



# An Exploration of Marketing Management Optimization Strategies of BESTORE in the Context of Big Data

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**Abstract.** With the arrival of the information age, big data and other digital technologies have also flourished and gradually integrated into various fields of social and economic development, and have increasingly become a key element in promoting the development of the digital economy and building intelligent social governance. For e-commerce marketing management, it should pay more attention to the screening, analysis and integration of massive big data information, so as to obtain favorable digital information for enterprise operation and development, and better promote the high-quality development of enterprise e-commerce marketing. To this end, this paper takes Wuhan BESTORE as an example, analyzes the advantages and disadvantages, opportunities and challenges of Wuhan BESTORE's marketing strategy from the SWOT perspective, and then focuses on the optimization strategy of marketing management from four aspects, hoping to promote the innovation of Wuhan BESTORE's marketing strategy and management mode, continuously improve the core competitiveness of the enterprise's brand, and achieve the improvement of the quality of the enterprise's operation and development.

**Keywords:** big data; Wuhan BESTORE, China; marketing management

## 1 INTRODUCTION

In recent years, China's e-commerce market has been developing rapidly, with record-breaking and record-high turnover, and the use of e-commerce in various fields has been expanding and deepening, and gradually developing and improving. At the same time, e-commerce and the real economy have realized the deep integration and entered the scale development stage, and continue to play a huge impact on the economy, society and life, and become the new engine of China's economic development. In the past ten years, the transaction volume of China's e-commerce market has been rising year by year, showing a vigorous development momentum, and even in the period when the growth rate tends to flatten out, the market transaction volume has continued to rise.

At the same time, with the rapid development of the national economy and the improvement of the consumption level of residents, China's online casual food market scale also continues to expand, and in 2022 exceeded 120 billion yuan. As the leading e-commerce food retailer in China, Wuhan BESTORE was ranked third in the "Top 15 Nut Snack Brands in China in 2021" released by Media Ranking.[1] And it has won many awards. [1] And won many awards of China Wuhan BESTORE casual food brand, in the e-commerce food retail industry booming at the moment, also inevitably exists product homogenization, brand effect is not prominent enough, lack of competitiveness and other issues, for this reason, this paper from China Wuhan BESTORE marketing management strategy, focusing on the analysis of its, hope to give the enterprise marketing management strategy innovation to give certain inspiration and thinking.

## 2 WUHAN BESTORE COMPANY PROFILE

China Wuhan BESTORE was established in 2006 in Wuhan, Hubei Province, and is a professional brand chain operation company integrating leisure food research and development, processing and packaging, and retail service. The main products of China Wuhan Bestore include nuts, fried food, health punch, dried fruit and meat snacks (as shown in Figure 1). Moreover, China Wuhan BESTORE has the first state-certified quality control laboratory in the leisure snack industry for quality control, meanwhile, on February 24, 2020, China Wuhan BESTORE, headquartered in Wuhan, realized its listing. The main core value of China Wuhan BESTORE is "Quality-Happiness-Home", and it always insists on developing high-quality food products as its core goal to strengthen its business management ideas.

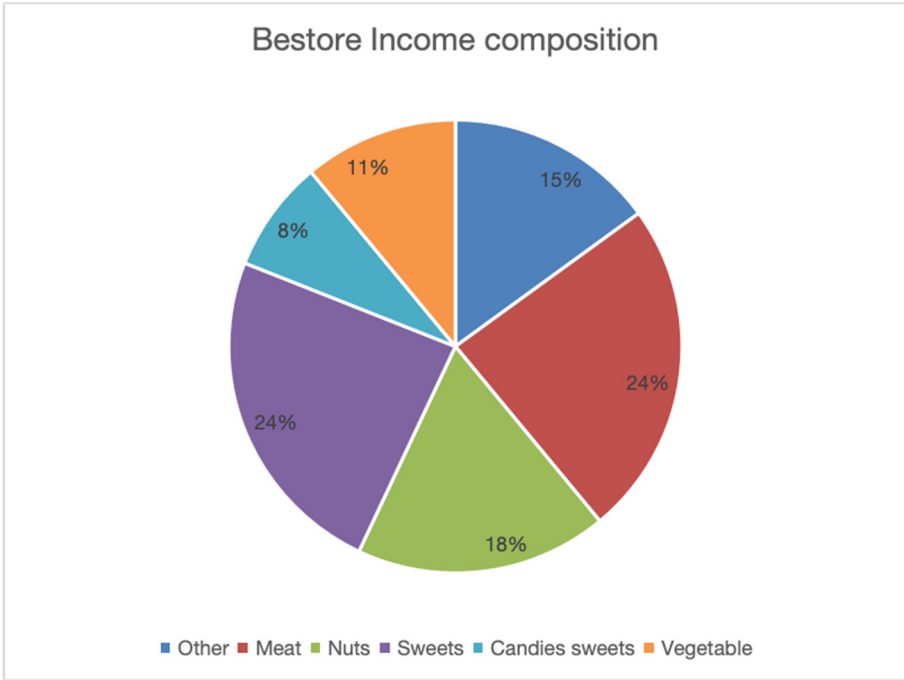


Fig. 1. Revenue Composition of BESTORE in Wuhan, China (Data source: Publicly available information)

### 3 CHINA WUHAN BESTORE MARKETING STRATEGY SWOT ANALYSIS

#### 3.1 SWOT analysis

##### 3.1.1 Analysis of Strength

*(1) Business Model Advantage*

In recent years, China Wuhan BESTORE presents the development mode mainly based on "platform", in providing casual food, but also can see his development in brand maintenance, brand management, product operation, supply chain selection. At the same time, China Wuhan BESTORE in 2020 for the first time put forward the "store + digital" development model, offline and online at the same time the comprehensive integration of development, around the store developed takeaway operation, community group purchase operation, online live broadcasting and other new business models, is committed to synchronize with the release of online operations.

*(2) Channel Layout Advantage*

By the end of 2022, the number of offline channel stores of Wuhan BESTORE in China will reach 2,700, covering 162 cities in 19 provinces and 2 municipalities, including

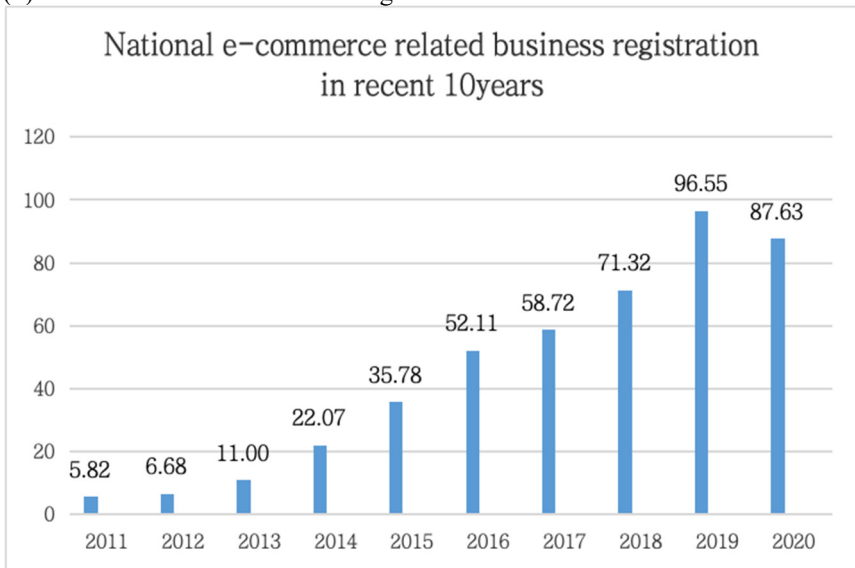
Qingdao, Jinan, Kunming and Guiyang. The increasing number of offline channel stores will make it more convenient for consumers to buy and the efficiency of delivery will be greatly improved. At the same time, people's demand for casual food will accelerate the development of the number of offline channel stores. [2]

In addition, China Wuhan BESTORE has initially opened online channels since 2012, and has solid e-commerce operation experience and appropriate e-commerce operation process and system, which makes China Wuhan BESTORE more risk-resistant even due to the recurrence of the epidemic. At the same time, China Wuhan BESTORE has deep cooperation with many stars, famous anchors and official platforms for live broadcasting, which has repeatedly broken the industry record.

### 3.2 Analysis of Weakness

China Wuhan BESTORE is the first casual food leader in China that develops casual food in the interaction of e-commerce channels and offline channels most smoothly, and is also the first food industry that completes the comprehensive layout of casual food. However, with the in-depth development of e-commerce food retailing and the ever-changing number of channels of China Wuhan BESTORE, the disadvantages of China Wuhan BESTORE were made to come to the fore.

#### (1) E-Commerce Retail Disadvantages



**Fig. 2.** National e-commerce-related business registrations in the last 10 years (Data source: Enterprise Search)

The data show that in terms of registration volume, the registration volume of national e-commerce-related enterprises climbed year by year from 2011 to 2019, with only 58,200 in 2011, and the new registrations of national e-commerce-related enterprises in 2019 have reached 965,500, a year-on-year increase of 35%; a slight

decline in 2020, reaching 876,300, a year-on-year decrease of 9%; and the first half of 2021, with a total of 570,700 new registrations with a 31% year-on-year increase (as shown in Figure 2). [3] It can be seen that in the past 10 years, the development of e-commerce retail industry is very rapid, all walks of life seem to enter the people e-commerce retail industry, due to the e-commerce industry entry threshold is low but huge profits, resulting in huge marketing pressure on all parties, for the Wuhan, China, BESTORE, which entered the e-commerce industry in 2012, the disadvantage is more obvious.

#### (2) Offline and online product disadvantages

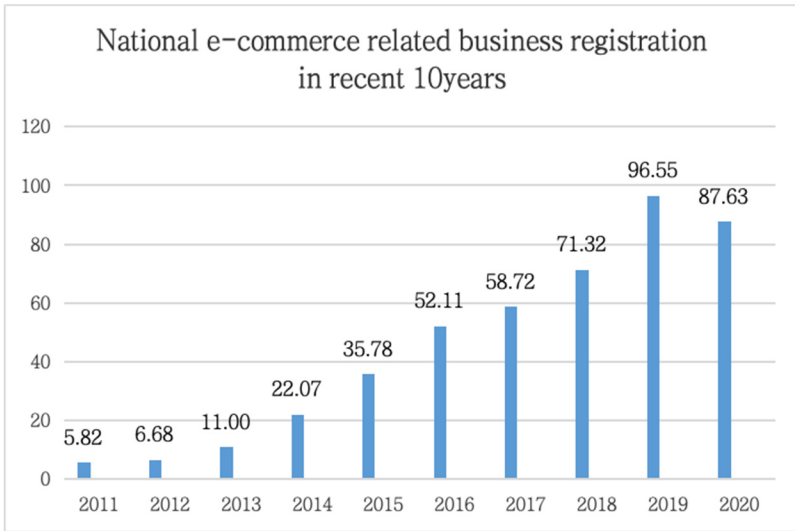
Wuhan, China BESTORE's business model is mainly based on e-commerce retailing and offline store sales to satisfy both online consumers and offline customers. However, the interface between online and offline products is often not timely and adequate, and the variety of offline products is only 40% of that of online products. If consumers want to buy the new products advertised online, offline stores are often in short supply, and it is easy to cause poor customer experience, which in turn leads to customer loss. [4] At the same time, Wuhan, China BESTORE's online purchase of products from the source and after-sales service is more uniform and comprehensive, but the offline stores are more dense sources of goods and after-sales service gap is large, which is easy to make the offline consumers have a misunderstanding of the "product does not match with the advertised object," due to the lack of uniformity in the management of the stores and professionalism, the above situation is not uncommon. Due to the lack of uniform and professional management of offline stores, the above situations are common, which is not conducive to the maintenance and promotion of the brand image of Wuhan BESTORE in China.

### 3.3 Analysis of Opportunity

#### (1) National policy support

In recent years, the State Council and relevant ministries and commissions have issued relevant documents to support and encourage the development of e-commerce, and during the 2020 epidemic, the Ministry of Commerce of the People's Republic of China encouraged e-commerce enterprises to provide traffic support through poverty alleviation channels, special zones, live broadcasts and other channels, and to open up a green channel for farmers to solve the problem of stagnant sales of food. China Wuhan BESTORE also actively responded to the call of the state, with the launch of "Probiotics Daily Nut High Calcium" in the first quarter of 2021, for example, for the first time, China Wuhan BESTORE added the natural calcium fruit, Plum, as an ingredient in its daily nut products. As a rare fruit species, Plum is only grown in small areas in Inner Mongolia, Shanxi, Beijing, Hebei and other regions. Under the promotion of China Wuhan BESTORE, the main producing areas vigorously promote the cultivation of Plum, and constantly drive the farmers and herdsmen in the neighborhood to come to the planting bases to work, behind the product innovation also has a deep significance of sand control and poverty alleviation.

#### (2) Rapid development of the country's economy



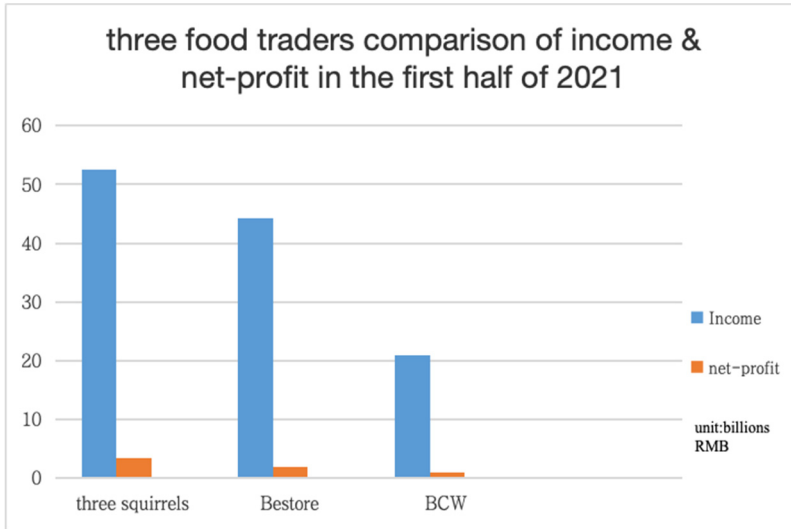
**Fig. 3.** National e-commerce-related business registrations in the last 10 years (Data source: Enterprise Search)

With the accelerated development of China's economy, the national economy has been climbing, and the sales of casual food, as a product that is just in demand by consumers in recent years, have been on a rising trend. According to the data, China's online casual food market size is growing fast, with zero online casual food sales amounting to 62.13 billion yuan in 2018, growing at a rate of 23.4%. With the rapid development of the national economy and the improvement of residents' consumption level, China's online casual food market scale exceeded 95 billion yuan in 2020 (as shown in Figure 3). [5] As one of the leading casual food e-commerce products, China Wuhan BESTORE should comply with the national economic development, seize the development opportunities, take product quality as the core, focus on product innovation, while focusing on consumer demand and service experience, continuously expand marketing channels, strengthen marketing management, and continuously improve the core competitiveness of China Wuhan BESTORE.

### 3.4 Analysis of threats

As the state strongly encourages the development of e-commerce industry, all walks of life have entered the field of e-commerce, as consumers buy more frequently leisure food industry is more so. China Wuhan BESTORE, Three Squirrels and Bacchus Flavor are all outstanding brands of online casual food that consumers are familiar with, and the competition among the three is also very fierce. According to the chart, among the three brands, Three Squirrels has a stronger market competitiveness than China Wuhan BESTORE both in terms of revenue and net profit (as shown in Figure 4). Furthermore, the positioning of the three brands is mainly based on online food retailing, but in the face of the fast-developing e-commerce background, which leads to more and more

leisure food of the same type appearing in the market, and the phenomenon of homogenization is becoming more and more serious, so the biggest challenge facing China Wuhan BESTORE is how to be able to promote the development of the duplicated and highly competitive market, improve its market competitiveness and realize the value of the brand.



**Fig. 4.** Comparison of Revenue and Net Income of Three Snack Manufacturers in the First Half of 2021, Data Source: 2021 Semi-Annual Report

## 4 SWOT PORTFOLIO ANALYSIS

This paper uses SWOT model analysis to analyze the marketing strategy of BESTORE in Wuhan, China. The strengths, weaknesses, opportunities and threats of China Wuhan BESTORE are comprehensively evaluated and analyzed, and the corresponding conclusions are drawn. Afterwards, the internal strengths and weaknesses of China Wuhan BESTORE and the external opportunities and threats will be combined to analyze the adaptive adjustment of China Wuhan BESTORE's marketing strategy, so as to achieve the sustainable development of the enterprise.

SWOT analysis has four main strategic models for development, namely S + T strategy, W + T strategy, S + O strategy and W + O strategy (as shown in Table 1).

**S + T strategy:** It refers to utilizing the strengths of China Wuhan BESTORE to actively respond to external threats.

**W + T strategy:** It refers to overcoming the disadvantages of China's Wuhan BESTORE while avoiding external threats.

**S + O Strategy:** It refers to utilizing the strengths of China's Wuhan BESTORE to seize external opportunities.

**W + O strategy:** This refers to utilizing external opportunities in order to overcome the weaknesses of China's Wuhan BESTORE.

**Table 1.** SWOT analytical table

<p>Internal advantage</p> <p>Strategy mode</p> <p>external advantage</p>	<p><b>Strength——S</b></p> <p>1. Wide range of business modes, mainly online operations, supplemented by offline operations.</p> <p>2. The channel layout is dense with a high number of stores.</p>	<p><b>Weakness——W</b></p> <p>1. The number of e-commerce operations has risen year after year, leading to increased marketing pressure on BESTORE.</p> <p>2. Online and offline products can not do exactly the same, there is a large gap between the number and types.</p>
<p><b>Opportunity——O</b></p> <p>1. National policies encourage and actively promote the development of e-commerce platforms.</p> <p>2. The country's economy is developing rapidly.</p>	<p><b>SO Strategy</b></p> <p>Capitalize on strengths and opportunities</p>	<p><b>WO Strategy</b></p> <p>Capitalizing on opportunities and overcoming weaknesses</p>
	<p>1. Realize online and offline operations complement each other</p> <p>2. Conform to national policies and open up channels</p>	<p>1. Build up the core competitiveness of BESTORE Shoppe</p> <p>2. Improve the variety and quality of online and offline products</p>
<p><b>Threats——T</b></p> <p>1. Intense competition in the same industry.</p> <p>2. Serious homogenization of products.</p>	<p><b>ST Strategy</b></p> <p>Capitalize on Strengths, Avoid Threats</p>	<p><b>WT Strategy</b></p> <p>Reducing vulnerabilities and avoiding threats</p>
	<p>1. Build up the core brand and key products of BESTORE</p> <p>2. Vigorously promote</p>	<p>1. The center will be quality-oriented, supplemented by marketing</p> <p>2. Actively conduct product research and development</p> <p>3. Do a good job of supply chain management</p>

## 5 OPTIMIZATION STRATEGIES FOR MARKETING MANAGEMENT OF BESTORE IN WUHAN, CHINA

### 5.1 Enhancing brand impact

#### 5.1.1 Expand brand publicity channels to create a nationally discussed brand

In terms of brand publicity mode, the main way of external publicity for the three major casual food retailers in Wuhan, China, namely BESTORE, Three Squirrels and Baicaowei, is to invite young and high-quality celebrities to carry out brand endorsement, and one of the results is that it will generate celebrity benefits, i.e., the consumers who buy the products are mainly fans of the celebrities, while the ordinary people or the consumers who don't follow the celebrities will not particularly



differentiate between the branding of the casual food products Influence. Therefore, Wuhan BESTORE in China can broaden the publicity channels, and the choice of spokespersons is not limited to traffic stars, but centers around the life of the common people and chooses the most representative characters for publicity. For example, in the first half of 2022, the core of the heat is the Beijing Winter Olympics, Valley Ailing, Su Yiming and other Olympic champions have emerged, the major news are scrambling to report, both from the consumer's favorite degree and the national degree is very high. For this reason, China Wuhan BESTORE Pavilion can publicize the channel from the current hot topics or the angle of very wide discussion, so as to increase the heat of the discussion of consumers on China Wuhan BESTORE Pavilion, to create a national hot topic brand.

### 5.1.2 Actively pursuing cross-cutting cooperation

In recent years, co-branded limited edition products launched by major brands have been highly sought after by consumers. Co-branding is the joint launch of the same product by two brands, such as the co-branding of K was and Uniqlo, which is very popular among consumers. China Wuhan BESTORE Pavilion's positioning is leisure food retail industry, the focus of the product is food, at the same time, the state encourages and vigorously supports the revitalization of the countryside, many e-commerce live are aimed at helping to solve the poverty-stricken areas of food crops, etc., therefore, China Wuhan BESTORE Pavilion can seize this opportunity, and the relevant local brands, planting bases, processing factories to carry out in-depth cooperation, technological innovation, raw material purchases, industrial feedback, etc., so that can kill two birds with one stone. etc. This can kill two birds with one stone, and at the same time achieve the economic growth and industrial upgrading of farmers, as well as ensure the raw material supply place of China Wuhan BESTORE. [6] The co-development of China Wuhan BESTORE and its partners fully realizes the cross-regional "industry chain integration", which effectively enhances the corporate influence of China Wuhan BESTORE and realizes high-quality development with the whole society.

Strengthening product development and safety management

(1). Increase product innovation and R&D to build brand core competitiveness

China Wuhan BESTORE as the leading casual food retail industry, often and three squirrels, Bacchus flavor contrast, the three brands of product homogenization problem is more serious, in order to be able to stand out in all of the casual food retail industry, China Wuhan BESTORE will have to increase product research and development and innovation efforts. Consumer tastes have diverse characteristics, in the current epidemic has not yet completely ended in recent years, consumers for the pursuit of leisure food gradually from delicious, high oil, high sweet and high value to health high fiber rich in nutrients among the healthy, healthy snacks meal replacement has become a popular, popular with consumers. [7] Therefore, Wuhan, China BESTORE can vigorously research and develop more products and flavors from the direction of healthy, satiating but low-calorie and inexpensive, in order to quickly occupy a place in the market and become a leader in the casual food retail industry.

(2). Strengthening product safety management to enhance consumer experience

No matter which kind of casual food retailing, food quality is always the most concerned and emphasized aspect of consumers. 2017 China Wuhan BESTORE was exposed to quality problems, which greatly affected the brand image, so in the development process after that, China Wuhan BESTORE must resolutely eliminate any further food safety problems in order to make consumers feel at ease. Combined with the cross-field positive cooperation, China Wuhan BESTORE should respond to the national call, select high-quality raw material suppliers and industrial equipment, do a good job of product quality control, at the same time, should be regularly inspected, update the environmental hygiene of the processing plant, the dust-free equipment of the workers in the operation room should be given to the implementation of all. [8] At the same time, both online and offline channel sales, should regularly do a good job of random product sampling, and public, such as e-commerce live, the location can be selected in the processing plant, randomly open the encapsulated products for consumers to check; offline channels to buy, but also should be through the snacks to try and so on, not only to let the consumer taste the product, but also to taste the quality of the food and taste. By strengthening and guaranteeing the quality of food, not only can we satisfy the consumers' experience, but also improve the brand image of BESTORE in Wuhan, China.

#### Optimizing marketing channel management

##### (1). Strengthen the synergistic management of online and offline marketing channels

The development of China Wuhan BESTORE cannot be separated from the development of marketing channels, especially in the casual food retail industry, where homogenization is more serious, in order to obtain wide attention from consumers, it is necessary to do a good job in the brand's marketing channels, so as to promote China Wuhan BESTORE's economic growth and profit enhancement. Analyzed from the above section, China Wuhan BESTORE's marketing channel is initially dominated by online marketing and supplemented by offline marketing, and in recent years, it has been vigorously developing offline marketing. The financial report shows that in 2021, China Wuhan BESTORE offline, the number of stores is 2974, compared with 2701 in 2020 and added 273, and because the offline marketing channel is more in line with the traditional consumption habits, the beginning of the online-based, offline as a supplement to the characteristics of the two sides gradually equalized. [9] Therefore, China Wuhan BESTORE offline channel has an absolute first-mover advantage, in the future development, by virtue of the core competitiveness and product high-quality service has the hope that the offline casual food retail industry still occupy market share.

##### (2). Expand diversified marketing channels to enhance user stickiness

The marketing positioning of China Wuhan BESTORE is relatively clear, from the beginning of the first to enter the e-commerce retail industry, and then in 2012 to become the earliest group of e-commerce brands that shifted from online sales to offline stores, which can be seen that the brand's marketing strategy is forward-looking. [10] In order to improve user stickiness, China Wuhan BESTORE should promote diversified channels for marketing. In 2021, China Wuhan BESTORE analyzed and summarized the changes in the online retail environment, the rising cost of food raw materials and other problems, and made further expansion of the online platform market share, increased the layout of live broadcasting and other new marketing channels, as

well as increasing the investment in marketing and promotion expenses. After this, China Wuhan BESTORE can build offline special stores, such as community stores, campus stores, office stores and tourist stores, etc. According to the different positioning of the stores, it can increase the supply of products adapted to their positioning, in order to achieve the purpose of convenience and benefit to the people. At the same time, it can also vigorously develop China Wuhan BESTORE's own production factories and reduce the cooperation with OEM factories, which can not only reduce the cost of cooperation, but also solve the problem that consumers are worried about China Wuhan BESTORE's products.

#### Upgrading customer service management

(1). Carry out online and offline customized services to enhance customer experience

With the development of big data and other digital technologies, enterprises can use massive data information analysis to obtain comprehensive information on consumers' age, gender, consumption habits, consumption interests, consumption time, taste choices, consumption channels, etc., as well as information on the forms of marketing activities that consumers are more interested in, and then carry out customized online and offline marketing services based on comprehensive information on these consumer needs and preferences. For example, Wuhan BESTORE in China can open a column service on the online sales platform to give consumers more personalized choice initiative. At the same time, the customization service is also a consumption upgrade for consumers, which can customize product specifications according to consumers' independent choices, thus enhancing consumers' sense of satisfaction. [11] In addition, you can also set up a snack gift box DIY area in offline stores to give consumers enough space to independently match the products, but also provide parent-child graffiti or origami and other interesting product projects, so that consumers can enjoy personalized customized services through a variety of channels to fully enhance the sense of customer experience.

(2). Enhance customer communication and pinpoint customer needs

Herhausen et al. argue that creating a good shopping experience results in consumers being able to feel an interaction with the firm's brand, not just with the retail store. The establishment of an emotional connection between the company and the consumer promotes greater understanding and interest in the company. [12]

With the extensive development of social networking platforms, the communication and interaction between retailers and consumers is no longer limited to the official website and stores, but can also be realized through the use of social networking platforms with high user activity. For example, the popular Weibo, WeChat, Jittery, Shutterfly, Xiaohongshu and other platforms, consumers will use these channels to learn about products or browse bloggers' product recommendations before shopping. Therefore, Wuhan BESTORE in China can seize this opportunity to cooperate with various social platforms. [13] For example, it can invite bloggers with a high number of followers to carry out product evaluation, and utilize the interaction and communication between the enterprise and consumers, as well as among consumers to expand the product dissemination efforts, so that more consumers can deeply understand and pay attention to the enterprise's products.

In addition, Wuhan BESTORE in China has to continuously improve its consumer communication platform to enhance consumers' brand trust and service experience through customer satisfaction surveys and efficient and timely message replies and query resolution on the online purchasing platform. It can also carry out offline and online platform activities such as lucky draws or prize quizzes, as well as inviting stars or celebrities who are highly concerned by the consumer group to participate in the discussion of a certain topic on the line, so as to drive the attention of consumers, build a common topic, and promote the positive interaction between consumers and the enterprise brand, and then pull in the distance between the enterprise brand and the consumers, and build a good customer adhesion.

## 6 CONCLUSION

China Wuhan BESTORE is a widely known casual food retail brand in recent years, adhering to the corporate core values of "Quality-Happiness-Home", continuously optimizing the research and development of new high-quality products, and at the same time, continuously perfecting the marketing and management strategy, improving consumer experience, and focusing on building the core competitiveness of the enterprise, continuously optimizing and improving the corporate brand image of China Wuhan BESTORE. BESTORE's corporate brand image. Under the background of big data, China Wuhan BESTORE is actively seizing the development opportunity, combining its own development advantages and the current e-commerce market development opportunities, and continuously optimizing its marketing management strategy from the levels of improving brand marketing power, strengthening product R&D and safety management, optimizing marketing channel management, and perfecting customer service management, so as to enhance the core competitiveness of the brand of China Wuhan BESTORE, and to push forward the high-quality business operation and development. operation and development of the enterprise.

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