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滁州学院外国语学院

二〇二三年五月五日

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**An Investigation Report on Haidilao Co., Ltd.**

**Hefei Branch**

By

**XXX**

Under the supervision of

**Lecturer / Associate Professor / Professor XXX**

**& Supervisor XXX**

A Thesis

Submitted to the School of Foreign Languages

In Partial Fulfillment of the Requirement

For the Degree of Bachelor of Arts in English

At Chuzhou University

**May 5, 2023**

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I would like to take this opportunity to express my heartfelt gratitude to all these

I would like to take this opportunity to express my heartfelt gratitude to all these who helped me in one way or another in the completion of this thesis.

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## Abstract

This report is written on the basis of the author's ... internship in ...  
Company. ...

**Key words:** Hongxing Erke; sports brand; investigation report; Chuzhou;

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# 摘要

本报告基于本人在鸿星尔克公司进行为期 X 月的实习基础上，对该公司的 ...进行了实地调研。调研采用了...方法。通过调研发现，鸿星尔克公司存在 (1) ...; (2) ...; (3) ...等问题。论文分析了产生问题的原因，主要包括：(1) ...; (2) ...; (3) ...等；并根据...理论从...个方面提供了相应的解决措施。

本研究希望..., 给...提供借鉴，促进...更好的发展。

关键词：鸿星尔克；运动品牌；调研报告；滁州

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批注 [v27]: 关键词三到五个，按照重要性排列



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# An Investigation Report on Hongxing ERKE Industrial Co., LTD. Chu Zhou Branch

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## 1. Introduction

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### 1.1 Investigation background

在此实习, 发现了该公司存在...等问题。因此, 本研究将对...进行研究。

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### 1.2 Significance

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## 2. Methodology

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### 2.1 The aims of the investigation

This study was made to find the 4P marketing strategy use and to summarize the main problems in Haidilao's marketing strategy by questionnaire and put forward some suggestions on how to optimize the 4P marketing strategy. Specifically, the purpose of this paper is to analyze the Haidilao's marketing strategy from the perspective of 4P theory and find out the existing problems in the marketing strategy and offer the corresponding countermeasures.

The researcher puts the aims into three specific questions:

(1) How is the 4P marketing strategy used in Haidilao?

(2) What problems can be found for use of 4P marketing strategy in Haidilao?

(3) What suggestions can be given to solve the problems in the application of marketing strategy for Haidilao?

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### 2.2 Instruments

This research adopts the method of questionnaire survey. Through it, this paper analyzes the 4P marketing strategy use of Haidilao and the existing problems in the application of marketing strategy by a questionnaire survey of the customers. In general, the questionnaire can be divided into two parts: the use of marketing strategy and the problems in its use. At the same time, on the basis of 4P marketing strategy, the questionnaire is further divided into four parts: product marketing strategy, price marketing strategy, channel marketing strategy and promotion marketing strategy. 220 copies of questionnaires were distributed initially, and finally, 200 valid copies were collected after eliminating some incomplete questionnaires (see Table 1).

批注 [v35]: 对所设计问卷的具体内容加以具体介绍, 发放问卷的时间、对象、收集时间、数量等都要介绍清楚。

并需要说明以下问题:

研究对象是谁?

最终得到多少有效问卷?

其他需要交待的内容

**Table 1** *The structure of the questionnaire*

Dimensions	Questions
Basic Information	1、2、3、4
Product strategy/Product problem	5、7、8、10/ 15
Price strategy/Price problem	6、16/17
Place strategy/Place problem	12/13
Promotion strategy/Promotion problem	11/9、14

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底为粗实线（1磅），中间为细实线（0.75磅）。比较复杂的表格，可适当增加横线和竖线。

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### 2.3 Procedures

This study uses questionnaire survey method to analyze the 4P marketing strategy use of Haidilao. It follows the following steps.

Step 1: Preparatory work.

The researcher designed a questionnaire based on 4P theory for the consumers of Haidilao, and then, printed out 220 copies of paper questionnaires and prepared some pens for records.

Step 2: Distributing copies of questionnaire.

After clarifying the purpose of the survey, this study selected some consumers of Haidilao to understand the current situation of marketing strategy of Haidilao by issuing paper questionnaires.

Step 3: Data collection.

After the questionnaire survey, the data were collected, calculated and analyzed by Microsoft Office Excel 2010.

### 2.4 Participants

The participants were consumers of Haidilao. Totally, 220 consumers were invited to do the investigation. As some copies of questionnaires were incomplete to fill in, 200 valid ones were finally collected and used.

Table 2 shows that the majority of consumers are 18 to 30 years old. The reason is that the Haidilao mainly focuses on college students, among them, bachelor degree accounted for the largest proportion, reaching 48%. It attracted them by launching a 69% discount for them. Because most students do not have much money, their monthly income are below 3000 yuan.

Factors	Items	Proportion (percent)
Gender	Male	40
	Female	60
Age	18-30	40
	31-40	28
	41-50	14
	51-60	10

	Over 61	8
Academic qualifications	High school education and below	15
	College degree	24
	Bachelor's degree	48
	Master's degree or above	13
Income	Less than 3000 yuan	38
	3000-6000 yuan	24
	6000-9000 yuan	20
	More than 9000 yuan	18

**Table 2** *Profile of the participants*

### 3. Results and discussion

#### 3.1 The 4P marketing strategy used in Haidilao

##### 3.1.1 Use of the product marketing strategy

Products include tangible products and intangible products. In terms of tangible products, Haidilao adopts product differentiation strategy. Haidilao hot pot adheres to the original spicy culture of Sichuan and Chongqing cuisine, constantly collecting changing needs, and combining different regions and cultures to continuously innovate and improve dishes. Haidilao hot pot now has a variety of flavors and styles of pot bottoms and dips, which can meet the individual needs of consumers. At the same time, Haidilao Hot Pot will combine Internet big data and consumer suggestions every quarter to recommend different dishes according to different customers' age, gender and taste preferences. Figure 1 shows customers' feedback on the product types of Haidilao. It is not difficult to find from figure 1 that 65% of the participants agree and strongly agree with the variety of products and tastes of Haidilao (30% agree and 35% strongly agree), which is enough to show that the products and tastes of Haidilao are multiple. It shows that Haidilao implements the strategy of product differentiation.

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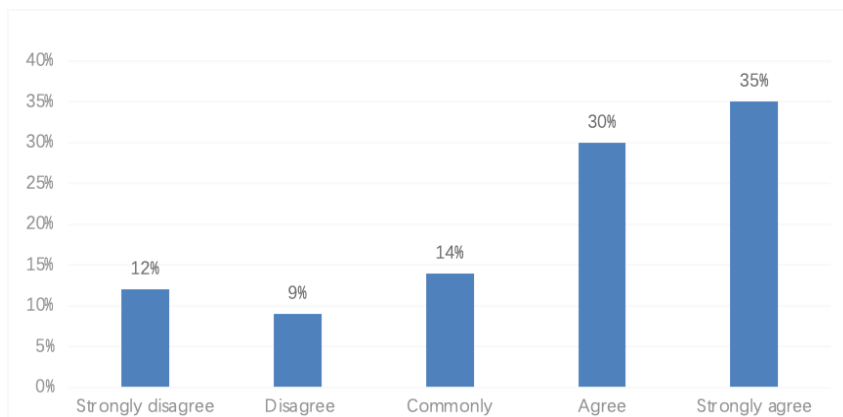
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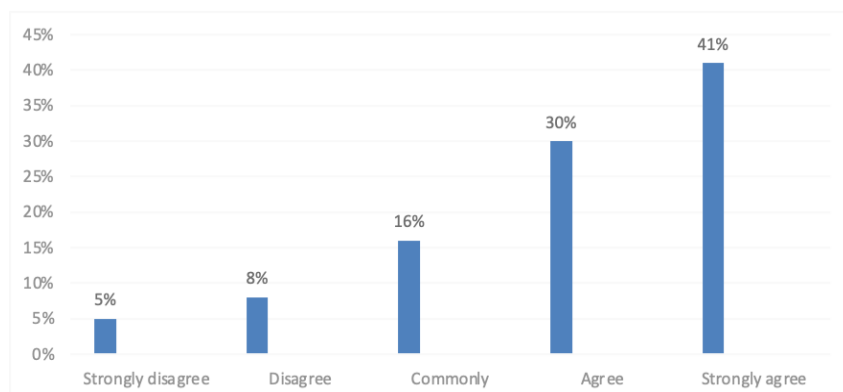
要对论文的主要研究结果进行讨论，特别是相关数据结果。

**批注 [v38]:** 在呈现结果时，不能就简单列个图表，数据描述的基础上，一定要阐述数据所说明的问题，并运用相关理论阐明产生问题的原因。

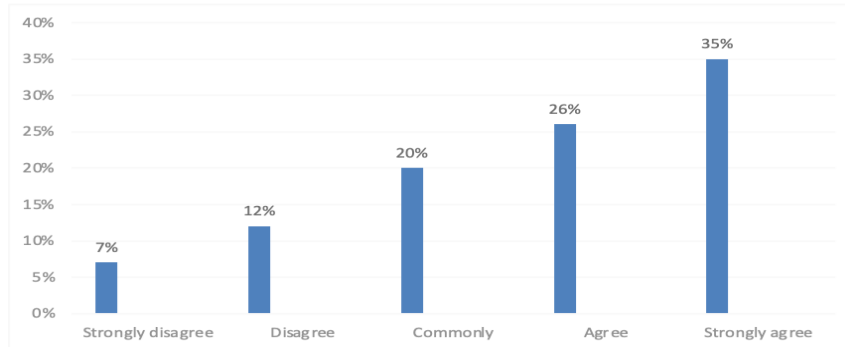


**Figure 1** *Feedback of product category*

What's more, Haidilao focuses on product quality and packaging. Figure 2 and figure 3 investigate the product quality and packaging of Haidilao from the perspective of customers and reflect the advantages of Haidilao in product quality and packaging through customer feedback. Figure 2 shows that 30% and 41% of the participants agree and strongly agree that the product quality of Haidilao is good, which means that the vast majority of the customers hold a recognition attitude towards the Haidilao food and think that its product quality is high. From Figure 3, 26% of the customers agree that the product quality of Haidilao is good, and 35% strongly agree that the product quality of Haidilao is good. From the data, it is not difficult to judge that the customers hold a recognition attitude towards the product quality of Haidilao. From this feedback, we can see that Haidilao's consumers recognize the quality and packaging of their products. Emphasizing product quality and product packaging as important factors of product strategy has an important impact on its development, which is consistent with the research results of Yu Zhouyuan and others. They believe that Haidilao knows that if a restaurant wants to retain customers, it must be inseparable from the quality and taste of the food, so it focuses on dishes and constantly develops new flavors.

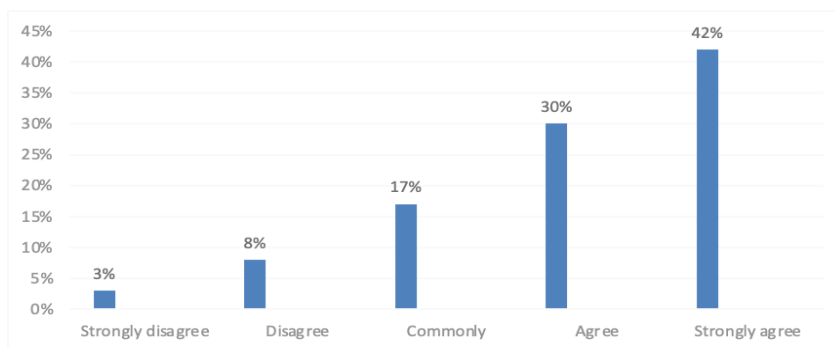


**Figure 2** *Feedback of product quality*



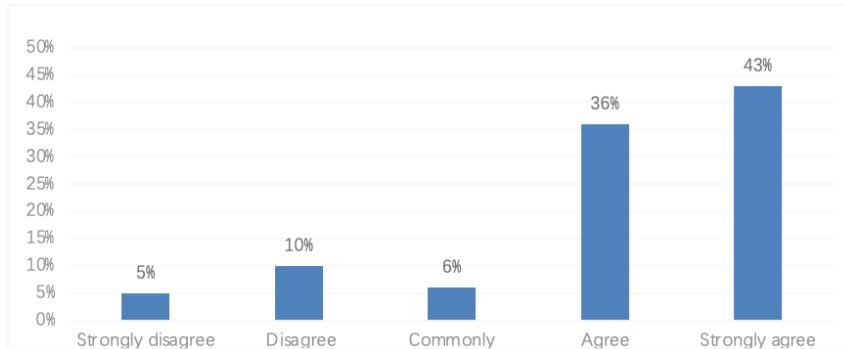
**Figure 3** *Feedback of product packaging*

In terms of intangible products, Haidilao focuses on personalized service, which becomes one of its core competitiveness. While other hot pot brands are still working hard on prices and dishes, Haidilao focuses on service breakthroughs. The unique personalized service experience has won unanimous recognition from customers, thus enhancing the market competitiveness of Haidilao. Figure 4 investigates the attraction of services as intangible products to customers. Data show that most participants agree and strongly agree that the service of Haidilao is attractive to them, among which 30% agree and 42% strongly agree, totaling 72%. This data reflects that the high-quality service provided by Haidilao is favored by most consumers, and it is also reflected in the product marketing strategy. Haidilao also takes service as an important consideration for its development. The direction of most researchers is consistent with this conclusion. The research directions of these scholars mainly focus on Haidilao's service marketing, which shows the importance of service in marketing strategies. For example, Wu Jingya and Yang Ping pointed out in their research that the main reason for the development of Haidilao is that its high-quality service quality far exceeds other hot pot restaurants of the same level.

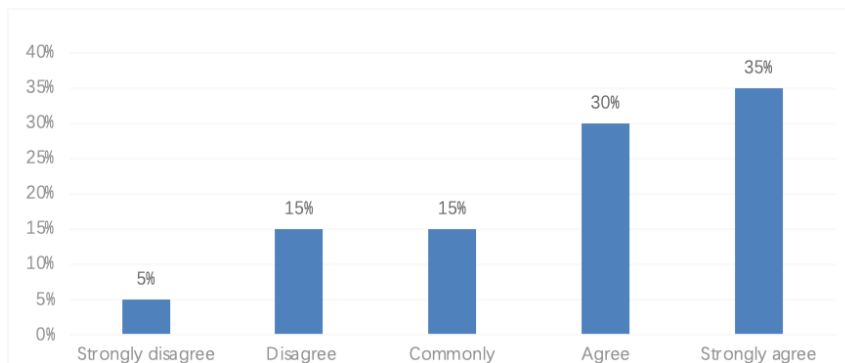


**Figure 4** *Attraction of service as an intangible product*

### 3.1.2 Use of the price marketing strategy



**Figure 5** Product pricing in different stores



**Figure 6** Product pricing

Figure 5 mainly reflects the pricing strategy of Haidilao through consumers' feedback after shopping in different stores. In Figure 5, 36% of the participants and 43% of the participants agree and strongly agree that the pricing of Haidilao is inconsistent, which indicates that Haidilao insist on differentiated pricing strategy. Different pricing is adopted for consumer groups with different characteristics and different conditions. Figure 6 mainly investigates whether the product pricing of Haidilao is too high. The data shows that 65% of the participants think that the product pricing of Haidilao is not high, of which 30% agree that the price is not high, and 35% strongly agree that the price is not high. This data shows that Haidilao's pricing is mainly for the public, not high-end consumers.

### 3.1.3 Use of the place marketing strategy

In terms of place strategy, Haidilao adopts distribution strategy, and always adheres to direct marketing rather than franchise. Haidilao has also developed an online platform to develop its own sales channels through developed networks to attract more customers. Figure 7 is a survey on participants' online shopping of Haidilao. Through the survey, it is found that the vast majority of participants often purchase products and services of Haidilao online, accounting for 72%, of which 26% agree and 46% strongly agree. This shows that the vast majority of people purchase products of Haidilao Online,



and also shows that Haidilao adhere to both online and offline operation in terms of place strategy. In addition, in terms of channel strategy, Haidilao has also established a complete logistics distribution system, making Haidilao occupy half of China's hot pot catering industry. The location of Haidilao also has its own criteria, which is also the main reason for the prosperity of every Haidilao store.

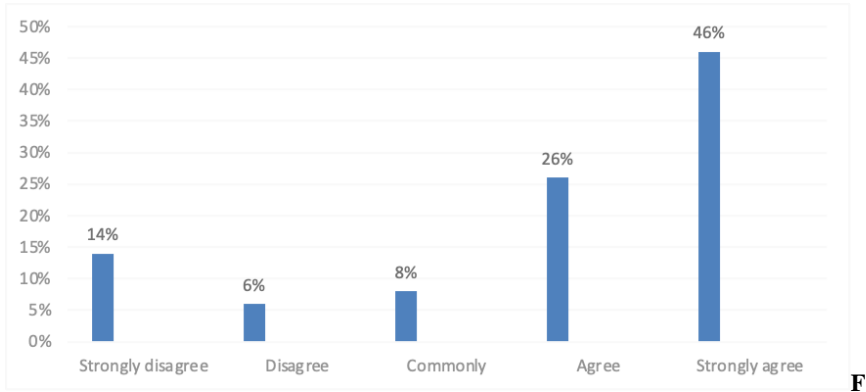
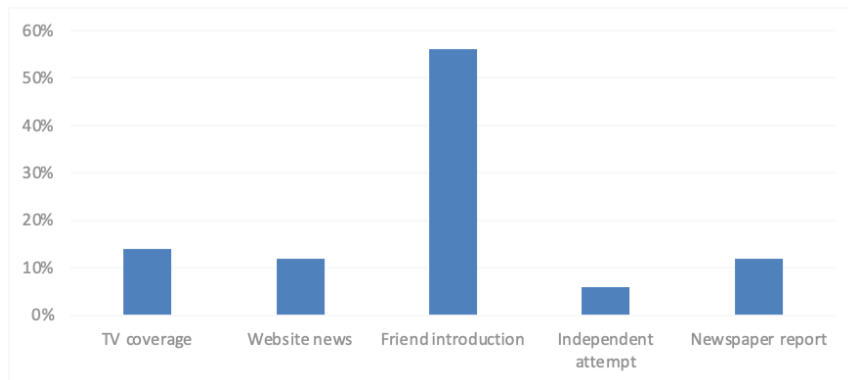


figure 7 Place marketing strategy

3.1.4 Use of the promotion marketing strategy

In terms of promotion strategy, Haidilao implements word-of-mouth marketing to expand its brand awareness. Figure 8 mainly investigates how consumers understand Haidilao. Through data feedback, we can see that people learn about health and public services from media of newspapers and TV, their friends, the Internet and other channels. However, the data show that the vast majority of participants learn about Haidilao through the introduction of others, accounting for 55%, which reflects the effective implementation of the word-of-mouth marketing strategy of Haidilao. At the same time, with the popularity of the Internet, Haidilao gradually uses Internet marketing. Haidilao Hotpot enters various media platforms for online marketing, online ordering and door-to-door services. On the one hand, the takeaway service can reduce the service cost of customers dining in the store and meet the needs of some young people to taste Haidilao hot pot at home.



**Figure 8** Promotion marketing strategy

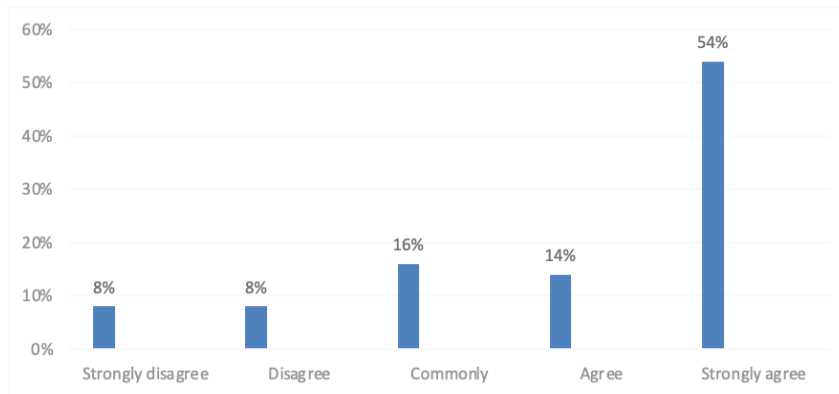
### 3.2 Problems in the application of 4P marketing strategy

Through questionnaire survey and literature review, researchers found that Haidilao has some problems in the 4P marketing strategy use. In short, the product weight is insufficient; there is no competitive advantage compared with other peers; the product pricing is unreasonable, because some products are priced too high; the online sales channel is immature due to the high cost; the publicity campaigns are insufficient; and the promotion means are single.

#### 3.2.1 Problem of price marketing strategy

Through the investigation and analysis of Haidilao's price strategy, we can see that Haidilao has the problems of unreasonable pricing and over pricing of some products. Although its price positioning is not a high-income group, the price is not very high. However, some products are overpriced. It can be seen from the Figure 9 that 68% of the participants think that the pricing of Haidilao is unreasonable, of which 14% agree and 54% strongly agree. The main problem with Haidilao pricing is related to its pricing strategy. As mentioned above, in terms of price, Haidilao adopts differential pricing strategy, which shows that Haidilao can exercise price fluctuation rights when providing products and services and provide different target service prices. This strategy not only maximizes the profits of enterprises, but also puts forward higher requirements on pricing. It requires enterprises to comprehensively consider various complex factors in reality. For this reason, Haidilao has the problem of overpriced products in its pricing strategy, because it is not easy to fully grasp the various factors in differential pricing.

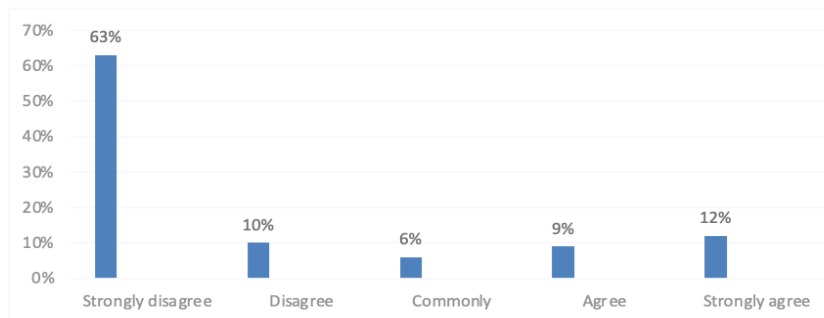
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**Figure 9** Pricing problem

### 3.2.2 Problem of product marketing strategy

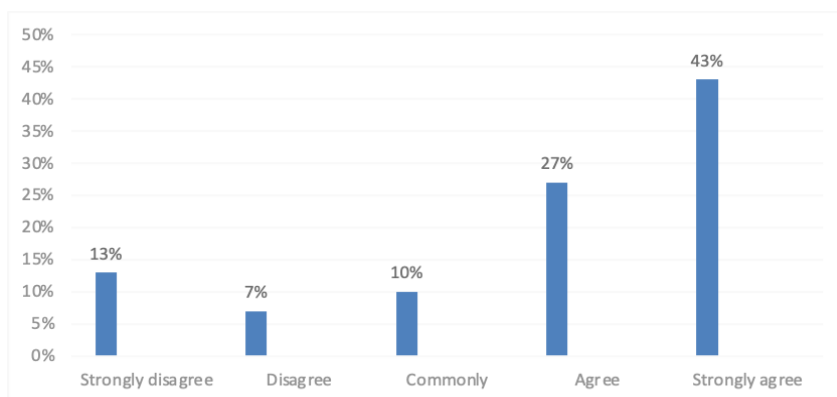
Through the investigation and analysis of Haidilao' product strategy, we can see that Haidilao' product weight has no obvious advantage compared with that of other brands. According to the survey of the participants, 14% and 54% of them agree and strongly agree that Haidilao's product weight is insufficient. These data show that Haidilao still has shortcomings in its product marketing strategy. Insufficient product weight is a common problem in Haidilao and the entire catering industry. As Haidilao's price is not high, in order to ensure profit, it is inevitable to reduce the weight of Haidilao products.



**Figure 10** Product problem

### 3.2.3 Problem of place marketing strategy

The main problems of Haidilao's place strategy are high marketing channel cost and immature online sales channels. Since its establishment, Haidilao has focused on offline channels, while there are few online channels. In view of the particularity of hot pot products, it is difficult to make it mature enough. Besides, Haidilao's unique marketing model has brought huge profits to the company, and it has also cost a lot of money, which leads to the high cost of marketing channels.

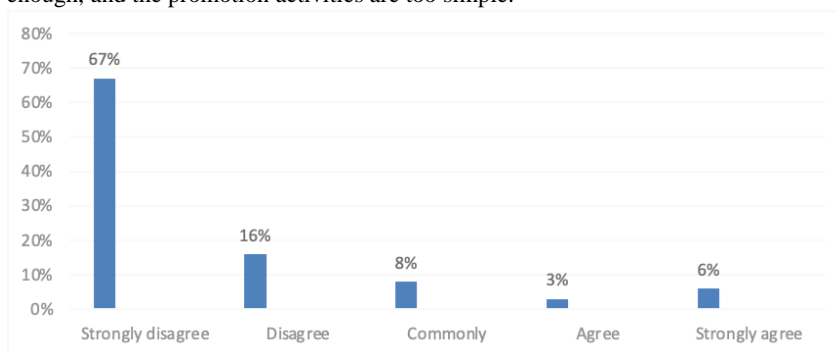


**Figure 11** *Place problem*

Figure 11 is a survey of the maturity of sales channels on Haidilao. The data shows that 43% of consumers strongly agree that the online sales channel is not mature enough, and 27% of consumers agree that the online sales channel of Haidilao is not mature. This feedback from consumers confirms the fact that Haidilao online sales channels are not mature. At the same time, due to the company-owned model, the operation cost of Haidilao channel is also high.

### 3.2.4 Problems of promotion marketing strategy

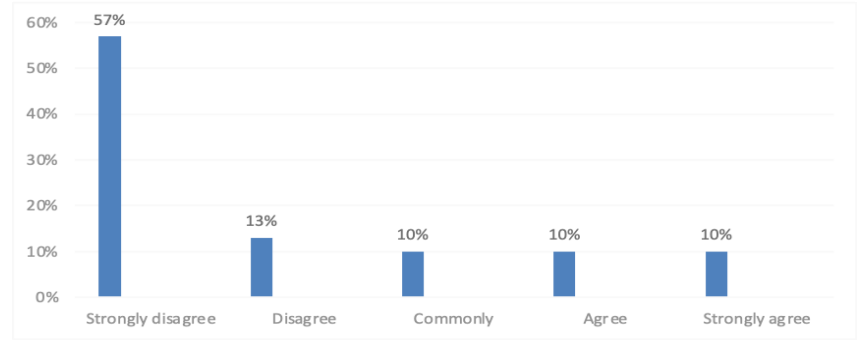
The main problems of Haidilao's promotion strategy are that the publicity is not enough, and the promotion activities are too simple.



**Figure 12** *Promotion problem*

From Figure 8, it is not difficult to find out that the vast majority of consumers know about Haidilao through the introduction of their friends and eat in Haidilao, accounting for 55%. Some people know about Haidilao through newspapers and the Internet. Figure 12 shows whether the consumers often see Haidilao on advertising media and billboards. 83% of the participants strongly disagreed and disagreed that they often see the advertisement of Haidilao. Among them, 67% strongly disagreed and 16% disagreed. The survey shows that the vast majority of consumers do not see Haidilao

very often. Figure 12 show that the publicity of Haidilao is not enough, especially at present time when the Internet is widely used, and the publicity on the Internet is not sufficient. Therefore, in terms of promotion strategy, Haidilao mainly adopts word-of-mouth marketing, which is relatively simple. In today's highly developed Internet, although Haidilao has also adopted network marketing to a certain extent, it has not yet fully played its role in specific applications and has formed its own characteristics. When other industries adopt network marketing strategies, this kind of marketing has no characteristics.



**Figure 13** *Promotion problem*

Figure 13 survey on sales promotion and discount of Haidilao. The survey found that the vast majority of consumers strongly believe that the promotion activities of Haidilao are inadequate, and the discount is not big enough, accounting for 70%, those who strongly agree account for 57%, and those who agree account for 13%. Although some consumers enjoy the 69% discount of Haidilao, their consumption is still very high. In addition, some consumers can not enjoy the 69% discount. For them, the price is even higher. This shows that Haidilao's promotion activities are not adequate, and the discount is not deep enough.

### 3.3 Suggestions on the problems in the application of 4P marketing strategy

#### 3.3.1 Suggestions on price marketing strategy

Haidilao should accurately determine the product prices and establish a perfect product pricing portfolio system.

First of all, an accurate pricing should be done in price marketing strategy. It is a prerequisite for selling products. Inaccurate pricing can directly affect the sales of the products. When making an accurate pricing, in order to set the reasonable price things like the product's own value, local consumption level and peer pricing of the similar products need to be fully considered.

Secondly, it is necessary to establish more product price combinations, such as selling relatively high price products and relatively low-price product combinations, and giving appropriate discounts. Through the repricing of products, enterprises can

optimize the product price system, and give consumers more choices to meet the various needs of consumers.

### **3.3.2 Suggestions on product marketing strategy**

The lack of product weight is the main factor affecting consumer experience. If the price is basically the same, with better quality and sufficient products, the company will be more competitive. Therefore, Haidilao should increase the weight of its products. Sufficient product weight can attract consumers to buy, so that Haidilao gains a competitive advantage in the competition with other peers. At the same time, we can optimize the product structure and sell some high-priced and low-priced products, which not only guarantees that the price will not be too high, but also guarantees the weight of the product.

### **3.3.3 Suggestions on place marketing strategy**

In terms of place strategy, Haidilao can pay attention to the development of multiple channels, not only to consolidate the offline sales channels, but also to make up for the lack of online sales channels.

First, Haidilao may make further steps to consolidate its offline sales channels. Hotpot industry is different from other industries. Its focal point is offline sales. And most consumers prefer to experience offline stores. It is particularly important to build up offline sales channels. Hence, Haidilao needs to improve the coverage of offline sales channels, speed up the expansion of offline stores, and provide superior services.

Secondly, it is needed to make up for the lack of online sales channels. With the development of the Internet, new economic models are emerging. As an important carrier of online sales, the Internet is widely used. Therefore, in the process of development, Haidilao cannot ignore the role of the Internet to improve its online sales, so that more sales channels can be made for its products, such as the channels of the WeChat, microblog, and live stream and broadcasting. In short, it needs to make full use of the Internet to diversify its online sales.

Finally, online and offline linkage can be realized, and the final offline service can be extended to online to meet customer needs.

### **3.3.4 Suggestions on promotion marketing strategy**

Enterprises should combine media propaganda with network propaganda, make rational use of advertising, and promote consumers' cognition of Haidilao. In the era of simple and efficient modern information media, the effectiveness of word of mouth cannot be overlooked to influence a small buying group. In the application of advertisement, online marketing can be the first choice, at the same time, information and software technology should be fully used to realize the process of concept exchange, product transaction and service provision between merchants and customers based on PC network and mobile Internet platform. Online activities can be used to create, promote and deliver customer value and manage customer relationships. Promotion activities must be carried out at the same time. First, the consumer experience should be taken as the leading factor, the mobile Internet as the core platform, the combination of

media and new media as the main platform, and online and offline communication can be used to strengthen the relationship between the consumers and Haidilao. For example, Haidilao can use SNS, micro-movie, micro-electronic commerce and other new media forms to create Haidilao Food Forum on the Internet, so that the majority of its can be easy and free to express their opinions to its products. In addition, Haidilao can also make featured micro-movies to win more participation of its fans and customers and let them experience its growth bit by bit. By means of experiential marketing activities, customers' emotional needs can be met. At the same time, sales promotion should be increased to realize preferential treatment through sharing and bargaining, which can be learned from Pinduoduo sales model.

## 4. Conclusion

### 4.1 Major findings

Taking Haidilao as a case, this study explores the use of 4P marketing strategy of Haidilao and analyzes the problems existing in the application of it. Through the investigation and analysis of Haidilao's 4P marketing strategy, it is found that Haidilao attaches importance to product differentiation in terms of product marketing strategy and implements product differentiation strategy. At the same time, it attaches importance to product quality, packaging and service. In the aspect of price marketing, unified pricing is proposed. In the aspect of channel marketing strategy, it puts forward the distribution strategy to realize the linkage between online and offline. In terms of publicity strategy, word-of-mouth publicity is focused on, which better build up brand reputation. At the same time, it is found that Haidilao still has some problems, such as insufficient product weight, unreasonable pricing, immature online channels, and insufficient promotion efforts. For these problems some insightful suggestions are put forward.

Therefore, in today's competitive market economy, if more customers are won for the catering industry, the quality and the weight of products should be guaranteed. The competitive advantages can be obtained by optimizing the price of products, and avoiding unreasonable pricing for some products, so that an invincible position can be established for the enterprise in the fierce competition. Meanwhile, combination of network campaigns with online marketing can increase publicity and attract more consumers.

### 4.2 Limitations and implications

This paper makes an empirical study on the 4P marketing strategy of Haidilao and puts forward some suggestions on optimizing the marketing strategy. Due to the limitation of time and the author's limited knowledge, this paper still has some limitations.

First of all, in terms of research scope, this study only collected 200 valid copies of questionnaire from Haidilao, and the data cannot well reflect the current situation of the catering industry. In addition, the respondents may not be willing to accept the survey

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性及改进空间，引导未来相关的研究方向。

and fill in the questionnaire at will, which leads to inaccurate data and affects the reliability and validity of the analysis.

Secondly, due to time constraints, the author's knowledge and ability are limited, and it is impossible to cover all existing problems. Therefore, the summary may not be comprehensive. In addition, each brand's marketing strategy has its own uniqueness, and other brands may get different results, which cannot be generalized. It is hoped that future research can fill these fields.



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## Appendix

### 海底捞的营销策略调查问卷

尊敬的先生/女士：

您好，感谢您的支持，本次问卷是关于海底捞消费者的营销策略调查，目的在于调查海底捞的营销策略现状及成果，本次问卷调查采取匿名的形式，您的意见对本研究的意义重大，针对以下问题您只需要根据自身感受如实填写即可。

1. 您的性别？

A. 男

B. 女

2. 您的年龄？

A. 18-30 岁 B. 31-40 岁 C. 41-50 岁 D. 51-60 岁 E. 61 岁以上

3. 您的学历？

A. 高中及以下 B. 大专 C. 本科 D. 硕士及以上

4. 您的收入？

A. 3000 元以下 B. 3000-6000 元 C. 6000-9000 元 D. 9000 元以上

5. 海底捞产品的质量，营养价值高

A. 非常不同意

B. 不同意

C. 一般

D. 同意

E. 非常同意

6. 海底捞产品的定价偏高

A. 非常不同意

B. 不同意

C. 一般

D. 同意

E. 非常同意

7. 海底捞的特色服务很吸引你

A. 非常不同意

B. 不同意

C. 一般

D. 同意

E. 非常同意

8. 海底捞的锅底和蘸料以及其他菜品种类丰富

A. 非常不同意

B. 不同意

C. 一般

D. 同意

E. 非常同意

9. 海底捞的促销活动很多，折扣很大

A. 非常不同意

B. 不同意

C. 一般

D. 同意

E. 非常同意

10. 海底捞的零售产品包装独特，有吸引力

A. 非常不同意

B. 不同意

C. 一般

D. 同意

E. 非常同意

11. 您通常通过何种渠道了解该产品？

A. 电视报道

B. 网站消息

C. 朋友介绍

D. 自主尝试

E. 报刊报道

12. 您经常在网上购买海底捞的产品及服务

A. 非常不同意

B. 不同意

C. 一般

D. 同意

E. 非常同意

13. 海底捞的线上销售渠道不够成熟

- A. 非常不同意
- B. 不同意
- C. 一般
- D. 同意
- E. 非常同意

14. 您经常在广告媒体与广告展览牌上看见海底捞

- A. 非常不同意
- B. 不同意
- C. 一般
- D. 同意
- E. 非常同意

15. 海底捞的产品分量比其他品牌足

- A. 非常不同意
- B. 不同意
- C. 一般
- D. 同意
- E. 非常同意

16. 海底捞的产品在不同的门店定价不同

- A. 非常不同意
- B. 不同意
- C. 一般
- D. 同意
- E. 非常同意

17. 海底捞的定价合理

- A. 非常不同意
- B. 不同意
- C. 一般
- D. 同意

E. 非常同意

4.