the trend of the season and design more Trendy products.

UNIQLO's product life cycle in the Chinese market has entered a growth period. Consumers are gradually familiar with the brand. The sales volume of the enterprise is

rising rapidly, the profit is growing rapidly, and the competition is becoming increasingly fierce.

According to the advantages and disadvantages of UNIQLO in its product growth period, the following strategies can be adopted:

(1) Vigorously promote product quality and service quality, maintain the unique advantages of enterprises in the industry, attract more consumers and increase sales.

(2) According to the detailed classification, UNIQLO divides the clothing into four categories: menwomenkids and baby. It should subdivide the target groups of each category and organize the production according to their needs. It is impossible to capture all consumers. UNIQLO should focus on young consumers who pursue simple and fashionable life and segment the market.

(3) Further promote the brand image and set up its own unique logo in the Chinese market.

3.2.3 Price Strategy

Price is the first choice for middle-class consumers when shopping, and it is also an important factor for the success of a transaction. Business activities carried out by enterprises are basically for profit, and prices can bring benefits to enterprises. Therefore, the state of affairs caused by product pricing can even be said to be related to the survival of the entire enterprise. Companies need to comprehensively consider a variety of factors when pricing their products. For example, business objectives, costs, and major competitors are all factors that need to be considered. Uniqlo mainly uses penetration pricing and the mantissa pricing method.

Penetration pricing is a low-price strategy. For the same product, consumers are more likely to choose lower-priced products. Through this low-price strategy, companies can gain greater market share and profits through economies of scale. Uniqlo pursues low-price and high-quality in pricing, unlike many brands that deteriorate when they lower their prices. The price of Uniqlo clothes is mostly between

39-499 yuan. Compared with other fast fashion brands, the price of Uniqlo is relatively affordable [29].

Uniqlo accurately grasps the psychology of consumption and adopts the method of mantissa pricing in setting prices. Mantissa pricing is when companies use fractional numbers instead of whole numbers to mark prices when pricing products. This is a kind of psychological pricing, which gives customers a psychological feeling that they are taking advantage of themselves. For example, the price is 99 yuan, in fact, it is 100 yuan if rounded down. Although it is only one yuan, the 99 yuan in the price gives people a feeling of taking advantage of it, that is, I had to pay 100 yuan, but the result was still being able to get back one yuan without actually paying one hundred yuan, this will give consumers a low price of a commodity. If you buy it, you will make a profit. If you don't buy it, you will lose money. It is easier to accept this price and more willing. Coming to consume; secondly, it is precise, with the final price to let consumers produce a kind of product pricing is not set by the upper layer of Uniqlo casually, but for the consideration of consumers, so that everyone can buy more affordable. Uniqlo products are thoughtful and precise, which in turn gives customers a sense of trust. This kind of pricing takes advantage of customers' psychological illusions and makes consumers feel that the product is very cheap subjectively. The mantissa pricing method is applicable to some low-value products, but not to high-value products. The Uniqlo products are positioned as mass-market clothing and the price is relatively low, so Uniqlo's products are very suitable for using the mantissa pricing method. Most of Uniqlo's products use the mantissa pricing method. This pricing method is more likely to break through the price-sensitive consumer's psychological defense line, creating the illusion of very low commodity prices, thereby stimulating consumption.

3.2.4 Channel Strategy

Channels are a series of ways for companies to produce products and provide them to consumers. Channels are important to both enterprises and consumers. Enterprises can reduce costs by establishing channels to improve their competitiveness, and consumers can obtain products more conveniently through channels. Therefore, companies should choose appropriate marketing channels. Uniqlo mainly adopts the channel strategy of entity chain monopoly, and its introduction of "hypermarket" sales method has set off a wave of Uniqlo's hot sales. The physical chain store is the most friendly marketing channel in the clothing retail industry. Its unified portal design and comfortable shopping environment have won the public's recognition, which not only expands the influence of the brand, but also increases sales and operations amount [28].

1. Store selection

As of October 2018, Uniqlo has opened 655 stores in my country. Uniqlo pays particular attention to store construction. Like many international fast fashion brands, Uniqlo's locations are mostly in prosperous business districts, such as Taikoo Li in Chengdu and Wangfujing in Beijing. When neighboring those internationally renowned fast fashion brands, although Uniqlo's reputation cannot be compared with other brands, price is still an inevitable key consideration for consumers when shopping, which can clearly highlight Uniqlo's low price advantage. , Showing the characteristics of Uniqlo's high quality and low price. In addition, Uniqlo and other fast fashion brands are neighbors, and can also capture the most cutting-edge fashion elements and draw inspiration from them at any time, so as to continue to innovate. Uniqlo stores are large in size and simple and generous in space layout, doing their best to provide consumers with a free, convenient, comfortable and beautiful shopping environment.

Uniqlo stores adopt a warehouse style, placing all kinds of goods on tight shelves to facilitate consumers to buy. This standard requirement highlights the brand culture of Uniqlo, which is neat, clear and beautiful, and convenient for consumers to shop. At the

same time, this display method has obvious advantages, which can display more product weight and quantity, optimize space use, reduce product inventory, and thereby reduce inventory costs. The store is divided into several areas, and each area is designated as required, which not only saves the time for customers to find products, but also facilitates the work of employees.

Stores are the closest to consumers, and most fast fashion brand stores adopt a direct sales model, which can grasp first-hand information on consumer needs. In Uniqlo stores, the clerk will carefully receive and sort out consumer suggestions, feed them back to the headquarters, and the headquarters will analyze this, and then design products and adjust product production in a timely manner.

2. Network channel

Uniqlo opened a Tmall flagship store in 2009 and also opened an online official flagship store. From the sales data of Uniqlo Tmall, two-thirds of consumers are distributed in areas where they have not yet opened physical stores. This not only shows the development of the Internet, and the subsequent development of online shopping, but also shows that Uniqlo's online promotion is faster than physical stores, and online marketing has become an important marketing channel for Uniqlo.

At present, a large number of fast fashion brands have established online stores on Chinese websites, and Uniqlo's online sales results stand out among these brands. Since the establishment of online stores, Uniqlo's sales have been surging. After years of painstaking efforts, Uniqlo currently has an average monthly online sales of tens of millions. Most of the local fast fashion brands in my country use distribution channels, while Uniqlo has adopted an online direct sales model to optimize and integrate intermediate processes and reduce costs. Using this model can directly face consumers and collect first-hand information, so as to understand market demand and arrange production according to this demand. This model enables both consumers and businesses to win.

According to the data monitoring of Taobao Mall, two thirds of the sales distribution of online Uniqlo comes from the areas where it has not yet opened stores, which means that in today's convenient information exchange, the network communication speed of Uniqlo brand has surpassed that of the entity. After entering China, Uniqlo changed its marketing strategy, gave up the bombardment on hard media, and implemented a series of wonderful network marketing cases. The following is a detailed analysis of the network marketing case of Uniqlo.

Uniqlo website design style and its physical store display form and its fit, Uniqlo advocates the storage style of self-service shopping, its website each size of the grid is like a wardrobe, different types of goods arranged in order, but also lively and fresh. Uniqlo website design into the concept of the enterprise itself, let people enter the website, you can clearly feel the simple and fresh style of Uniqlo.

In terms of color, Uniqlo adopts the basic hues of red and white, and adds gray of different depths. Red and white are the colors of Uniqlo's logo. At the same time, the passionate red, coupled with pure and simple white, not only gives consumers a certain visual impact, but also highlights the cultural concept of Uniqlo. Different colors of gray also add color to the website, which increases the vitality of the website and makes it simple but not monotonous.

Uniqlo not only has official enterprise shopping websites in China, but also cooperates with taobao.com and has Uniqlo flagship stores on taobao.com. In the background of the website, the data, search, transaction, payment and other functions of Uniqlo's two websites are interlinked, which is convenient for consumers to buy. Uniqlo cooperates with Taobao, the basic service provider of e-commerce, and its perfect trading system helps Uniqlo solve its technical weakness, so that it can concentrate more on the research and development of goods^[31].

The spa business model adopted by Uniqlo, in short, is the whole process participation of enterprises from product design, production, inventory to marketing. The development of logistics technology or logistics management is bound to have a great impact on Uniqlo's marketing and even the whole enterprise operation. On the one

hand, the development of logistics enterprises provides Uniqlo with more choices in terms of logistics suppliers, which makes Uniqlo turn into a logistics company

The bargaining power of the Treasury is relatively enhanced; On the other hand, the development of logistics technology has created favorable conditions for other enterprises to import spa mode. The threat of new enterprises to Uniqlo is increasing, and it may also intensify the competition intensity of clothing retail industry after a period of time.

At the same time, with the development of network marketing, social network service marketing is paid more and more attention. Social network service marketing is a way of marketing, brand promotion, public relations management and customer service maintenance and development by using social network, online community, blog, microblog, wechat, encyclopedia or other Internet collaboration platforms and media. For enterprises, social network service marketing is an indispensable part of enterprise network marketing strategy. Uniqlo how to use SNS platform to carry out marketing, and successfully complete the promotion goal to elaborate SNS -- the new network marketing mode.

The development of network technology not only provides conditions for Uniqlo to build online channels, but also provides choices for channel innovation of clothing retail industry, which may not only transfer the competition of physical stores to online stores, but also spawn more clothing online direct selling enterprises. In terms of network promotion, Uniqlo has a more advanced technology path. At the same time, consumers have more information interference. How to use network technology to achieve precision marketing is a huge challenge for Uniqlo.

3.2.5 Promotion Strategy

Promotion is to establish a relationship or dialogue with consumers at an appropriate place at a reasonable price, in order to use a certain method to stimulate

consumers' desire to shop for consumption. Promotion methods generally include advertising, promotion, sales by salesperson, etc.

As a tactical marketing tool, promotion can have a positive impact on the purchase behavior of the promotion object. Uniqlo's brand image of leisure and fashion is mainly reflected in store display. In the stores of Uniqlo, various basic clothes of different shapes and colors are skillfully matched on the mannequins and the models on the posters, showing a sense of fashion within reach, becoming an important person to communicate with customers and finally persuade them to buy. In order to create a sense of scarcity, Uniqlo has new products coming to stores every week, and each store has different new products, which has a strong appeal to consumers. Limited time special price is a new way of sales promotion launched by Uniqlo, which has become an effective way to improve flat efficiency. The so-called limited time special price is to launch a limited product within a certain period of time (three days or a week), and reduce its price by 20 yuan to 50 yuan. Among the reduced price products, there will be many new products launched in the current season. In the clothing retail industry, this is not a common practice.

There are two disadvantages in sales promotion: (1) the lack of discount in the near future may cause potential customers to give up buying (2) Price reduction will have a negative impact on the brand

It's a great hurt. Uniqlo focuses on basic models, and many products have very low prices. If it often reduces prices for promotion, many consumers will wait for the price reduction to buy. In the long run, it is not good for business operation. Therefore, unless there is inventory pressure or new models need to make room for listing, it should try to avoid price reduction and promotion strategies^[32].

1.Creative advertising

Advertising is a promotional method for companies to publicly disseminate information, and Uniqlo is no exception. Uniqlo President Yanai once said: "Promotional advertisements are love letters written by companies to customers." Most

of Uniqlo's advertisements are full of novelty and attract consumers' attention. For example, when promoting the newly launched jeans series, celebrities are invited to cooperate. Designed some drama-like twists and turns, and this advertisement is only broadcast on the Internet, and it has attracted the attention of tens of millions of people after it was broadcast. This kind of story-telling advertisement not only easily attracts consumers' attention, but also makes them notice the jeans worn by the celebrities.

Yanai has such an understanding of advertising: advertising is a love letter written by an enterprise to its customers. This is also the advertising strategy that Uniqlo adheres to. To make an exciting advertisement, it needs not only professional design, but also emotional investment like treating lovers. Every advertisement copy is regarded as a love letter written to lovers, so that the audience can feel the strong emotional appeal of Uniqlo. Although the media of advertising has changed from the original flyer to the later newspaper, and then to the television and now the social network media, the love letter strategy has always been carried out.

For Uniqlo, the most important thing is that advertising must be topical to attract consumers' attention. When Uniqlo launched the jeans series, it found two stars, Kenichi Matsuyama and jianglizi Sato, and launched a 4-minute plot advertisement. This advertisement has the plot of a TV drama, and is limited to the network. The special edition is broadcast on the Internet. The advertisement has attracted tens of millions of fans from the two stars. This advertisement breaks the traditional hard marketing mode of Uniqlo. Under the guidance of the plot, the audience often ignores the marketing concept of Uniqlo, but remembers the jeans highlighted by the star protagonist in front of the camera. Behind the face of the star, Uniqlo perfectly conveys the functionality of this pair of jeans to the people who click to watch the advertisement with an advertising style that goes beyond the traditional mode.

Uniqlo has been emphasizing high quality and low price for a long time. In order to change its brand image which is not fashionable enough, in 2008, Uniqlo invited Yoshika Fujiwara, the sexy goddess, to speak for the summer's main product leggings. There are all kinds of advertisements, from TV to print media to huge posters and

leaflets. The whole advertisement adheres to the simple style, Everywhere is full of fashion and taste factors. In the TV advertisement, Fujiwara walked happily in the streets of Japan wearing the leggings launched by Uniqlo. Under the simple and bright style of the advertisement, the high rise jeans series of the leggings are not only widely spread among Fujiwara's fans, but also spread the star effect to all Japanese female consumers. This advertisement has changed the Japanese young fashion women's inherent concept of Uniqlo to a great extent. Even women over 30 years old are attracted by the advertisement and want to pursue a trend. With the help of Fujiwara's perfect performance, the high rise jeans series sell 1 million pieces a summer.

2.Store promotion

Promotion is an effective tool in marketing activities, and enterprises can stimulate consumption and shopping through promotion. Promotions include advertising. Chinese apparel companies pay great attention to advertising and spend a lot of money on advertising. But Uniqlo is different, it mainly promotes through the "store is advertising" approach. In Uniqlo stores, human-shaped models wearing well-matched clothing by employees are advertising. Uniqlo also implements a hunger marketing strategy, distributing new products that have just been launched to each store, each store has its own special products, this marketing method is very attractive to consumers to "treasure hunt." Uniqlo often carries out limited-time special promotions, offering new and old products at special prices. While attracting consumers who come for limited-time specials, it also promotes the sales of other products.

3.2.6 Localization Strategy

Globalization is accompanied by more fierce competition. Different countries have different living habits and economic levels. Various factors have led to different consumer behaviors in different countries. It is concluded that companies should act in

accordance with the actual conditions of each country when operating transnationally. Formulate and adjust the corresponding business strategy to localize the strategy.

Marketing localization means that when a company conducts marketing in a country other than its own country, in order to adapt to the local situation, under the premise of paying attention to the differences in the needs of each country, it will adapt to the situation and develop a marketing strategy suitable for that country. Multinational companies have obvious advantages in implementing localized marketing strategies. First, localized strategies can help companies quickly integrate into local culture and ease the crisis of foreign investment in the local area; and companies are more flexible, and they can also come up with countermeasures when the market environment changes. Second, companies can accurately grasp customer needs in order to design products that meet market needs and fully meet consumer needs.

1. Localization of products

Uniqlo, who drove to China for the first time in 2002, was confused about the situation in the Chinese market. When he opened a store in China for the first time, he adopted the same price strategy as in other markets, that is, trade with quality for low prices. The reality is that this strategy is given the head. Structural differences. Chinese consumers are mainly middle-class consumers with a certain level of consumption. They don't like low-priced but poor-quality things. Therefore, Uniqlo's strategy failed this time. After full market research, Uniqlo regrouped and adjusted its market positioning-middle class, quality and price. Since then, Uniqlo has entered the well-known stage of vigorous development. It can be seen that companies that do not have an accurate market positioning, no matter large or small, will not succeed as soon as they enter. Uniqlo will still place product R&D and design stages in Japan, and place production in China, and sign production agreements with Chinese factories.

As China's booming economy has led to rising wages and increased labor costs, many companies have moved their production bases to low-cost locations, but Uniqlo has not followed the trend. Uniqlo's production department director Nishikawa Masaki

stated that "only by producing and selling in China can we achieve the goal of achieving 5 trillion yen in revenue by 2020, and China's contribution will account for the majority." For this reason, Uniqlo has not transferred its production sites in China, and has shifted its production plants from the coast to the inland, reducing logistics time and shortening the delivery period.

2. Localization of human resources

Human resources localization is the use of human resources in the host country by international companies. Uniqlo focuses on talent training and localization of human resources. Market competition is becoming more and more fierce. For companies that want to profit from it, the talent strategy must not be careless. Therefore, Uniqlo will carefully select outstanding talents in line with its corporate culture and values when recruiting. Uniqlo recruits colleges and universities in China every year to acquire talents who want to devote themselves to the retail industry and have unique vision. Uniqlo provides new employees with a growth platform and spends resources on training them. As long as they work hard, they are likely to become Uniqlo operators.

3.3 The enlightenment of Uniqlo's marketing strategy in China to my country's fast fashion clothing brands

3.3.1 Clarify brand positioning and strengthen brand building

The brand condenses the corporate image and connotation, and the premise of marketing is brand positioning, which can lead the consumers. Brand positioning is the key to the start of an enterprise. If the initial brand positioning is inaccurate, and the target market to be entered has not been reached, there will be no place for the brand, and the task of promoting the brand will be very difficult. Internationally renowned clothing brands have their exact brand positioning. For example, Chanel is elegant and Uniqlo is versatile. Therefore, Chinese clothing brands should clarify the meaning of

the brand in the early stage of establishment, and should always incorporate the brand connotation into this in daily sales.

At this stage, if we want to stand out from the apparel market, the first thing is to accurately position the brand, let ourselves out of other brand areas, and form a unique image in the minds of consumers, so that consumers can experience what the brand wants to convey. Meaning, if you see the brand, you will have an accurate concept. When positioning, it is necessary to carry out brand positioning according to the selected target market and combining the advantages and disadvantages of the company, give full play to brand advantages, and promote it.

3.3.2 Slowing down shop opening speed

Statistics show that the current overall clothing retail environment continues to be sluggish, and the market in my country's economically developed cities is basically saturated. Many fast fashion brands need to re-explore the Chinese market. Researchers said that Zara's slowing down of store opening speed is worthy of reference. This is a prediction of the future retail environment in the Chinese market. Therefore, my country's local fast fashion brands can slow down the store opening speed.

3.3.3 Development of fast fashion in children's clothing

In recent years, the upgrading of consumption and the implementation of the second-child policy have intensified the expansion of my country's children's clothing market and maintained a high growth rate. It is foreseeable that the demand for children's clothing market will continue to rise in the next five years. According to forecasts, 2020 By 2015, the size of my country's children's clothing market may reach 188.6 billion yuan (as shown in Figure 3.1). With the increase in the disposable income of China's urban residents and the increase in consumer consumption levels, the post-

90s entering the marriage and childbirth age have laid a solid foundation for a bright future for the children's clothing market.

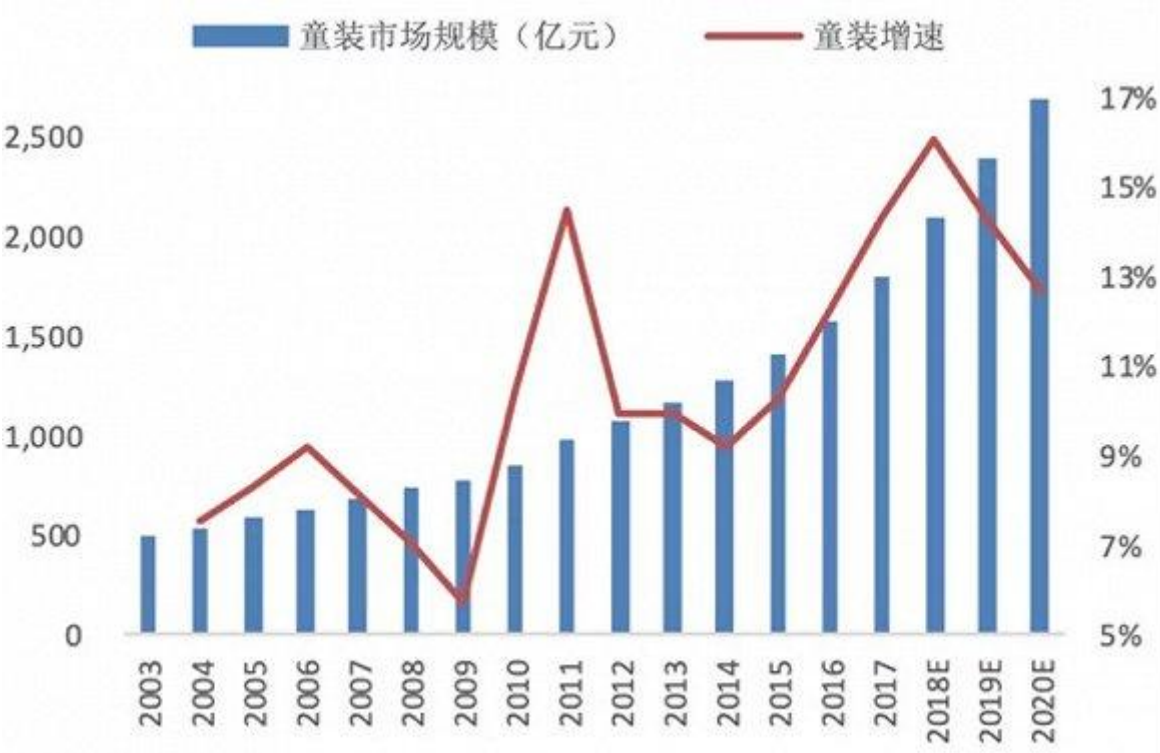


Figure 3.1- 2011-2020 children's clothing market scale

3.3.4 Sustainable development, green marketing

Uniqlo responds to China's sustainable development policy and follows the general direction of China's policy to carry out green marketing. Green marketing has modern characteristics and lays the foundation for the sustainable development of enterprises.

Uniqlo has carried out all product recycling activities since 2006, and will continue to use the recycled products after recycling. They do not just produce and sell high-quality and inexpensive products, but want to create higher "value". Carry out all commodity recycling activities. Local fast fashion brands in my country can refer to Uniqlo's behavior to recycle the goods bought by customers and recycle the recycled items many times. This method maximizes the value of clothing and is also an important measure that companies can take to follow national policies.

Summary

To sum up, it can be seen that Uniqlo is obviously at a disadvantage in the competition with H & M and Zara. H & M's low gross profit rate and high sales occupy a huge advantage, which not only makes it quickly have the funds for construction (product development, advertising, etc.), but also makes it occupy a large market share; Zara, on the other hand, has obvious fashion sensitivity, keeps up with the current trend of the clothing industry, and regularly introduces unique clothing styles, which are sold at high prices, thus avoiding the price war with other brands. If Uniqlo wants to win in this kind of competition or maintain its current market position, it must first avoid confrontation with the two major clothing retail giants, so as to establish a unique and distinctive cognition in the hearts of consumers.

CONCLUSION

Guided by the 4p theory of marketing, this article first explores and researches Uniqlo's marketing status. It can be seen that Uniqlo apparel companies have a fair performance in terms of operation and marketing, occupying a huge market, and summarizing Uniqlo's The various improvement measures and corresponding improvement methods of price marketing, promotion marketing, product marketing, and channel marketing have several reasons for the current success of Uniqlo enterprises in China. At the same time, several questions were raised, hoping to provide a certain degree of theoretical significance and practical reference for other apparel companies in my country through the case of Uniqlo.

Uniqlo was originally just a retail company in Japan. With the globalization of the economy, Uniqlo also joined the Chinese market and took the first step towards internationalization.

As we can see from the research in this article, Uniqlo did not develop smoothly in the first stage, but then at the beginning of the 21st century, after changing its marketing strategy and product development and other aspects, it achieved great success in the Chinese market. Research on Uniqlo's marketing strategy plays an important role in other apparel companies in my country. Finally, there are many shortcomings and shortcomings in the research of this paper. I hope that I will have the opportunity to continue to do in-depth research in the future, and the marketing optimization plan of Uniqlo needs to be further improved in practice.

Although Uniqlo has a good performance in business, its spa business model in the field of clothing retail is also very good

Uniqlo has surpassed many other retailers in the use of social media promotion, but its domestic sales account for about 80% of the total sales, and Uniqlo's gross profit rate in Japan is only 20%, and in China, it is only 4%. This is really different from H & M's gross profit margin of 53%. In this paper, through in-depth analysis, Uniqlo is positioned as a basic leisure clothing retailer, focusing on the cost-effective basic

clothing. Marketing is the competition of cognition. If we want to succeed, we must have our own unique cognition or characteristics, and take it as the center to carry out marketing.

In the analysis of industrial structure, we can see that both consumers and suppliers have strong bargaining power; In the competition with H &M. Zara, Uniqlo is in a relatively weak position: new enterprises and substitutes also pose a great threat to Uniqlo. Among the five forces, there is no relatively weak factor. However, although the bargaining power of consumers is very strong, this power is not prominent and stable, which is also the most likely factor to be changed by Uniqlo. In order to change the bargaining power of consumers, Uniqlo must provide consumers with different values. In other words, Uniqlo must establish a unique cognition in the minds of consumers

In terms of internal environment, Uniqlo has been directly relying on SPA mode to participate in the whole value chain from design, production to marketing for many years. Although it relies on the annual output of 400-500 million pieces to realize the scale effect of manufacturers and the scale effect of raw material procurement, which greatly reduces the cost, it does not have a high gross profit rate in the market performance, Zara's strong competition has something to do with - on the other hand, it has something to do with Uniqlo's failure to focus on a particular market segment and try to provide everyone with all the clothes.

To sum up, if Uniqlo wants to win in the competition and improve its market share and profit level, it must choose a market segment that it can occupy.

REFERENCE

- 1 Party support, Wang Xiaodi. Analysis of the status quo and countermeasures of Shaanxi characteristic agricultural products based on the 4P marketing perspective [J]. Hubei Agricultural Sciences, 2019(03): 121-124.
- 2 Wang Guohui. Based on STP strategy Research on Marketing Strategy of Chengde International Tourism Market[J]. Modern State-owned Enterprise Research, 2018(20): 142-143.
- 3 Hu Yibo. Research on Fast Fashion Marketing Strategy in China[D]. Capital University of Economics and Business, 2018.
- 4 Chen Yuanxiang. Research on Rural Insurance Marketing Strategy of M County Branch of Z Insurance Company[D]. Central South University of Forestry and Technology, 2017.
- 5 Wang Song. A Brief Analysis of Uniqlo's Cross-Border Cooperative Network Advertising Marketing Strategy[J]. Value Engineering, 2016, 35(25): 22-23.
- 6 Cai Minyu. The fragrance of wine is also afraid of the deep alleys: Research on the marketing strategy of reality show based on family visits under the framework of 4P [D]. Jinan University, 2016.
- 7 Ma Hongli. Uniqlo International Chemical Management Research [D]. Heilongjiang University, 2015.
- 8 Liu Tiantian, Gao Shiyu. Uniqlo's brand communication strategy[J]. News World, 2014(05): 185-186.
- 9 Zhang Kai. Uniqlo Store Color marketing strategy analysis and related application research[D]. Southwest University, 2014.
- 10 Zhang Jianqi. Application research on 4P marketing strategy of D company's VMS products[J]. Chinese Market, 2013(13): 13-17.
- 11 Sun Gangcheng, Jia Ruohong. Use 4P marketing mix strategy to enhance school competitiveness[J]. Journal of Shanxi University of Finance and Economics, 2012, 34(S4): 134.
- 12 Wang Haiyan. Research on the 4P marketing strategy of China's quick-frozen

- dumpling enterprises [D]. Nanchang University, 2012.
- 12 Shen Sijie. A brief discussion on 4P marketing in the electronic information industry Analysis of Strategy——A Case Study Based on Lenovo[J].Market Modernization,2012(29):59.
 - 13 Xie Xia. Research on the promotion strategy of Jiangsu sports industry vocational skill certificate based on 4P marketing strategy [J]. Journal of Harbin Institute of Physical Education, 2011, 29(05): 51-54.
 - 14 Zhao Yanfeng. 4P marketing strategy helps refined oil sales [J]. Sinopec, 2011 (05): 50-51.
 - 15 Hong Xue. Research on network marketing strategy of fast fashion clothing enterprises [D]. Liaoning University, 2016
 - 16 Hou Maicai. Research on Influencing Factors of consumers' purchase behavior under o2o mode [D]. Shenzhen University, 2017
 - 17 Tian Wei. On Uniqlo's business philosophy and Its Enlightenment to the development of Chinese enterprises [J]. Liaoning economy, 2015 (02): 64-66
 - 18 Zhao qiuyin, Qin Changcai. Business model innovation in the era of big data: a case study of Uniqlo in Japan [J]. Economic Forum, 2015 (11): 53-60
 - 19 Qiao min, Wang Gehui. SWOT analysis of Uniqlo brand development [J]. China business, 2012 (21): 17-18
 - 20 Zhang Dongya, Deng pan. Secrets of Uniqlo's counter attack [J]. Chinese entrepreneurs, 2014 (05): 62-66 + 11
 - 21 Li Tianjiao. Online marketing planning of Uniqlo brand [J]. News lover, 2010 (24): 102-103
 - 22 Pan Ning. Uniqlo China offline for online service [J]. Successful marketing, 2014 (03): 38 [9]Enticing online consumers: an extended technology acceptance perspective[J].Lei-da Chen,Mark L.Gillenson,DanielL.Sherrell. Information & Management.2002 (8)
 - 23 The impact of the online and offline features on the user acceptance of Internet shopping malls[J].Tony Ahn,Seewon Ryu,Ingoo Han. Electronic Commerce Research

and Applications.2004 (4)

24 Chen Zhiqiang, Uniqlo, on improving the function of Japanese online store [J], 2012 (9)

25 Xu laibiao, Zhang Yanshan in Shanghai, experience Uniqlo's fast fashion closed textile and clothing weekly [J], 2014 (34)

26 Yang Nannan, analysis of Beijing market operation characteristics of Japanese fast fashion brand Uniqlo, China market [J], 2011 (2): 114-115

27 The similarities and differences between Zara and H & m from the perspective of marketing strategy [J], 2011 (15)

28 Guo Yan, an analysis of the retail model of international affordable fashion brands in China. Chinese market [J], 2011 (15) 95-96

29 Song Tao's marketing characteristics of fast fashion clothing brand and Its Enlightenment on the upgrading of China's clothing industry [J] Economic Research Guide, 2013 (24) 166-169

30 Zhang Yaming, Zhu XiuXiu, Liu Haiou. Marketing membrane enterprise management of network community [J]. 2010 (02) 103-104

31 Lin Jingxin, Ma Jingxi. Creativity is the driving force of marketing. Uniqlo Apocalypse: Sales and marketing [J], 2011 (03) 31

32 Zhou Jingyan, rimu Uniqlo, the gateway of clothing management [J], Journal of Jilin economic management ten college, 2010 (6)

33 Nie Ke, the "Uniqlo" brand of rimu The effectiveness of Spa Analysis [J] enterprise economy, 2009 (5)

34 Zhang Fuliang. Clothing marketing [M]. Beijing: Higher Education Press, 2016

35 Chen Ruixin. Uniqlo creative marketing paper [D]. Shanghai: Shanghai East China University of science and technology, 2015

36 Lao ma. Uniqlo: simplicity and fashion [J]. Xiaokang (Financial Intelligence), 2013, (6)

37 Yang Nannan, Beijing market layout of international "fast fashion" clothing retail brands, issue 573 [J] China market, No.14, 2010

38 [tp://www.edatapower.com](http://www.edatapower.com)

39 Guo Guoqing, Qian Minghui, general theory of marketing, Renmin University Press, 2007

Xu Zhenzhen, looking at China's brand clothing management from Zara [J] Consumer Guide 2009 (3): 3-51