

Analysis on the Development Strategy of Fujian Sports Products Export under the New Situation

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Abstract

Nowadays, social sports products have become a relatively large part of people's daily consumption. Under the COVID-19 pandemic, global sports and fitness are booming, and the export volume of sports products in Fujian Province is also increasing. However, judging from the current overall development trend, there are still many restrictive factors in the sports product export industry in Fujian Province, and opportunities and challenges are coexisting. Starting from reality and combined with relevant data, this thesis will discuss and analyze the current situation and future trend of sports product export in Fujian Province, and actively guide the development of sports product export in Fujian Province towards the critical directions of accurately positioning products, segmenting consumer groups and improving the scientific and technological content of products.

Keywords

Sports Products in Fujian Province; Global Sports Products Market; Export Strategy; Development Trend.

1. Introduction

At present, China's sports product exports are developing well. About 65% of the world's sports products are produced in China, with Fujian Province being the most important production base. The sports product manufacturing industry in Fujian Province has experienced the initial stage, rapid development stage, explosive development stage, bankruptcy stage, enterprise adjustment stage, and the reform restart stage in the development process. Throughout its development process, we find that there are some problems, such as serious product homogenization, low scientific and technological content of products, the low added value of products, weak market competitiveness of products, unbalanced production and marketing, and relatively backward management concept, which have significantly restricted the export of sports product manufacturing industry in Fujian Province. Therefore, given the practical problems of sports products in Fujian Province, it is necessary to analyze the current restrictive factors, change ideas, reform and innovate, and actively promote the further development of sports product exports in Fujian Province.

2. Analysis on the Status Quo of Fujian Sports Products Export

2.1. Export Scale

In recent years, the export of sports products in Fujian Province has become the main growth point of Fujian Province's economy, and it has provided a large number of employment opportunities for Fujian Province. On the whole, the current production products in Fujian Province mainly include the processing and production of sports shoes, sportswear, and sportswear. In terms of scale, it has become one of the largest processing and production bases in China. Not only that, but Fujian Province is also the main base for sports equipment production. According to statistics in 2018, the export value of sports shoes and sportswear in

Fujian Province was US\$685.78 million and US\$758.03 million, respectively. From the perspective of development status, brands such as Anta, Peak, 361°, ERKE have gradually formed brand impressions in people's minds, have become the objects of national pursuit, and occupy a significant share in exports. In the study of export scale, take Anta Sports as an example. In 2018 alone, the company sold 70 million pairs of shoes and 85 million sportswear. Not only that, but Anta has also established three major planning centers in South Korea, Japan, and the United States, and its market value is constantly soaring. However, in these years of development, the export of sports products in Fujian Province has also shown a downward trend. Take Shishi City in Quanzhou City, Fujian Province, as an example. In 2018, it exported \$31.386 million in footwear, but this has fallen by 7.7% compared to 2017. Other than that, some small sporting goods exports in Fujian Province have also begun to show a downward trend, and their exports have been declining continuously.

2.2. Export Structure

In the sports products manufacturing industry, sports shoes, sportswear, and sports equipment are the three most important products. Among them, sports shoes and sportswear account for the most prominent export share in Fujian Province. As of the end of 2017, 5.457 billion U.S. dollars of sports footwear has been exported through the inspection of the Fujian Quarantine Bureau, accounting for a quarter of our country's sports footwear exports. Especially in Quanzhou City, Fujian Province. Especially in Quanzhou, the export of sports products in Quanzhou is relatively well-known in China, and its export value has reached 48.48 billion yuan. However, as far as the current development is concerned, there are already nearly 10,000 sports companies in Fujian Province doing export projects, and the exported products are mainly sports shoes. Regarding the positioning of exports, the structure of exports and the types of exports have not been refined, especially since the positioning of products is not precise. As a result, the export structure of sports products in Fujian Province is very concentrated, and the homogeneity is very serious.

2.3. Export Market

In recent years, domestic sports brands like Anta, 361°, ERKEE have begun to be sought after by the Chinese, and the local people in Southeast Asia have also welcomed them. However, in the world market, the competition among various brands is very fierce. Adidas, Puma, and Nike occupy the leading market share, and they are gradually developing towards a monopolistic market trend. Under such a background of the world market, the sports products of Fujian Province mainly export sports shoes. After achieving better development in the country, it has also entered the neighboring countries, Southeast Asia, and the European market. Especially after the party and the government put forward the "One Belt One Road" policy, the sporting goods companies in Fujian Province are also constantly carrying out the layout of the countries' sales along the "One Belt One Road" and have achieved good results. Domestically familiar sports brands such as Xtep, 361°, Anta, and other products have taken advantage of the "Belt and Road" policy and have begun to deploy in countries along the route, and they have been well recognized. Sports products in Fujian Province have a relatively high-cost performance, providing favorable conditions for their sales in Southeast Asia and Europe. Sports products such as Anta and Xtep have also been exempted from export inspection, which affirms the export quality of sports products in Fujian Province.

3. Analysis of Restrictive Factors of Sports Products Export in Fujian Province

3.1. Unreasonable Export Structure and Weak International Competitiveness

Overall, the export volume of sports products in Fujian Province has been in a trend of continuous expansion, but its level of development and quality of development has not been in line with the increase in the number of exports. In particular, the sports shoe manufacturing industry cannot lead other sports brands in terms of quality of output and is only in the upper-middle and upper reaches of the industry. For the manufacturing of sportswear, there are significant problems in fabrics and the upper-level style design of production machinery, which is far from the industry level in the world. However, sports equipment and sports fitness equipment in Fujian Province are relatively backward in the country, especially some professional competition equipment and precision instruments are almost in a state of technological blankness. If the current development trend of sports product manufacturing in Fujian continues, it will inevitably cause low-end products to be unsalable, mid-to-high-end products do not have market competitiveness, and the industrial structure is unreasonable. Eventually, the export structure of sporting goods will also be unreasonable. Although from the current export situation, the sporting goods enterprises in Fujian Province are relatively good at exporting sports footwear, and their sales in the international arena are relatively high. Nevertheless, from an exact point of view, most of the sporting goods produced in Fujian Province are low-end, labor-intensive products, and their international competitiveness is very weak. With time, it will be difficult for the sports products produced in Fujian Province to continue to meet consumers' diversified and multi-level demands for sports products in the international market.

3.2. Insufficient Innovation Ability and Weak Self-owned Brand Effect

Sports product export enterprises in Fujian generally have weak independent innovation capabilities, and they have to imitate products of other brands and even make many copycat products. Most of the sports product enterprises in Fujian Province ignore innovation, only take their development and business performance as their goals, and pay great attention to capital investment in the early stage of business operations. However, product development was not carried out in the later stages of operation, especially in terms of product functions. The imitating power of some big international names is strong. If products are on the market and are sought after by consumers, some sports companies in Fujian Province have begun to imitate and copy. According to some unofficial survey data, we can analyze that nearly half of the sporting goods companies in Fujian Province have not recruited research and designers, nor have they established a dedicated R&D department within the company. Especially the lack of efforts in shaping independent brands, the severe lack of market competitiveness in new product design, quality testing, over time, sports products companies in Fujian Province naturally have no way to compete with global brands such as Nike, Adidas, and Puma.

3.3. Weak Product Culture, Scarcely Loyal Consumer Groups

If a product wants to become bigger and stronger and become an international brand, it must be followed by a group of loyal consumers. From the development of products, free brands should vigorously cultivate their brand characteristics in the development, especially in the initial stage, to make consumers have a deep impression when purchasing similar products and then realize the diffusion among consumers. Over time, the brand is bound to occupy a larger market share. Judging from the development status of sports product companies in Fujian Province, most sports product companies in Fujian Province have sprung up, but most of them are still at an immature stage. Most sporting goods companies tend to focus on expanding

production scale, invest almost all of their capital in the production process, and are not aware of the construction of consumer groups and the cultivation of corporate culture.

4. Analysis of the Development Countermeasures for the Export of Sports Products in Fujian Province

4.1. Improve Added Value of Sports Products and Optimize Export Structure

Sports products export enterprises in Fujian Province should attach importance to the quality of their products. In terms of product production, we must strictly control, walk at the forefront of industry development, continuously absorb the world's advanced technology, set up a dedicated R&D department, and be conscious to further protect our intellectual property rights to enhance the added value of exported sporting goods. In the face of intense competition for brands in the international market, sports products in Fujian need to take the path of technological development to improve the industrial chain further, significantly to improve and develop the high-end added value side. To reverse the idea of corporate managers, sporting goods companies need a large amount of capital investment and need to pay attention to product research and development and technological innovation to enhance the technological content of products further. Only under this development concept can Fujian sports product enterprises have more substantial market competitiveness. Not only that, but Fujian sports product enterprises should also pay attention to internal corporate management, resolve the development relationship between sports shoes, sportswear, and sports equipment, and further optimize the export structure of sports products in Fujian.

4.2. Improve Enterprise Independent Innovation Ability and Improve Internal Management

Judging from the current development situation, marketing strategy and technological innovation have become critical factors for the sustainable development and export expansion of sports products companies in Fujian Province. In the future development path, sports products companies in Fujian Province can absorb the successful experience of enterprises in developed countries and introduce their advanced technology. Sports products in Fujian Province can occupy an advantage in the fierce market competition. In the marketing strategy, sports product companies in Fujian Province can start from online sales, increase online marketing efforts, and further reduce the contradiction between production and demand in time and space. At the same time, sports product enterprises in Fujian Province should continue to add innovative concepts based on imitating big international names and re-innovate more distinctive products in the current market. Enterprises of different development scales should analyze and understand the latest technological resources in the industry according to their development conditions and continuously integrate their development resources and apply them to their development. Combine production management, quality control, regional characteristics, and process design to further improve the independent innovation capabilities of sports product enterprises in Fujian Province. The core competitiveness of products will be further improved, and it will be able to seize market share in a relatively short period.

4.3. Positioning Sports Products and Cultivating Loyal Consumers

With the continuous expansion of the export scale of sporting products in Fujian Province, the manufacturers of sporting products should look for their positioning and further enhance the company's core brand value to find a suitable survival goal in the fierce market competition. If a sports product company lacks a precise market positioning in the development process, it will be difficult to attract consumers, and it will be challenging to attract stable consumers to come and consume. The loss of this target consumer group will inevitably make it difficult for sporting goods companies to find their market positioning and competitive advantages. In the marketing

process, public companies often use the 28th rule, that is, 80% of profits come from 20% of customers. Therefore, how to effectively discover and maintain this 20% of customers in the export process is a problem that needs attention in the development process of sports products enterprises in Fujian Province. In addition, in order to make Fujian sports products occupy an advantage in export, it is not only necessary to improve the quality of products but also necessary for Fujian sporting goods enterprises to carry out differentiated positioning and services under the condition of meeting the needs of overseas consumers, to transform the original one-time customers into long-term consumer groups loyal to the product brand.

5. Conclusion

In the export trade of China's sports products, Fujian is the most important base. How to make the industry develop in a healthy and high-quality manner is an important topic for local governments and enterprises in Fujian. Enterprises should actively change their thinking, improve management capabilities, improve product quality, increase product technology content and brand value, calmly respond to competition from multinational companies, and strive to increase global market share. At the same time, the government should also pay full attention to the role of sports product exports in economic development, guide the sustainable development of the sports industry, make the sports industry flourish through its own tangible hands, and help Fujian brands to go global. In addition, Fujian should highlight its own local economic characteristics in the new national economic double cycle strategy, and strengthen Fujian's dominant position in the export of sports products.

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