

## Discussion about the Marketing of Fruit Salad Industry by Taking "Fruit Kingdom" as an Example

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**Keywords:** Practice project, Fruit salad, Marketing

**Abstract:** In this paper, it regards the entrepreneurial practice project for college students, "Fruit Kingdom" as the research objective, and then analyzes the current development status and existing problems in the fruit salad industry and discusses accordingly by combing with the existing environment, problems and reasons, so that the practice project can be implemented. Besides, it also solves problems in the fruit salad industry by a special marketing mode, and promotes the development of the fruit salad industry. It's expected that the research made in the paper can help marketing personnel of the fruit salad industry in China.

### 1. Introduction

All industries have ushered in flourishing development in the 21st century, and appropriate marketing is essential for an industry to develop fast and seize the market. Fruit salad has always been an emerging industry catering to the era. Although it's started late, the momentum is powerful, which has made it occupy big shares of the market in a short time. While it's developing fast, problems are shown [1-2]. In this paper, it starts from the entrepreneurial project of college students, "Fruit Kingdom", and then analyzes problems by marketing approaches, and puts forward solutions, so that the fruit salad industry can gain long-term development.

### 2. Histories and Current Status of the Fruit Salad Industry

The first brand store of fruit salad was established in Beijing in January 2003, and then similar stores were opened at Zhongshan 3rd Road, Guangzhou City in July of the year. It's currently one of the large-scaled fruit themed chain stores in Chinese market. It's featured of cutting fruits and then making the mix at the site, without additives, and is suitable for modern fashion groups in pursuit of healthy life mode. Fruit salad is a fruit-themed dessert, and is not only nutritious and healthy, but also relieves summer heat, and supplements rich vitamin and enough energy.

The fruit salad industry is currently a promising industry, with massive consumer groups, and huge potential customers [3-4]. However, fruit salad brands currently sold in the market are of various varieties but inconsistent quality, and the market shares are divided by many fruit salad brands, so the competition is increasingly severe, and has caused malicious competition, market battles, etc. Current fruit salad brands are creating brand forces by marketing, so reasonable marketing is essential for a fruit salad brand to occupy a position in the market.

### 3. Problems in the Fruit Salad Industry

#### 3.1 Big Competition Pressure and Various Brand Varieties

The fruit salad industry has its first appearance at the beginning of the 21st century, and has had above 50 fresh salad brands as of today, with a high saturation in the brand market, so it's difficult for new brands to enter the market, and even for brands that have entered the market, they can also face certain competitive pressures. Taking "Fruit Kingdom" as an example, while operating physical stores, there are competitors of the same industry in the periphery, such as "Calling for a Fruit Salad", "Mr. Durango Fresh Fruit Box" and the fruit cutting business in traditional fruit stores. Several fruit industries have formed an industrial cluster with similar brand reputation [5].

Traditional fruit stores have higher recognition than the fruit salad industry, which gives the fruit salad industry a bigger competitive pressure.

Original fruit salad brands in the market have taken root in their own fixed markets and may snatch market shares in the face of threats posed by new brands. Therefore, traditional brands will crack down new brands, and narrow their spaces to survive, and due to unstable foundation in the market, new brands can be easily suppressed and forced to close. Traditional brands have their own economic chains, while new brands will often threaten their interests, but due to limited strength, new brands are weak in fund, experience, strength and other problems, and will suffer from many setbacks.

### **3.2 Long Economic Payoff Period**

Taking "Fruit Kingdom" as an example, the investment payoff period is 6 months, and the payoff rate is 50%. Compared with the traditional fruit industry, the fruit salad industry has a longer investment payoff period. It is different from the traditional fruit industry, with higher early-phase investment. For instance, the market of "Fruit Kingdom" is oriented to college students at school and young white-collar groups, so its offline stores are set around colleges and high-level office buildings, with higher store cost, while traditional fruit stores are set around common communities or by the road, with low store cost.

Besides, the fruit salad industry also has a higher cost of equipment and technologies, including tools and equipment, and the R&D of fruit salad flavor adjustment technologies. "Fruit Kingdom" adopts the most advanced processing and preservation technologies, and carries out the secondary processing of new fruits, to extend freshness. According to the pre-study of the enterprise, obvious changes can happen to the metabolic intensity of fruits processed by electric fields under low temperature, and obvious differences will happen with the changes of the electric field strength, which can be specifically reflected as follows: The emission of ethylene shows an obvious decrease under low electric field strength, with lower metabolic strength; The emission of ethylene shows an obvious increase under high electric field strength, with an obvious increase in metabolic strength; Therefore, the purchasing cost of equipment is high, in terms of fruit preservation. The fruit salad industry focuses on the sales of offline stores, and the fruit salad sold in "Fruit Kingdom" is about RMB 15, with fewer cash flows, so it makes profits slowly, has a longer economic payoff period, and requests the operator to operate for a long term to recover the cost due to the huge investment made in the early phase.

### **3.3 Seasonal Changes will Influence the Marketing**

Fruits have strong seasonal characteristics, and four-seasonal fruits are rare, so one or some fruits may be out of stock in certain periods of the operation. However, in the harvesting period of one fruit, such as pitaya and banana, fruit salad operators will use lots of these two fruits as the main material, which has caused lots of problems, for instance, clients show lower acceptability and satisfaction, and will think that the operator uses cheap fruits to reduce the cost, so brand reputation will decrease as well.

### **3.4 Single Marketing Method**

Currently, the fruit salad industry mainly focuses on traditional marketing only, and adopts the main approach of sales via offline physical stores. Customers won't stay too long inside the store, and will generally purchase products and then leave immediately, which will lower the attraction of the brand to customers. Moreover, most customers choose fast-food consumption, which cannot generate dependence and makes it difficult to keep stable customers, so the unstable customer flow causes unstable incomes directly. Besides, it's difficult to attract new customers, open the market and develop potential consumers by traditional marketing approaches. Most customers are attracted by discounts, which is not a long-term approach, and once the price recovers, there will be a huge outflow of clients, which will further cause the decrease in brand reputation, market competition and profit-making capacity, etc.

## **4. Suggestions to Optimize the Marketing Mode of the Fruit Salad Industry**

### **4.1 Brand Marketing, Improving Competition**

Brand marketing is critical to make its own brand get out of the trouble when the market is saturated and various brands are fighting for market resources. Brand marketing is a process for clients to recognize the enterprise brand and its products by marketing, and high-taste marketing concepts are essential for enterprises to acquire and keep competitive advantages. The highest level of marketing is not to build a massive marketing network, but to build an intangible marketing network in the heart of the public, and then transport it to consumers with brand symbols. So consumers can buy the product and investors can cooperate with the enterprise based on their recognition. This is brand marketing.

In order to find a foothold in the market, "Fruit Kingdom" entrepreneurial practice project should create its brand character at first, and the brand name, Fruit Kingdom indicates that it will build a large-scaled fruit market; Meanwhile, commodities are sold at a cheaper price, with lower fluctuation, and have therefore formed a popular brand image. Secondly, it's brand transmission, "Fruit Kingdom" also pays attention to the public benefits of the state, while making profits, and will take the initiative to respond to national policies, undertake social responsibilities and due obligations, when fruits and agricultural products are in excess of demand. Thirdly, it's brand sales, which includes personnel promotion and advertisement promotion, and can ensure the stable operation of offline physical stores, attract lots of stable customers and generate their dependence. Finally, it's brand management, which includes team construction, marketing system, brand maintenance, and operational management. Distributors and employees will be managed, to improve the enthusiasm of employees, make them treat stores as their families, feel belonged and responsible, and work harder to maintain the brand, and then increase the brand popularity largely in a long term.

### **4.2 Mass Marketing, Narrowing Investment Payoff Period**

It's well known that, the shorter the corporate investment payoff period is, the smaller the risk will be. "Fruit Kingdom" has shortened its investment payoff period by creating reputations via mass marketing. "Fruit Kingdom" is oriented to teenagers and white-collar groups, and are often set around shopping malls, office buildings and colleges. Generally, it adopts the mass marketing mode, opens parts of the market at first, lets the current consumers assist in brand marketing and spreading the brand widely, so that more people can know about the brand, "Fruit Kingdom". It also releases WeChat publicity by opening official accounts, adding small programs, etc. oriented to middle-aged and elderly people, while working on offline publicity. As the using frequency of WeChat increases among the middle-aged and elderly people, and most people tend to recommend to others consciously once they recognize certain brands, we can improve the brand popularity and realize the objective of mass promotion and sales.

### **4.3 Seasonal and Anti-seasonal Marketing, Breaking Through Time Limit**

Fruits are seasonal commodities, with strong seasonal characteristics. As the market demand structure and the competition mode of domestic fruit and vegetables are changing constantly, the sales of anti-seasonal fruits in our country are facing unpredictable opportunities and challenges. Therefore, since the fruit salad industry uses fruits as raw materials, it is also seasonal and most fruit salad brands adopt seasonal marketing. When one fruit is in season, the fruit salad industry will use it as the main material. All fruit salad stores will sell the same type of fruit salad in the same season, which is a common phenomenon. Seasonal fruits are cheap, with good taste, so we can improve customers' satisfaction and make high profits by using such fruits as raw materials. However, consumers may be bored with excessive seasonal fruits, and then generate resistance, so "Fruit Kingdom" adopts anti-seasonal marketing approaches, and releases anti-seasonal fruit salad, while adopting seasonal marketing. For instance, when apples are in season, "Fruit Kingdom" will also release anti-seasonal pitaya and mango fruit salad along with apple fruit salad. Although the price is high to buy anti-seasonal fruits, it will add flavor to the fruit salad. Besides, consumers will

recognize the brand and prefer to buy it, if they can eat all types of fruits in all seasons. Although the cost is increased, both the sales volume and reputation are improved, which means a lot to the long-term development of a brand.

#### **4.4 Diversified Marketing Management Modes are Adopted**

##### **3.4.1 Social Media Marketing**

Social media mainly focus on interactivity and participation. Enterprises can attract new visitors and bring more flows by small videos, live broadcast, and other activities via social media. "Fruit Kingdom" releases an activity that will give coupons to customers for future consumption after they bought "Fruit Kingdom" fruit salad, shot videos and published it online. This can not only keep old customers, but also attract new customers, and increase competitiveness.

##### **3.4.2 Client Management**

Along with the construction of market economy and the promotion of its development, client relations management should be implemented specifically, in terms of corporate marketing management. In respect of implementing corporate marketing management, by perfecting client relations management, it can help enterprises better carry out management and sales business, and is also of important guiding value to improve the development level of the enterprise. In the process for "Fruit Kingdom" to provide innovative and personalized client interaction and services to clients, its final objective is to attract new clients, keep old clients, change existing clients into faithful clients and increase the market. It provides different services to different clients, to meet the demand of consumers at different ages.

## **5. Conclusion**

"Fruit Kingdom" has its own characteristics based on the market, while making traditional fruit salad. With respect to product characteristics, it has an exotic flavor catering to the public, a unique formula and a fresh taste; With respect to marketing characteristics: It provides consumers with a different consumption experience by combining new media marketing with offline marketing; With respect to team characteristics: Most team members are college students at school, who are full of energy and rich in innovative spirits.

The main target client group of Fruit Kingdom is college students at school. College students are young groups who prefer to try new stuff, and improve their life quality by consumption. While shopping, college student's value more on the shopping environment, product attraction, traffic convenience, etc., rather than the commodity quality and price. Taking Harbin Finance University as an example, the consumption of college students can be mainly divided into basic life consumption, study consumption, leisure and entertainment consumption, interpersonal communication consumption, etc. Wherein, the catering industry accounts for the largest proportion. Fruit Kingdom will adhere to the operating concept of "providing consumers with a different life", and will be engaged in creating the emerging fruit salad brand, Fruit Kingdom.

## **Acknowledgements**

Fund Project: 2019 Innovation and Entrepreneurship Training Plan Project for College Students in Heilongjiang Province (Project No.: 201910245046)

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