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CHUZHOU UNIVERSITY

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上海瑞正化工科技有限公司

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**Marketing Plan on Food Additives of Shanghai
Ruizheng Chemical Technology Co., Ltd.**

批注 [v12]: Times New Roman, 小二, 加粗, 居中。此标题中实词首字母须大写。

By
XXX

Under the supervision of
Lecturer / Associate Professor / Professor XXX
& Supervisor XXX

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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

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Acknowledgement

Times flies, my four-year university life comes to an end. With the passage of time, I have a deeper understanding of my major, Business English. Learning business knowledge in English is a demanding but interesting process, so I choose to write a marketing plan as my graduation thesis. Taking this opportunity, I would like to deliver my deepest gratitude to all those who helped me in one way or another in the completion of this thesis.

To begin with, I would like to thank my supervisor, XXX. Thanks to his/her assistance, I learned and grew greatly. In the process of writing this thesis, he/she provided me with technical support, methodological guidance and spiritual spurs. Furthermore, he/she has given me plenty of suggestions for the smooth completion of my thesis.

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At last, I would like to acknowledge my debt to my parents. Without their consistent support and encouragement, I would not be able to carry on my study. Standing on their shoulders, I see something they had never seen before.

Thank everyone for appearing in my wanton youth.

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Abstract

This report is a marketing plan based on...

Key words: food additives; potassium sorbate; STP model; marketing plan

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摘要

批注 [v21]: 宋体，二号，加粗，居中，两字间空两格。摘要的撰写请参考“摘要写作要求”。

本文基于在上海瑞正化工科技有限公司为期六个月实习的基础上，对公司的一款名为 High Purity Potassium Sorbate 590-00-1 的食品添加剂产品进行营销策划。基于 STP 模型分析，对该款食品添加剂的目标市场进行细分和分析，选择出实现利益最大化的目标市场。其次，对 High Purity Potassium Sorbate 590-00-1 的食品添加剂产品进行市场定位，详细分析其优势。基于 4P 营销理论提出如下建议：（1）产品角度，High Purity Potassium Sorbate 590-00-1 的包装应为...，质量...，服务上应...；（2）价格上，采用招徕定价策略，成本导向型定价策略以及折扣定价策略，最终落实定价为...或者定价范围为...；（3）渠道策略上，可采取直销和分销相结合的渠道策略；（4）促销方面，提出会议促销和广告营销的促销方式。最后，笔者分析了公司的内外因素，指出公司面临的挑战和困难并做出总结。本研究希望可以为其他具有相似情况的公司提供经验，从而为产品制定更好的营销策划。

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关键词：食品添加剂；营销策划书；STP 模型；上海瑞正化工科技有限公司

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Marketing Plan on Food Additives of Shanghai

Ruizheng Chemical Technology Co., Ltd.

1. Introduction

1.1 Company overview

Shanghai Ruizheng Chemical Technology Co., Ltd. is subordinate to Richter group. Its office address is on the fourth floor of Building 5, No. 999, Jiangyue Road, Minhang District, Shanghai. Ruizheng is a new high-tech chemical enterprise, which mainly provides powerful technical support and market services for Richter group. Ruizheng is located in Shanghai, one of the regions with the best development of organic intermediates in Asia. With advanced chemical technology, the company is not only committed to research and development, but also industrial production and foreign trade.

At present, Shanghai Ruizheng Chemical Technology Co., Ltd. mainly serves the fields of chemistry, medicine, materials, energy, biology and food. The products produced by Ruizheng mainly include noble metal catalyst, pharmaceutical intermediates, rare materials and so on. Ruizheng focuses on advanced chemical technology and specialized in food additives supplying. According to the data of Ruizheng's annual selling report, 81% to 90% of the products produced by Ruizheng are sold for export.

Shanghai Ruizheng Chemical Technology Co., Ltd. has established long-term and stable cooperative relations with companies from the United States, New Zealand, Germany, Britain, Malaysia, South Korea, Japan, India and other countries and regions. There are three laboratories belonging to Richter group, which are located in Shanghai, Ningbo and Wuhan. Besides, three factories established in Zhejiang, Jiangsu and Hubei are used to scale up production. Therefore, with the help of trusted partners, Shanghai Ruizheng Chemical Technology Co., Ltd. can provide customers with more than 5000 conventional chemical products, customization and entrusted processing services.

Shanghai Ruizheng Chemical Technology Co., Ltd. was established in Shanghai in 2011. After years of development, Ruizheng has about 40 employees now. Ten years after the company was founded, its annual sales have reached USD 56, 000, 000.

In order to provide innovative and high-quality products to customers, Shanghai Ruizheng Chemical Technology Co., Ltd. sets up R & D center, which has gathered ten professional scientific research personnel. The R & D center is equipped with high-end analytical instruments such as Infrared Spectrometer, High-performance Liquid Chromatography and Inductively Coupled Plasma Spectroscopy (ICP). Besides, the company continuously invests in research and development.

At the same time, Shanghai Ruizheng Chemical Technology Co., Ltd. is still actively introducing and cultivating talents. With professional talents and advanced

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1、企业类型:包括企业性质、经营范围、成立时间、注册资金、员工人数、占地面积等。

2、经营状况:包括年营业额、平均毛利、税负率、库存周转天数、应收账款天数、坏账率、及企业资产负债表。数据需要表明来源。

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4、社会责任:为国家社会有何重大贡献、员工对企业满意率。

equipment, the research and development capabilities continue to increase, so that Ruizheng can constantly provide high-quality products to customers.

In addition, Shanghai Ruizheng Chemical Technology Co., Ltd. has formed a long-term strategic cooperative relationship with China Export Credit Insurance Corporation, Alibaba and other domestic solid enterprises. Providing customers with credit guarantees and satisfying service is the responsibility and mission of every employee of Ruizheng, and it is also the belief to which Ruizheng has always adhered.

“The theory of customer-satisfaction in company culture plays a vital role in company development, attracting the attention and research of visionary scholars and managers”, Yang Huidan (2002) pointed out. Adhering to the business philosophy of “customers first, forge ahead”, Shanghai Ruizheng Chemical Technology Co., Ltd. is always committed to providing customers with high-quality products and reliable services.

Enterprise environment is influential in shaping Ruizheng’s company culture. Peng Xiaoying (2020) proposed that the process of enterprises performing environmental responsibility is essentially a process of resource element integration from the standpoint of economics. Sterling resource integration ability is conducive to enterprises to realize value creation and enhance their core competitiveness. In addition, the easygoing and pleasant relationship between superior and subordinate is also a representative aspect of Ruizheng’s company culture. Ruizheng holds group activities every Wednesday afternoon, such as playing badminton and table tennis. The relaxed atmosphere shortens the distance between leaders and subordinates, and it helps to promote collective unity and cohesion as well.

It is worth mentioning that the intuitive reward and punishment system is significant in Ruizheng’s company culture. Ruizheng has clear rewards and penalties. One excellent employee will be selected every quarter to give certain praise and rewards, which is a motivational practice that provides an example for other employees in the enterprise to learn from. Simultaneously, this practice plays an extremely important role in the formation and strengthening of corporate culture.

1.2 Company products

Shanghai Ruizheng Chemical Technology Co., Ltd. is specialized in food additives, including Preservatives, Sweeteners, Acidulants, Vitamins, Phosphates, Antioxidants, Thickeners, Nutritional Supplements, Flavors, Proteins and other food additives.

Actually, Ruizheng produces 23 kinds of food additives, among which potassium sorbate is the most common one in people’s daily life. As a kind of food additive, potassium sorbate can inhibit the activity of dehydrogenase in microbial cells (especially mold cells), lead to the destruction of a variety of important enzyme systems, and effectively inhibit the growth and reproduction of harmful microorganisms, so as to achieve the purpose of bacteriostasis and antisepsis. Furthermore, potassium sorbate can keep the original nutritional composition, color, aroma and taste of food unchanged in the anti-corrosion process. In a word, potassium

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sorbate has the characteristics of low toxicity, good anti mildew effect, convenient use and extensive range of applications. Therefore, many foreign developed countries have used potassium sorbate as a good and efficient food additive in food.

The appearance of High Purity Potassium Sorbate 590-00-1 produced by Shanghai Ruizheng Chemical Technology Co., Ltd. is colorless crystals or white crystalline powder. The proportion of water in High Purity Potassium Sorbate 590-00-1 is less than or equal to 0.5%. Its melting range is from 132 °C to 135 °C. According to the results of a large number of experimental actions, the residue on ignition of High Purity Potassium Sorbate 590-00-1 is less than or equal to 0.2%.

In order to introduce High Purity Potassium Sorbate 590-00-1 more intuitively, the Table 1 is specially made.

Table 1 Introduction to main products and specifications

Item	Specification
Appearance	Colorless crystals or white crystalline powder
Assay	99.0-101.0%
Water	≤0.5%
Melting range	132-135℃
Residue on ignition	≤0.2%
Aldehyde (as formaldehyde)	≤ 0.1 %
Lead (Pb)	≤ 5 mg/kg
Mercury (Hg)	≤ 1 mg/kg
Arsenic (As)	≤ 3 mg/kg
Heavy Metal (as Pb)	≤10 ppm max
Sulfated Ash	≤0.2% max

Furthermore, High Purity Potassium Sorbate 590-00-1 is also used in the preparation of items such as maple syrup and milkshakes served by fast food restaurants. All High Purity Potassium Sorbate 590-00-1 produced by Shanghai Ruizheng Chemical Technology Co., Ltd. is packaged in large-size containers and transported to the destination by bulk cargo ship, trucks and aircraft.

In the past 2021, the average monthly sales volume of High Purity Potassium Sorbate 590-00-1 was 5100kg. It is worth mentioning that the annual sales volume has increased for four consecutive years. With a useful marketing plan in place, the sales volume is set to increase in 2022.

2. STP analysis

2.1 Market segmentation

The concept of Market Segmentation was put forward by American Marketing scientist Wendell Smith in the mid-1950s. It refers to that marketers or producers in

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批注 [131]:

消费者市场细分的基础

地理细分：国家、地区、城市、农村、气候、地形

人口细分：年龄、性别、职业、收入、教育、家庭人口、家庭类型、[家庭生命周期](#)、国籍、民族、宗教、社会阶层

心理细分：社会阶层、生活方式、个性

行为细分：时机、追求利益、使用者地位、产品使用率、忠诚程度、购买准备阶段、态度。

the market take the differences of consumers' needs, desires, purchase behavior, purchase habits and preferences as the standard through market research. The whole market of products in a certain industry is divided into several market classification processes with the same or similar consumption behaviors.

Geographical factors, demographic factors, psychological factors and behavioral factors are four momentous factors considered in market segmentation.

Shan Jinghan (2021) proposed that by segmenting the market according to different geographical factors, formulating different product designs and production plans according to the market segmentation, and adopting reasonable marketing strategies, enterprises will be able to obtain better market response and sales, and promote the sustainable development of the enterprise.

Xing Ke (2020) pointed out that the more open-minded are generally more receptive to new things, they are more curious about new products or services and are more likely to try them; in contrast, the more conservative tend to consume based on past experience and take longer to accept new products or services. Therefore, the analysis of psychological factors is of great importance for market segmentation.

Maqi (2014) pointed out that it is important to note that the limited resources of enterprises dictate that market segmentation should not be excessive. Especially for basic chemicals, which are generally used in a wide range of applications, excessive segmentation is unrealistic. Thus, the author will focus on geographical factors and psychological factors to segment the market for food additives.

First, geographical factors are taken into consideration. Since Shanghai Ruizheng Chemical Technology Co., Ltd. was established, it has chosen international markets as its key development markets, 81% to 90% of the products produced by Ruizheng are sold for export. In terms of the structure of the continental shelf, the world is divided into five continents: America, Africa, Oceania, Europe and Asia. The Americas can be further divided into North America and South America. In contrast, when segmenting the market by continent, more emphasis is placed on the developed countries of each continent and less consideration is given to the developing and lagging countries.

Second, psychological factors have also been considered. Based on different lifestyle preferences, purchase intentions and purchase preference, psychological segmentation divides consumers into different groups. Consumers who are grouped into the same categories share the same psychological characteristics in one way or another. The purchase of food additives is not significantly related to consumers' lifestyle preferences. Here, purchase intentions and purchase intention will be chosen to make some analysis.

Third, in terms of purchase intentions, they can be divided into no or low purchase intention, medium purchase intention and high purchase intention. Sellers must also have a clear delineation of consumers. To be precise, sellers do not need to pay attention to customers who have no or low purchase intentions. For customers with medium purchase intention, sellers can consider advertising to such customers at their discretion. For consumers with strong purchase intention, sellers must value communication and show sincerity and attentive service to facilitate the transaction.

Last, regarding purchase preference, they are related to brand, quality and service.

As Ruizheng has only been established for ten years and has little brand recognition in international markets, brand-preferred customers are not the target of Ruizheng's marketing objectives. While consumers who pursue higher quality and better after-sales service for food additives are more likely to establish a long-term and stable supply and marketing relationship with Ruizheng.

2.2 Market targeting

Once market segmentation is completed, managers can better understand the needs of consumers by looking at specific sub-markets. Enterprises can determine their service object, namely the target market, in terms of their own business ideas, policies, production technology and marketing strength. Aiming at the small target market, it is convenient to formulate special marketing strategies. At the same time, in the segmented market, the information is fed back and understood easily. Once the needs of consumers change, enterprises can quickly change their marketing strategies and formulate corresponding countermeasures to adapt to the changes of market demand and improve the adaptability and competitiveness of enterprises.

The target market should be individuals or organizations with strong demand for high-quality food additives in the United States and developed countries in Europe. The following is the detailed explanation of this group and the reasons of choosing this segment as the target.

The countries of North America are economically developed. Trade-related information is spread relatively quick and fast. The reason why the author believes that the United States is a suitable target market is because buyers from the US prefer to search for suppliers such as Google search engines and compare samples and prices before placing orders. Ruizheng places advertisements on Google, and the chances of these advertisements being seen by potential American customers are high. As mentioned earlier, Ruizheng has established long-term and stable cooperation with companies in the US, but there is no business with other countries in North America yet. Furthermore, consumers from the US are more concerned with cost performance. As long as the product is of good quality, practical and reasonably priced, whatever the brand is, it will receive consumer preference.

South America, on the other hand, differs considerably from North America. The overall economic level of South America is equivalent to that of China in the mid to late 1980s. Moreover, there are no direct flights between China and South America and it takes more than 40 days to transport goods by sea. Therefore, South America is not a suitable target market.

Europe's share of the global economy amounts to approximately 24.7% and represents about a quarter of the world economy. Among the top five global per capita GDP, Europe accounts for four, the top three in the world are all European countries. The author chooses the developed countries in Europe as the target market for the following reasons.

Firstly, people in developed countries in European attach great importance to food safety. Food manufacturers in developed countries prefer to purchasing food additives with good quality, they adhere to the principle of quality first. Once they

find appropriate partners, they prefer to establish long-term and stable cooperative relations with these reliable suppliers. If Ruizheng grasps the purchasing psychology of consumers, it can harvest more loyal consumers.

Secondly, the consumption capacity of developed countries in European is stronger than that of developing countries and backward countries. Consumers from developed countries will put into more money to buy food additives.

Thirdly, developed countries in European are more innovative and consumers from developed countries will buy more food additives to do research in order to find more applications.

Finally, European customers generally have high business ethics and superior reputation. They have a strong contractual spirit, so they will absolutely accept the binding force of the contract.

China is also located in Asia, but the author does not classify Asia as a suitable target market. There are many countries in Asia, yet there are only four developed countries. It is worth mentioning that COVID-19 has led to a serious shrinkage of GDP in some Asian countries, and the economy of India, the fifth largest economy in the world, has shrunk by more than 7%. On the whole, the economies of most developing countries in Asia are shrinking.

Due to the different resource conditions and economic structures of African countries, the economic development of each country is uneven, the import and export trade is concentrated in only a few countries. Most African traders have limited financial resources, they purchase a wide range of products but in small quantities. More than half of the market share of Africa is still controlled by Western countries. It is difficult for Chinese companies to capture the African market by an overwhelming margin. Therefore, Africa is not a suitable target market.

Actually, there are not many countries in Oceania, one of the more famous ones is Australia. Since 2018, China-Australia relations have been deteriorating and trade friction has been increasing. China has been Australia's largest and most important trading partner in terms of exports and imports over the years. Despite this the Australian government has remained tough on dialogue and since 2021 has taken moves such as tearing up the Belt and Road Agreement and attempting to take back the Port of Darwin, further exacerbating the move towards a freeze in Sino-Australian relations which will have a greater impact on Australia's own economy and trade. The author therefore believes that Australia should not be a good target market in recent years.

Thus, Shanghai Ruizheng Chemical Technology Co., Ltd. should focus on the above suitable target market and develop a flexible and feasible marketing plan for that target market to improve the economic efficiency of the company.

2.3 Market Positioning

Market positioning is that enterprises determine the competitive position of their products in the target market, also known as "competitive positioning". Enterprise managers must first analyze the position and share of competitors' products in the market, so as to fully understand the quality, usability and price level of existing

products and brands in the target market, thus managers get to know the main concerns of customers in the target market.

For the analogous type of food additives provided on the market, Shanghai Ruizheng Chemical Technology Co., Ltd. should compare the sales conditions of similar competitors, highlight the advantages of High Purity Potassium Sorbate 590-00-1, and strive for greater benefits for the company.

One powerful competitor of Ruizheng is Jiangsu Mupro Ift Corp., which is one of the major exporters of potassium sorbate in China. Jiangsu Mupro Ift Corp., founded in 2004, has fixed assets of 388 million yuan and covers an area of over 20,000 square meters. With 297 employees, including more than 20 engineers and technicians, the company has strong technical force and a promising future. Jiangsu Mupro Ift Corp. relies on exquisite technology, advanced equipment, strict management system, fine manufacturing technology and stable product quality to win the trust and praise of its customers. Besides, Jiangsu Mupro Ift Corp. specialises in the development and production of food additives such as potassium sorbate, and is well known in a number of fields such as preservatives and acidity regulators. While comparing with Jiangsu Mupro Ift Corp., the food additives sold by Ruizheng has a few advantages.

First, it is of high quality. The quality of food additives sold by Ruizheng is better. In the case of potassium sorbate produced by the two companies, the residue on ignition of Mupro's potassium sorbate is over 0.2%, which cannot meet the standards of some consumers for potassium sorbate. While for the quality of Ruizheng's High Purity Potassium Sorbate 590-00-1, the pressure of residue on ignition is less than or equal to 0.2%, consumers prefer purchasing potassium sorbate with better quality.

Second, location is another strength. Ruizheng is located in Shanghai, while Mupro is located in Lianyungang City, Jiangsu Province. Obviously, Ruizheng's geographical location is superior. Consumers from developed countries are more inclined to purchase food additives in China's metropolis.

Third, price is more competitive. As Ruizheng has been refining its production technology, so as to increase the output and reduce the production cost, the price of potassium sorbate sold by Ruizheng is lower than that of Mupro.

Another big competitor is Rugao Changjiang Food Co., Ltd., which is located in Rugao City, a scenic place enjoying a superior location in Jiangsu Province.

Rugao Changjiang Food Co., Ltd. is a famous manufacture specialized in the production of food additives as well. Rugao Changjiang Food Co., Ltd. was established in 1997, with fixed assets of over CNY 20 million. The company occupied an area of 21,800 square meters, and there are 165 employees, including 22 engineers and technicians. The company mainly produces "Gaojiang" brand food additives, including Potassium sorbate 20000T/CNY, Sorbic acid 13000T/CNY, Calcium propionate 10000T/CNY, Calcium sorbate 2000T/CNY and Calcium citrate 2000T/CNY. Comparatively, their food additives have one apparent disadvantage, which is high packaging costs. Potassium sorbate produced by Rugao Changjiang Food Co., Ltd. is packaged with Cartons with inner PE. Compared with the plastic packaging bags used by Ruizheng, the carton is more environmentally friendly and

less polluting to the environment, which is more favored by consumers. However, the production cost of cartons is almost ten times that of plastic bags.

By comparison with Jiangsu Mupro Ift Corp. and Rugao Changjiang Food Co., Ltd., the market positioning of food additives from Ruizheng is clear. That is, for consumers who want food additives with better quality but at a relatively moderate price, Ruizheng offers food additives with affordable prices and professional efficacy. Unlike a large number of food additives on the market, High Purity Potassium Sorbate 590-00-1 produced by Ruizheng are affordable and worth purchasing.

3. Marketing plan

3.1 Product plan

Products are not only the crystallization of an enterprise's technology, but also the concentration of an enterprise's research foundation, professional background and professional direction. Besides, products are the intuitive reflection of an enterprise's technology level, the direct tool of an enterprise's traction. The Product Plan is mainly an aggregation of the most suitable products and services provided by the company for the target market, including product appearance, packaging, quality, as well as factors like service.

As mentioned above, there are 23 food additives produced by Ruizheng, among which potassium sorbate has increased its turnover for four consecutive years. Other types of food additives such as acidulants and vitamins are sold in lower volumes compared to potassium sorbate. Therefore, potassium sorbate was chosen as the major objective in this marketing plan. The author believes that there are no major differences in the appearance of food additives products produced by different company, so there is no need to start product planning with the product appearance. Compared with the powerful competitor mentioned above, Shanghai Ruizheng Chemical Technology Co., Ltd. should be improved in the following aspects: packaging, quality and service. In order to make a useful product plan for Ruizheng, the author will make a plan for food additives from three aspects: packaging, quality and service.

First, from the perspective of package, the food additive High Purity Potassium Sorbate 590-00-1 produced by Ruizheng is colorless crystals or white crystalline powder, using plastic bags with excellent quality and qualified thickness for packaging is necessary and significant. This decision is to reduce the pollution caused by the damage of packaging bags during transportation. In light of reducing losses, Ruizheng has to make strict regulations on the capacity of High Purity Potassium Sorbate 590-00-1 in each plastic bag. It is quite unwise for Ruizheng to pack more in order to save packaging bags.

Besides, as for quality, Ruizheng must strictly manage the potassium sorbate production line, thus High Purity Potassium Sorbate 590-00-1 produced can meet China's national standards, American FCC standards and other domestic and foreign

批注 [I32]: 产品 (Product)、价格(Price)、推广 (Promotion)、渠道 (Place)

营销策划的理论可以采用 4P, 4V, 6P, 7P 等, 需结合产品自身特点选取理论, 如服务型产品可选择 7P。具体可参考以下链接:

<https://zhuanlan.zhihu.com/p/61432788>

此外, 因论文需附上参考文献, 可在这部分结合文献分析, 如营销策划相关理论知识, 或者在具体提供产品、价格、促销、渠道策略时, 参考的相关论文或者网上资料以酌情增加文献。文内一定要有引用, 和参考文献一一对应, 注意文内引用的格式要求。

批注 [I33]: 主要是指企业以向目标市场提供各种适合消费者需求的有形和无形产品的方式来实现其营销目标。其中包括对同产品有关的品种、规格、式样、质量、包装、特色、商标、品牌以及各种服务措施等可控因素的组合和运用。

批注 [v34]: 营销策划的四个方面一定都要落地, 比如, 产品策划上, 就分析的几个方面提建议, 如明确指出选择什么原材料或者什么样的包装; 或者价格上, 定价不能只是陈述策略, 要指出具体定价多少或者定价范围。

批注 [I35]: 可重申强调进行策划的产品是什么

production standards. High Purity Potassium Sorbate 590-00-1 produced in this way is of high purity, less prone to yellowing and discoloration, and can play a good anti-corrosion effect.

Thirdly, in terms of service, the importance of after-sales service cannot be ignored in addition to providing positive pre-sales service. Many enterprises, especially small and medium-sized food enterprises, because of their limited technical conditions and weak professionalism of technicians, it is extremely hard and absolutely impossible for them to compare all kinds of food additives of the same type. Therefore, Ruizheng should provide more necessary information to these enterprises when selling products. Moreover, these enterprises hope to know information like the use method, scope, optimal dosage and precautions about food additives. As for after-sales service, Ruizheng should establish a relatively perfect customer service system. Apparently, under the comprehensive coordination of sales, quality assurance, transportation management and other departments, Ruizheng can provide professional answers to customers' questions and reply to customers in time. Besides, Ruizheng should timely adjust the number of product particles and packaging according to customers' feedback.

3.2 Price plan

Price and cost are closely related. Actually, price is neither a sufficient nor a necessary condition for cost, but two parallel conditions that are closely linked and interact with each other. Pricing is the basic means of regulating the supply and demand relationship, pricing decisions should consider not only the process of price formation, but also the objectives and methods of pricing. The most common pricing strategies are that of loss-leader pricing, cost-based pricing and discount pricing.

For food additives such as acidulants, it is necessary to adopt loss-leader pricing strategy. Loss-leader pricing is a marketing strategy that involves selecting one or more retail products to be sold below cost in order to attract the attention of customers. The loss leaders are the products being sold at such low prices as an enticement to consumers.

For food additives such as vitamins, cost-based pricing strategy is able to ensure profitability. The cost-based pricing method uses the cost of goods as the basic basis for setting prices. The cost-plus pricing method is the most basic method, which is based on a unit of full cost plus a percentage mark-up as the selling price of goods. The formula is as follows:

$$P = C(1 + r)$$

“P” is the selling price per unit of merchandise

“C” is the total cost per unit of goods

“r” is the profit margin

The price of the product ensures that the company has a profit after being compensated for its manufacturing costs and period expenses, that the price level of the product is stable over a certain period of time and that the pricing method is simple and easy to use. It helps to increase their motivation to trade.

For food additive potassium sorbate, the author believes that discounted pricing

批注 [136]: 主要是指企业以按照市场规律制定价格和变动价格等方式来实现其营销目标，其中包括对同定价有关的基本价格、折扣价格、津贴、付款期限、商业信用以及各种定价方法和定价技巧等可控因素的组合和运用。

常见的六种定价策略有：

折扣定价、心理定价、差别定价、地区定价、组合定价、新产品定价。

美国分类法：

竞争定价法、成本加成定价法、撇脂定价法、限制定价法、损失领导者定价法、市场导向定价法、渗透定价法、价格歧视定价法等。

strategy should be taken. Tianrui Zhang (2017) proposed that compared to a low price, a discounted price makes a rational consumer more willing to purchase the product. Therefore, different discounts will be given in terms of the amount of food additives purchased by consumers.

The author proposes that Ruizheng can take 5000kg as a pricing level. When a consumer's purchase volume reaches 5000kg, he or she can purchase food additive High Purity Potassium Sorbate 590-00-1 at the first level price, and when the purchase volume reaches 10000kg, he or she can purchase High Purity Potassium Sorbate 590-00-1 at the second level price. The more a consumer purchases, the lower price he or she gets. In addition, for customers who buy food additive High Purity Potassium Sorbate 590-00-1 for many times, Ruizheng can provide a small amount of other food additives produced by Ruizheng on the basis of discount for free. This action is to publicize the company's other kinds of food additives.

3.3 Place plan

According to what Anne T. Coughlan wrote in *Marketing Channel Strategy*, marketing place strategy is one of the '4P's of marketing mix, including a series of decisions and structures created to help manufacturers transfer products or services from their place of production to end users. Place design and management include paying long-term attention to the needs of final users, not only for the company's products, but also for the services that the place can provide. Unlike the other three Ps, it essentially involves collaboration and interaction between multiple corporate entities.

As for the place plan, the author suggests Shanghai Ruizheng Chemical Technology Co., Ltd. adopt the project of a combination of distribution and direct selling to help food additive High Purity Potassium Sorbate 590-00-1 enter the target market speedily.

The first plan is called distribution plan, since Ruizheng is still in the growth stage, the company does not have enough capital to establish its own sales outlets in the target market. Thus, it is necessary for Ruizheng to sell products and provide services through distributors. Ruizheng can find several distributors in target market countries and help these distributors with relevant functions to establish similar organization as Ruizheng, so that Ruizheng and distributors can react quickly, avoid unnecessary conflicts and reach consensus when facing problems. Meanwhile, Ruizheng can introduce the features of High Purity Potassium Sorbate 590-00-1 to retailers at great length, implement training for retailers and teach sales skills. Moreover, feedback from customers can be received faster in the communication with retailers and dealers.

The second plan is called direct selling plan, the merit of a direct selling plan is that it can decrease the cost of product circulation and meet customers' needs directly. Ruizheng can sell food additive High Purity Potassium Sorbate 590-00-1 to customers directly, and it can also contact foreign customers directly through international sales platforms such as Alibaba and eBay, which also help to promote the brand awareness of Ruizheng. Besides, direct selling can fully stimulate consumer demand, customers

批注 [137]: 企业营销渠道的选择将直接影响到其他的营销决策，如产品的定价。它同产品策略、价格策略、促销策略一样，也是企业是否能够成功开拓市场、实现销售及经营目标的重要手段。

- (一)、直接渠道或间接渠道的营销策略
- (二)、长渠道或短渠道的营销策略
- (三)、宽渠道或窄渠道的营销策略
- (四)、单一营销渠道和**多营销渠道**策略
- (五)、传统营销渠道和网络营销渠道策略

will actively seek retailers to buy food additives. Once the number of customer purchases increases, retailers will seek wholesalers actively. Provided the wholesaler feels profitable, he or she will come to Ruizheng to place an order.

Generally speaking, Shanghai Ruizheng Chemical Technology Co., Ltd. can take distribution and direct selling plan together when formulating an appropriate market plan for food additive High Purity Potassium Sorbate 590-00-1. It can communicate with customers directly when contacting wholesalers and retailers. In this way, Ruizheng can distribute food additives to the distributors and sells High Purity Potassium Sorbate 590-00-1 to target customers directly.

3.4 Promotion plan

In order to promote food additive High Purity Potassium Sorbate 590-00-1 efficiently, Shanghai Ruizheng Chemical Technology Co., Ltd. could adopt two promotion methods: conference promotion and advertising.

The first promotion plan is conference promotion. Conference promotion has a wide range of contacts and concentrated users, which helps promote the publicity of products to multiple potential consumers at the same time. Therefore, Ruizheng should actively and selectively participate in some large and influential exhibitions, such as China food additives and Ingredients Exhibition hold in spring and autumn, China International Baking Exhibition, etc. Moreover, participating in or organizing some professional technical exchange and promotion meetings are useful advises for Ruizheng. With the help of professional meetings, Ruizheng can continuously publicize the company's products and company image.

The second promotion plan is advertising promotion. As for advertising, the first useful advertising plan is that Ruizheng can place advertisements on Google's website. When customers search for food additives in Google, the website of Ruizheng will be shown. The second measure is to attract customers' attention on Facebook. Facebook is the largest social platform in foreign countries, and its customer base is pretty active. Ruizheng can advertise food additive High Purity Potassium Sorbate 590-00-1 through picture text promotion in target countries.

The use of conference promotion and advertising promotion can make Ruizheng gain more attention. At the same time, this specially formulated promotion plan allows more foreign and domestic consumers to get the benefits of food additives and attracts more potential customers for High Purity Potassium Sorbate 590-00-1.

4. Challenges and difficulties

The challenges and difficulties Shanghai Ruizheng Chemical Technology Co., Ltd. is facing include both external and internal factors. And the author will elaborate each one separately below.

From the perspective of external difficulties to the food additives products produced by Shanghai Ruizheng Chemical Technology Co., Ltd, it may face the following difficulties:

批注 [138]: https://baike.baidu.com/item/%E4%BF%83%E9%94%80%E7%AD%96%E7%95%A5/9993185?fromModule=lemma_search-box

The first difficulty is the rising cost of raw materials. With the overall improvement of China's economic level, the purchase unit price of various raw materials has also been raised. Likely, the prices of raw materials for the production of food additives are also rising year by year. As the cost of producing food additive High Purity Potassium Sorbate 590-00-1 increases, the sales unit price of High Purity Potassium Sorbate 590-00-1 needs to be raised, otherwise Ruizheng's profit will be greatly reduced. However, some consumers cannot accept the increased sales price, Ruizheng is at risk of losing consumers.

The second difficulty is the high pressure on environmental protection. In the new era, China needs to establish a perfect system in the process of ecological civilization construction. This requires Chinese government to pay enough attention to different factors of ecological civilization construction and establish a scientific legal system. A company should never touch the bottom line of the law if it wants to operate for a long time. In order to strengthen the production safety and protect the ecological environment, chemical companies must optimize process design and phase out backward production equipment.

The third difficulty is the fierce competition in the industry. There is no shortage of chemical enterprises in China. Due to the large demand for food additives, potassium sorbate has a broad market prospect. Competitors enter this market continuously and the competition in the industry is fierce. This is both an opportunity and a challenge for Ruizheng. Ruizheng must formulate appropriate marketing plans to promote sales.

The fourth difficulty is the competition from traditional food additives. Obviously, there are many kinds of food additives on the market, and traditional preservatives are still favored by consumers. Potassium sorbate, as a kind of food additive, cannot replace all food additives. To some extent, potassium sorbate can still be replaced by traditional preservatives.

The fifth one is the development and application of new natural food additives products. In addition to traditional food additives, with the improvement of scientific research and development, new natural food additives products are increasingly appearing in the market, giving consumers more choices.

As for internal difficulties to the food additives products produced by Shanghai Ruizheng Chemical Technology Co., Ltd, there may exist difficulties as follows:

The first difficulty is the lack of professionals. Technical talents have always been the treasure of numerous chemical enterprises, and these professionals are pretty important for Ruizheng. Although Ruizheng has established R & D center and has more than a dozen professional talents, it is far from enough for Ruizheng's development.

The second difficulty is the limited domestic market development. Obviously, the domestic market of potassium sorbate has almost reached saturation, thus Ruizheng should focus on overseas markets and operate more foreign trade business. If Ruizheng keeps staring at the domestic market and invests too much in the domestic market, it is likely that the gains will outweigh the losses.

The third difficulty is the lack of strong brand publicity. Since there are a number

of domestic food additives suppliers in China, Ruizheng's popularity is not at the top. To name a few, when people talk about e-commerce platforms, they may think of Alibaba and JD.com; When people mention lipstick, they may think of Dior, Armani and Lancome; When people mention sports brands, they may think of Li-Ning and Xtep. These enterprises have successfully expanded their brand publicity. When people want to buy products, they tend to buy products with strong brand publicity.

The fourth one is insufficient customer recognition. Ruizheng has only been established for ten years, and its scale is small. The internal division of labor of the company is not as perfect as that of other large enterprises. This may make customers have insufficient confidence and recognition in Ruizheng.

The fifth point is high turnover rate of grass-roots employees. As chemical enterprises have high requirements for the working ability of grass-roots employees, some employees will not be able to bear great pressure and they choose to leave, which cause a great loss to the company. Ruizheng must propose some effective plans to reduce the turnover rate of grass-root employees.

5. Conclusions

Taking Shanghai Ruizheng Chemical Technology Co., Ltd. as the research object, the author applies STP model when marketing food additive High Purity Potassium Sorbate 590-00-1.

Geographical factors, demographic factors, psychological factors and behavioral factors are four momentous factors considered in market segmentation. The author focuses on geographical factors and psychological factors to segment the market. According to the structure of the continental shelf, the world is divided into five continents: America, Africa, Oceania, Europe and Asia. As for psychological factors, the author chooses purchase intentions and purchase preference to analyze. Thus, the target market should be individuals or organizations with strong demand for high-quality food additives in the United States and developed countries in Europe. By comparison with Jiangsu Mupro Ift Corp. and Rugao Changjiang Food Co., Ltd., the market positioning of food additives from Ruizheng is clear. That is, for consumers who want food additives with better quality but at a relatively moderate price, Ruizheng offers food additives with affordable prices and professional efficacy.

Afterwards, the author puts forward some suggestions based on the 4P marketing theory. In terms of the product plan, the suggestions were given from packaging, quality and the service of the High Purity Potassium Sorbate 590-00-1; as for the price plan, the author proposes the company to refer to the price plan of TSINGSHAN HOLDING GROUP CO., LTD, that is, the discount pricing strategy. The price of food additive High Purity Potassium Sorbate 590-00-1 can be determined in terms of the purchase quantity of consumers; as for the place plan, the author believes that Ruizheng can adopt a channel strategy that operates in both direct sales and distribution models together; as for the promotion plan, products shall be promoted from two aspects: conference promotion and advertising promotion.

批注 [139]: 总结该论文的主要内容，重点是营销策划书的内容。

The author has listed ten external and internal difficulties Shanghai Ruizheng Chemical Technology Co., Ltd. is facing in the fourth part of this thesis. They are the rising cost of raw materials, high pressure on environmental protection, fierce competition in the industry, competition from traditional food additives, development and application of new natural food additives products, the lack of professionals, the limited domestic market development, the lack of strong brand publicity, insufficient customer recognition and high turnover rate of grass-roots employees.

This thesis is written based on Ruizheng's own development background and its actual situation, with a combination of the relevant marketing theory. Meanwhile, the creative ideas for the development and construction of Ruizheng was proposed according to the actual situation of the company, thus the thesis is a trial of an effective combination of the theory and the practice.

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- [1] 谢希德. 创造学习的新思路[N]. 人民日报, 1998, 12-25(10).

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