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*The national wine,
the crown of jade liquid*

(国酒茅台，玉液之冠)

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PART 01

Product Overview





Product Overview

The product of choice is Maotai, a well-known Chinese brand of premium liquor. Known for its unique craftsmanship and quality raw materials, Maotai has a long historical tradition and high brand recognition. Its main function is to provide quality liquor products to establish its position in the premium market.





Reasons to choose Maotai include the following

Socialising and Gifts

Maotai is considered a premium liquor and is often used as a gift for social occasions and special occasions. Choosing Maotai demonstrates the importance of the occasion and conveys respect and appreciation for the audience.



Maotai, as one of the representatives of the Chinese liquor industry, is known for its excellent quality and long history. Choosing Maotai provides an experience of enjoying high quality liquor and demonstrates the importance of taste and tradition.

Quality and reputation



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PART 02

Target Audience Analysis





Target Audience Analysis

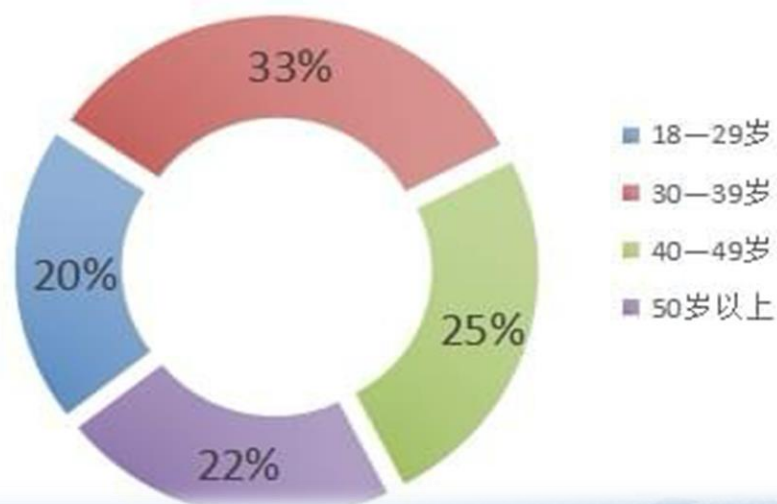
地域分布 城市



Geographic factors:

Maotai mainly caters to the Chinese market, especially in cities and regions with a high concentration of high-income people.

2021年白酒消费人群年龄分布



Demographic factors: Maotai's target customers usually have high social status and economic power





Target Audience Analysis

Psychological factors:

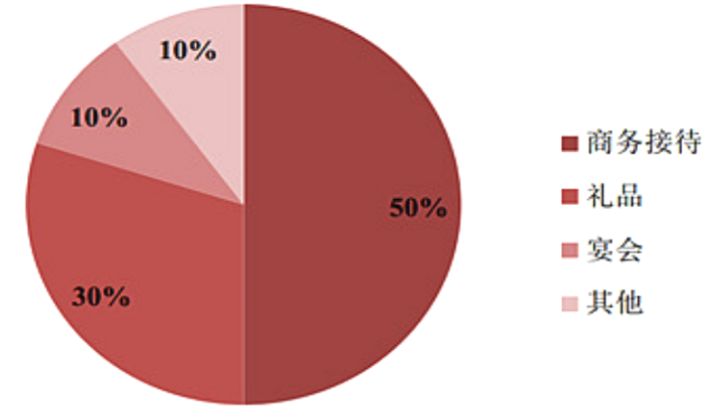
Maotai's target audience has a high demand for quality and uniqueness. They seek a unique and elegant consumption experience and focus on the recognition of taste and quality.



Behavioural factors:

Maotai's target audience usually has high spending power and is willing to invest in high-quality liquor. They may regularly purchase Maotai for their own consumption enjoyment, or choose Maotai as a choice for important occasions or gifts.

图表 1: 茅台消费场景分布



来源: 经销商渠道、中泰证券研究所

雪原: 泰如亦



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PART 03

Competitive landscape analysis





Main competitors

Wu Liangye

Both China's top liquor brands, Wuliangye is a strong-flavor liquor and is famous for its unique five-grain formula.

01

Lu Zhou Laojiao

Another top-grade strong-flavor liquor, famous for its long history and profound cultural heritage

02



03

Yanghe Blue Classic

It occupies a place in the market with its light-flavor liquor, focusing on the mid-to-high-end market.

04

Other local famous wines

such as Xifeng wine, Fenjiu, etc. These are also liquor brands with high popularity and market share.





Comparative analysis

Unique production process

Moutai's brewing process is complex and takes five years to complete, including multiple fermentations and long periods of aging, which gives its products a unique flavor and high quality.



High profit margin

Moutai's selling price and profit margin are much higher than those of most competitors, which gives the company stronger profitability and market bargaining power.



Brand influence

Moutai is one of the most recognized Chinese liquor brands in the world, enjoying a high reputation especially in the high-end market.



Scarcity

Due to its long production cycle and limited output, Moutai has a certain scarcity, which also enhances its value as an investment and collectible.





Comparative analysis

Disadvantages

Price

The high price makes Moutai less popular in the mid- to low-end market, limiting its market breadth.



Production limit

Compared with competitors such as Wuliangye, Moutai's output is more limited, which to a certain extent limits the speed and scale of market expansion.

Market volatility sensitivity

Due to its high-end positioning, Moutai's sales are more sensitive to economic fluctuations, especially during economic downturns, when demand for high-end consumer goods may be greatly affected.

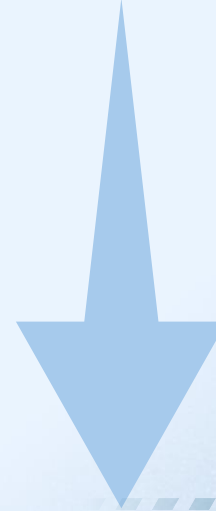




Brief summary



As a representative of high-end liquor, Kweichow Moutai has obvious advantages in brand power, product quality and market influence.



However, high pricing and limited production capacity also bring limitations to its market expansion. In comparison with its competitors, Moutai needs to continue to strengthen its brand value, while looking for new market opportunities and expanding production capabilities to cope with market challenges and competition.





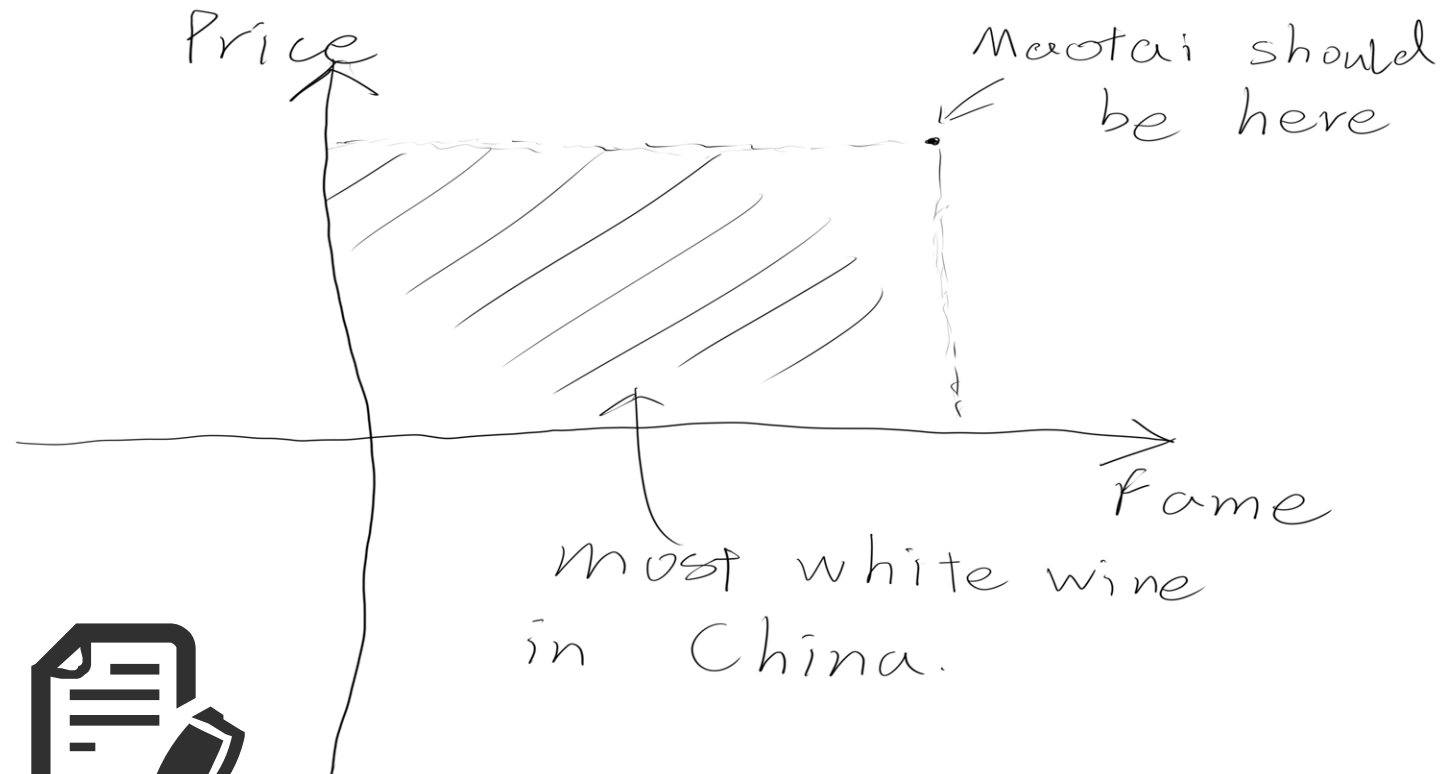
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PART 04 Brand Positioning Analysis





Position: high price and fame





Brand influence



Has a long history and a unique brand story



The first National Wine Evaluation Conference rated Moutai as a famous wine and was commanded by chairman Mao.

These created a strong brand image and recognition among consumers.





Product quality



MaoTai

Maotai is known for its unique brewing process and high-quality raw materials. It uses premium sorghum and natural fermentation methods, resulting in a mellow and aromatic liquor. This high-quality product has gained consumer's trust and appreciation

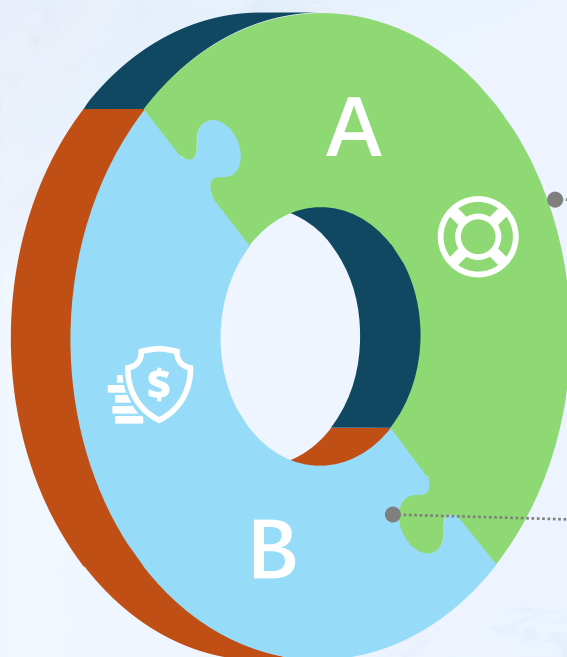




Supply restrictions and scarcity



Maotai has limited supply for several reasons



Reason of emphasizes product quality.

Reason of the use of traditional brewing techniques





Official support and policy protection

Maotai receives extensive support and protection from the government as China's national liquor.

Cracking down on counterfeit products and restricting the market promotion of other Baijiu brands.

One of the most obvious evidence is the group-buying of Moutai by state agencies, which has helped the company absorb a large amount of inventory.





Weakness in Maotai's industry structure

In 2011, Guizhou Maotai company try to apply for luxury status with the World Luxury Association, caused a significant number of people's dissatisfaction. The name "Maotai" often appears alongside terms like "using public funds for dining and drinking"

And there are several reasons



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PART 05

Marketing method
and suggestions





Marketing method

product

the most obvious features are only two

packaging shape

price





packaging shape

The packaging of Moutai wine has profound cultural connotations



the landmark buildings of Moutai town

*These designs are not only for **aesthetics**, but also to convey **the historical and cultural heritage** and brand value behind Moutai wine*



traditional Chinese painting elements, etc.

price

*a bottle of Maotai on the market is **not cheap***



A bottle of Feitian Maotai costs almost 3000RMB.

If you want to drink it for a longer time, the price is also around 4000 RMB.

The higher the year, the higher the price.

*Maotai has done a great job in both aspects, focusing on the **classic 53 degree bottle** shape in terms of **promotion** and **adhering to high-end prices**.*



2. present situation

1. In terms of *competitive landscape*

(想做国酒, 做中国茅台)

Maotai has always been committed to making national liquor and Chinese Maotai

北京国酒茅台销售有限公司

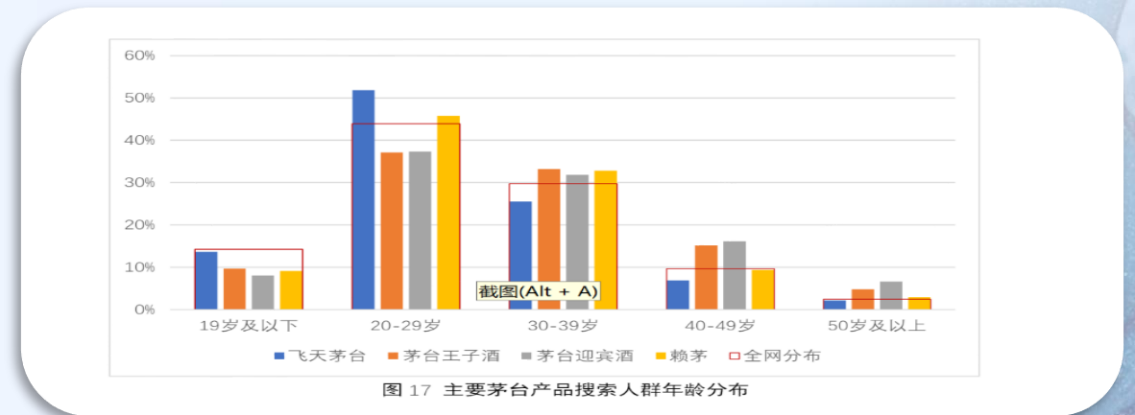
遵义国酒茅台销售有限公司

上海国酒茅台销售有限公司

2. Maotai's *target audience*

This picture mainly shows the consumption of Maotai among different age groups

high-income group



The General Manager of Maotai Group once said that:



Maotai liquor positions its main consumer group at 109 million middle-class and above in the country.



suggestions

How to prove it, it is to tell *excellent brand stories*

1.

When the Red Army crossed the *Chishui River four times* they passed by Maotai Town and *used Maotai liquor*.



Maotai liquor is a *red wine* and a *victory wine*.
This is not available in other Baijiu brands

besides

Maotai's strategy preserves the *existing high-end price range*, even launching brand with *higher prices and higher quality*

2.

In 1972, *US President Nixon* visited China and *Premier Zhou* used Maotai liquor to entertain him.



The *cultural background story* behind Maotai is the *core* of Maotai



*Gather force to create market segment leading brands, **focusing on large single products***

Let the fragrance of Maotai go out of China and into the world

中国茅台 香飘世界

飞天贵州茅台酒（带杯）



贵州茅台酒（生肖）



贵州茅台酒（精品）



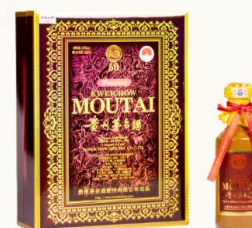
贵州茅台酒（珍品）



陈年贵州茅台酒（80）



陈年贵州茅台酒（50）



more





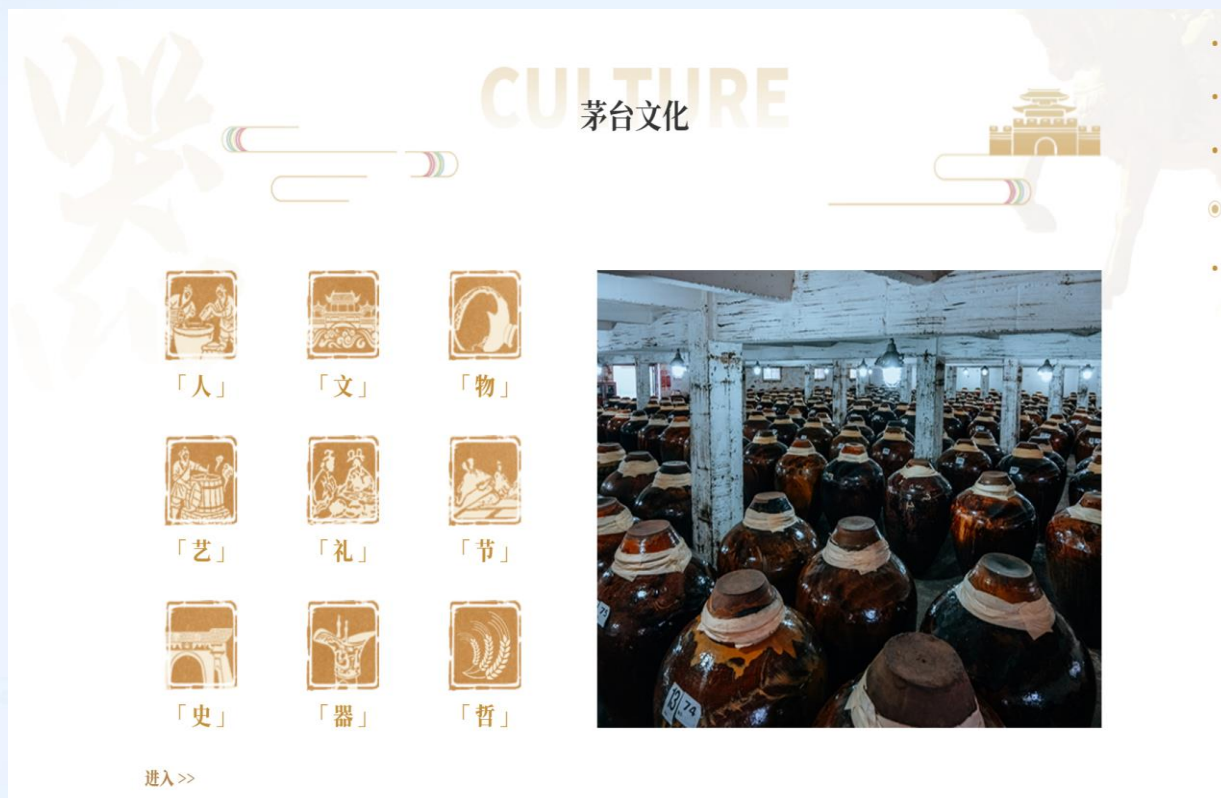
*What has achieved Maotai is not soy sauce wine, but **excellent brand stories** that continuously expand consumers' cognitive advantages*

So there are many background cultures on the official website of Maotai

Nine major series



Maotai Culture





*Adhering to a soy sauce liquor brand, the first reaction that makes everyone think of **Sauce wine is Maotai.***



To be honest, Maotai has already achieved it

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End

Thank you all for
listening

