



WeiLong

Marketing strategy analysis

—Let everyone in the world love the Chinese taste.

2024.4.26

Group 3



Catalogue

- 1. Product Overview**
- 2. Target Audience Analysis**
- 3. Competitive Landscape Analysis**
- 4. Brand Positioning Analysis**
- 5. Marketing Mix Recommendations**





01



Product overview



What is seasoning flour products?



Material

Wheat is the main raw material.



Process

Through ingredients, extrusion, cooking, molding, and seasoning.



Representative products

Everyone usually calls “spicy strips”. Like “大面筋”、“小面筋”、“亲嘴烧”.



Taste characteristic



Because the taste characteristic that are deeply loved by consumers.



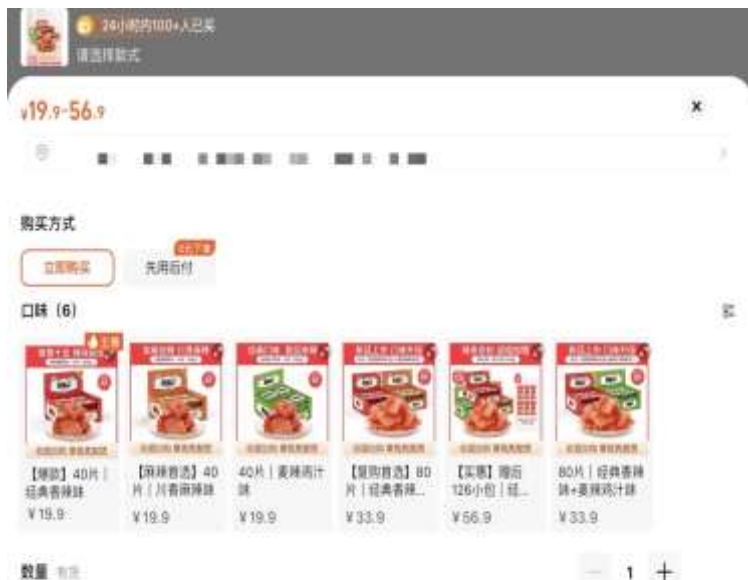
The official claim is that the seasoning flour products are spicy and mellow.



Having a spicy taste with fresh sweetness, and have the characteristics of convenient eating, rich taste, chewy taste.

≡ 卫龙 Price range

1



The lowest price is about 0.45 yuan per pack.

2



The highest is about 4.3 yuan per pack.



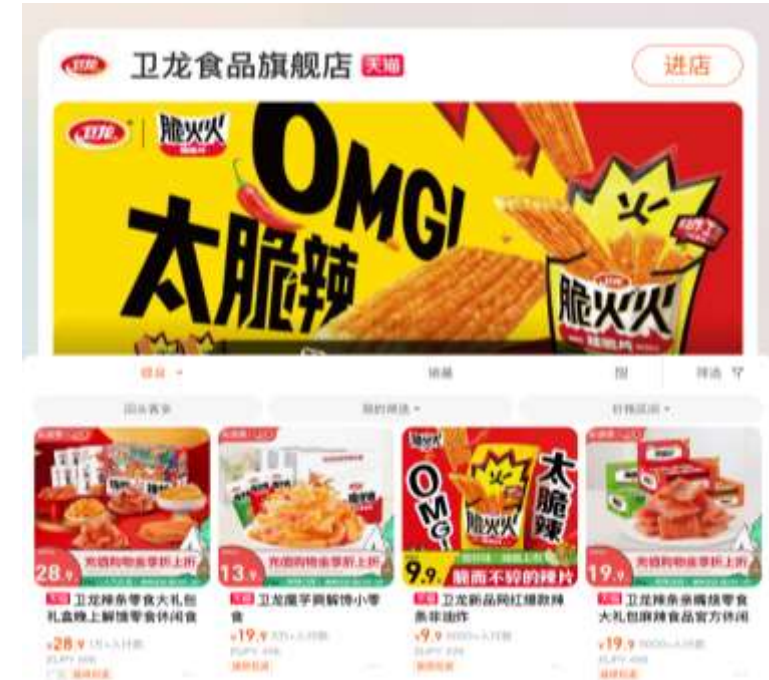
Primary purchase channels

1 Convenience stores and supermarket



Weilong has reached cooperation with 1,838 offline dealers in China.

2 Online direct sales platforms



Cooperated with Tmall to build a self-operated online platform as early as 2015.



Reasons for product selection.



2021年至2022年

上海副中心成立，正式在香港联交所主板挂牌上市。

参与制定的首个辣条行业标准发布，卫龙美味三期园区杏林工厂开始试产。



Breaking the stereotype of "spicy strips".

The enterprise has a good development.



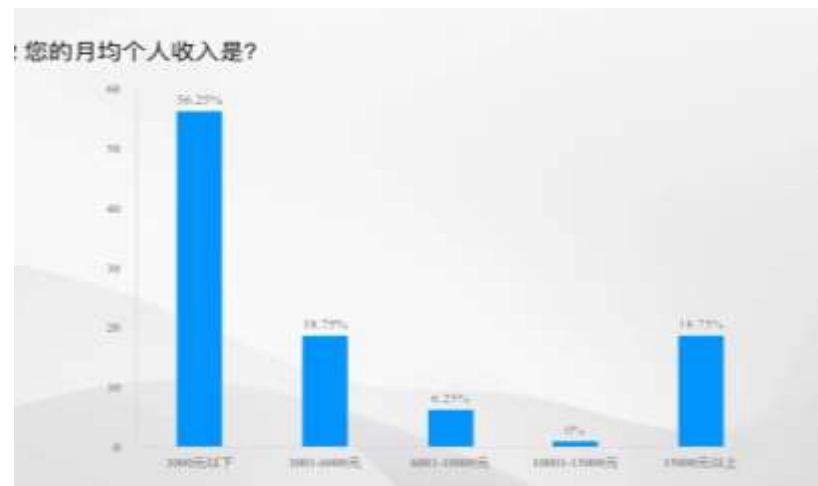
It has a corporate mission that touches people's hearts.



02 

Target audience analysis

卫龙 Target audience analysis



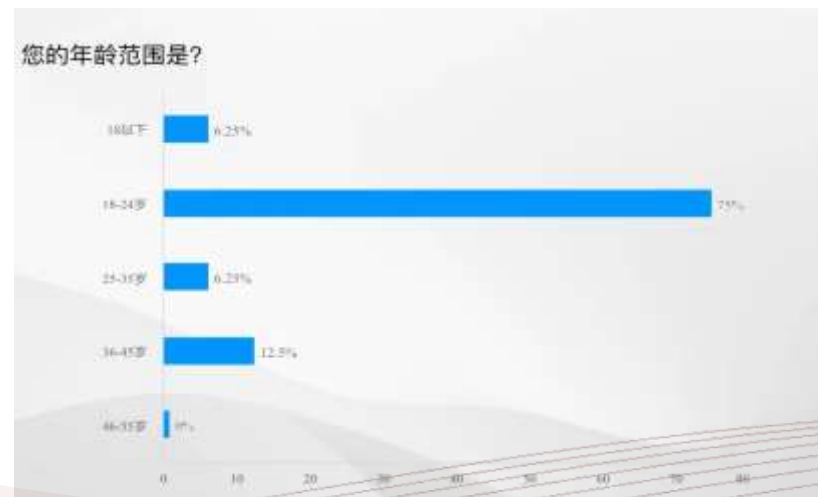
各级城市休闲辣味食品销售状况对比



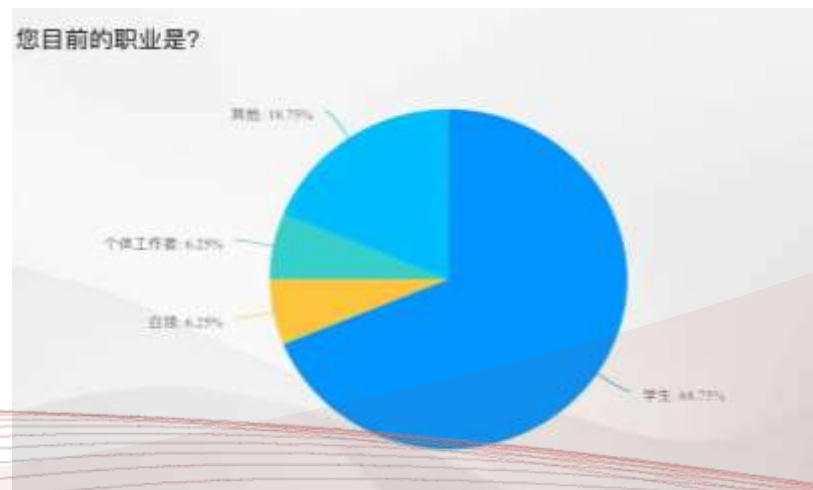
资料来源：弗若斯特沙利文，天风证券研究所



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您目前的职业是？





Target audience analysis



Geography

Weilong's market entry strategy mainly focuses on densely populated areas , mainly schools, industrial parks and residential areas.



Crowd

Customer group positioning is aimed at teenagers and low- and middle-income groups .Most of them like heavy flavors .



Psychology

Undifferentiated marketing met Weilong's development pace and used low prices and quality control strategies to attract as many customers as possible.



Customer Behavior

1. Packaging

- In the early stage, Weilong adopted a simple and direct transparent packaging to show the original appearance of the product.
- Later, innovative design of more popular young people's trendy packaging.





Customer Behavior

2. Emotional marketing

- For more people, Weilong is not only the enjoyment of the tip of the tongue, but also the memory of childhood.
- Weilong seized on this point by using very historical elements to produce posters that resonate with consumers.





Customer Behavior

3. Food health and safety

In order to convince the public that Weilong's products are safe, Weilong publicly lists its ingredient list and invites the media to the workshop for live broadcasts so that consumers have a clear understanding of its products.





Customer Behavior

4.Co-branding

- With the rise of young consumer groups born in the 90s and 00s, brand rejuvenation has become the way for brands to attract young people.
- Chow Tai Seng Jewelry and Weilong, two major national brands, carried out the joint activity of "金生好运，就是辣么多金"





03



Competitive Landscape Analysis

≡ Competitive product overview



Top



Second



Third

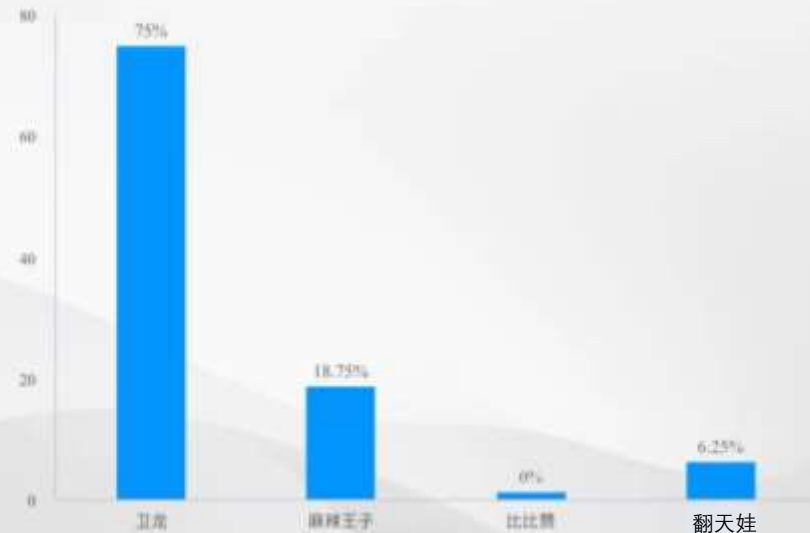
Competitor data analysis

辣味休闲食品竞争格局分散，卫龙约占5.7%

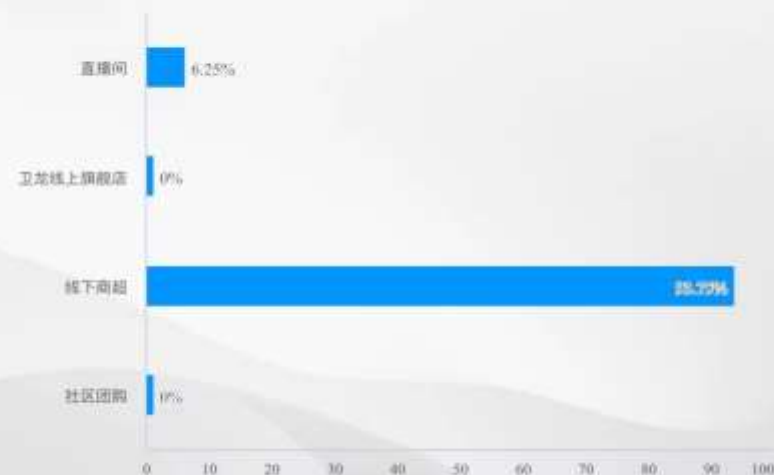


资料来源：弗若斯特沙利文、招股说明书、天风证券研究所

哪一个品牌是你的首选？






您是通过哪个渠道买的卫龙辣条？





Comparative analysis of competitive products and Weilong

	Weilong 	Spicy prince 	Swingers 
1.Product feature	<ul style="list-style-type: none">• Sweet and spicy taste• Variety of product lines.	<ul style="list-style-type: none">• Focus on spicy taste	<ul style="list-style-type: none">• Special formula• Traditional transparent plastic packaging
2.Distribution channels	<ul style="list-style-type: none">• Online and offline channels• Co-sign with other brands	<ul style="list-style-type: none">• Combination of online and offline• Actively marketing on social media	<ul style="list-style-type: none">• Pay more attention to offline channels
3.Brand image	<ul style="list-style-type: none">• Young, fashionable, trendy brand image	<ul style="list-style-type: none">• Classic, authentic brand image	<ul style="list-style-type: none">• Affordable and healthy brand image
4.Product price	<ul style="list-style-type: none">• About 3.64 yuan per 100g	<ul style="list-style-type: none">• About 5.44 yuan per 100g	<ul style="list-style-type: none">• About 3.46 yuan per 100g



04



Brand Positioning Analysis



Brand positioning analysis

辣条对身体不好

知乎专栏
<https://zhuanlan.zhihu.com>

辣条虽好吃，但是危害也不少，--还是少吃点好

1、便秘。辣条的主要成分是面粉调味料，防腐剂、色素，并且含有很多小米椒，小米椒是很辣的！· 2、消化不良· 3、影响小孩发育· 4、肝脏受损。

新华网
<http://m.xinhuanet.com>

吃辣条或致肝衰、肠穿孔？细思极恐

2019年12月18日 — 尽管五毛辣条问题多多，而且算不上健康食品，但不能把所有的疾病原因都推到辣条身上。有专家表示：“在临床表现上，长时间、大剂量食用辣条确实有导致人体 ...

知乎专栏
<https://zhuanlan.zhihu.com>

辣条的危害你知道吗？还在吃吗？

2020年7月8日 — 像辣条这类的小零食，包装简陋，含大量食品添加剂，食用后可能会缺锌，直接会影响身高和智力发育。还有可能会诱发过敏性疾病，如哮喘。经常吃辣条，也会 ...

网易首页
<https://www.163.com>

辣条是垃圾食品之王，含大量添加剂会导致白血病？告诉你真相

2022年6月3日 — ... 不会对人体健康造成伤害。需要警惕的是，不正规的商家可能存在质量问题，或违规添加过量的食品添加剂，食用这些“三无”产品，确实可能对我们身体造成损害。

< Search Item



1 of 2

10x28 g Chinese food Waylung gluten vegetarian hot spicy chicken ribs (火爆鸡筋)

US \$12.00 +Free Shipping

Condition New

Watch Add to Cart

Home Search User Cart



The core of Weilong brand positioning is "**healthy, delicious, fashion**"



Perceptua

Unhealthy



Healthy



Healthy



Raw materials

- first-grade soybean oil
- Gansu Wudu pepper
- Xinjiang cumin and other seasonings



Manufacturing technique

- original and less processing
- adopts non-fried methods



Automatic production

- automated and intelligent modern production road



PLACE STRATEGY



Henan, it has taken advantage of its dense population, abundant land and abundant wheat

省委农办、省农业农村厅、河南日报农村版联合评出

2021年河南十大“三农”新闻

Local governments pay attention to supporting the development of enterprises by improving the **innovation chain** and the **system chain**.



≡  The element of a fascinating mystery



FLOUR



**CAPSAICI
N**



**COMMON
SALT**



≡ Industrial park advantage



Luohe Economic Development Zone provides convenient conditions for Weilong to take the initiative.





Industrial park advantage

Mature industrial ecological chain



Attract talent



Provide infrastructure and save costs



05



Marketing Mix Recommendations

≡  These strategies complement each other

PRODUCT

HEALTHY
GOOD TASTE

PROMOTION

FASHION
LIKEABLE



PRICE

REASONABLE
AFFORDABLE

PLACE

GEOGRAPHY
POLICY



Current marketing mix (Policy)

Concept advantage

IBM management
concept and professional
manager management
team.



System advantage

vertical marketing
systems(contractual vertical
marketing system)

01



Segmentation →

Suitable for people of all ages.

02



Targeting →

Focus on first children, then young people, and finally become a household name

03



Positioning →

Online customization, community group buying...to expand the market share.



- Some consumers find Weilong's spicy noodle products to be on the sweet side



Some suggestions for improvement

Weilong brand exclusive store



- Weilong cultural and creative products and the whole production line

Innovate more products



- joint-name series
- cross-border cooperation

Flexible pricing



- Differentiate pricing strategies
- Develop personal needs







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- Differentiate pricing strategies
- Develop personal needs







Thank you !

2024.4.26

Group 3





Division of labor



Jamie Shen

Product overview and
make slide.
contribution:20%



Aria Zhang

Target audience analysis
and presentation.
contribution:20%



Ethan Jiang

Competitive landscape
analysis and
presentation.
contribution:20%



Starker Zhou

Brand positioning
analysis and make
slide.
contribution:20%



Matil Yang

Marketing mix
recommendations and
make presentation.
contribution:20%