

On the Brand Development Method of TCM Industry in the New Era

-- T Chinese Medicine Company as an Example

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Abstract

At present, with the development of China's market economy and the deepening of internationalization, if China's traditional Chinese medicine enterprises want to occupy a place in the world pharmaceutical market, brand development and construction is an indispensable part. Taking T TCM enterprise as an example, this paper analyzes and discusses it from two perspectives of "high-end medical services, digital transformation and upgrading" and "expanding overseas markets".

Keywords

Brand Development; Chinese Medicine Industry; Marketing.

1. First, The Development of High-end Medical Services, Digital Transformation and Upgrading

1.1. The Development of Intelligent Medical Service Model

The convenience of the Internet and the new pneumonia epidemic has made people develop the habit of online consultation, and the high quality of China's economic growth and the quality of life of the people have reached a new level, which will usher in the spring of the high-end medical services industry. Smart medical service model will also become inevitable, TCM enterprises should also respond to the "tide of change", provide private deployment, remote communication and video platform and other core capabilities to help industry customers rely on the entity to establish Internet hospital area, promote the combination of online and offline and medical business combination, closed loop, promote virtualization, cloud computing, big We also promote the application of new technologies such as virtualization, cloud computing, big data, artificial intelligence, and interconnected intelligent hierarchical diagnosis and treatment platforms, use modern medical principles to explain the effectiveness of traditional Chinese medicine, make it easy for consumers to obtain basic pharmacological knowledge, and increase their recognition of Chinese medicine. Promote omnichannel operation and accelerate the creation of a new model of "Internet + health". This will promote the promotion of the brand.

1.2. Post-epidemic Era, Digital Transformation and Upgrading

TCM enterprises have thousands of terminal retail stores and dozens of large independent stores nationwide. In the current post-epidemic era of digital transformation, the Internet of Things and big data are reshaping retail business models and opening the next marketing portal between traditional retail formats and consumers, traditional enterprises should also actively embark on digital transformation of the entire business process to drive omnichannel operations with customer experience and the operational layout of online and offline integration. Under the general trend of Internet development, TCM enterprises are strengthening the construction of offline physical stores while also focusing on the construction of online purchase channels to facilitate customer purchases.

Hospitals and pharmacies are potentially high-risk areas compared to other areas, and there are difficulties in exploring potential customers, developing new customers and retaining old ones. Therefore, TCM enterprises should take the primary goal of improving store visitation rate and finding sales breakthroughs, enhancing customer data collection and customer interaction, and accelerating the realization of "digital shelves", independent consumption and distance payment. If a consumer picks up a product, specific information about the product will be automatically displayed on the adjacent display, so that he or she can independently understand the effectiveness of the health care product without asking the clerk.

2. Second. Expand Overseas Markets and Enhance Profitability

It has been the responsibility of TCM Enterprise Guoyao to develop the overseas market of TCM Enterprise. In recent years, TCM Enterprise Guoyao has fully seized the opportunity of development, "the overall plan of the construction of Hainan Free Trade Port", which is a new opportunity for TCM Enterprise to go to the world, dovetail with the international high-level trade rules, and at the same time strengthen the construction of its own e-commerce to expand overseas online sales channels. For so many years TCM enterprise Guoyao has not stopped exploring overseas markets, but the effect has not been significant, compared to the various honors of Yunnan Baiyao abroad, TCM enterprise is somewhat lonesome, so it is still necessary to strengthen the brand publicity, through advertising, overseas store opening, Chinese medicine lectures, etc., to increase the visibility of TCM enterprise.

The international development strategy of TCM enterprises should gradually focus on the development of Chinese and Western medicine from the original focus on the development of traditional Chinese medicine and gradually focus on the development of the combination of Chinese and Western medicine use of internationally recognized Western medicine products to broaden the market, paving the way for the international development of the TCM system of TCM enterprises in the later stage, the process of internationalization can start from three aspects of corporate mergers and acquisitions, addressing cognitive, customized products.

2.1. Enterprise Mergers and Acquisitions

In the process of international development, TCM enterprises need to take advantage of capital by merging or holding local western pharmaceutical enterprises, while focusing on their own product development and mastering core technology, occupying the market with the mature product chain and technology of the holding or merging enterprises in the early stage, and learning from them to gain time and capital for the development of TCM enterprises' own advantageous western pharmaceutical products, and using their own advantageous products in the later stage to gain Competitive advantage.

2.2. Solve the Perception

A major issue in the international development of Chinese medicine is the international recognition of Chinese medicine, the development of Chinese medicine to the outside world should make people recognize Chinese medicine products, TCM enterprises should focus on the export of Chinese medicine culture dissemination, open Chinese medicine culture experience museum in foreign countries, to popularize people's knowledge of Chinese medicine culture, open Chinese medicine lecture hall to respond to the national call to contribute to the development of Chinese medicine culture to the outside world.

2.3. Customized Products

Customized development strategy, one side of the land and water nurtures one side of the people, and the physique of people in different countries is different, so TCM enterprises should focus on the differences in the needs of people in different regions in international product

development and customize product development. Therefore, we should pay attention to the research of local system and the research and application of local herbs, and apply the thinking of Chinese medicine to study the special herbs of different regions, so that the research and use of traditional Chinese medicine can go beyond the limitation of the region, take local herbs and use them reasonably, which can improve the recognition and applicability of the products to the greatest extent and promote the development of internationalization of TCM enterprises.

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