

Optimization of Wantong Gas Company based on MHON (Maslow's Demand Theory)

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Abstract: The innovation point of this study is to customize the scheme for enterprises and combine the needs of the new era. It is not only a single adjustment of the marketing terminal, but also an integration and reconstruction of the brand. It strives to help Wantong Gas Co., Ltd. develop a marketing strategy that fits the characteristics of the new era, adapt to the internal and external development environment, and take the improvement of the core competitiveness of Wantong Gas Co., Ltd. as the ultimate orientation. By optimizing the product structure of Wantong Gas Co., Ltd., expanding the sales share of the target market, enhancing the market competitive advantage, and promoting the high-quality development of the enterprise, it provides theoretical basis and practical experience for the upgrading and brand transformation of Wantong Gas Co., Ltd., and also provides a theoretical model and practical reference for the optimization of the marketing channel strategy of domestic new natural gas energy enterprises.

Keywords: Company optimization, Wantong Gas Co., Ltd;Marketing Analysis.

1. Analysis on Marketing Strategy Optimization of Wantong Gas Company Based on MHON Mode

1.1. Product Strategy Problems and Cause Analysis

Wantong Gas Co., Ltd. is mainly engaged in natural gas business, with many civil uses and low product differentiation. Its main product strategy has the following advantages and risks in the company's general direction.

(1) National industrial policy support

The 13th Five Year Plan for Energy Development issued by the State Council and the 13th Five Year Plan for Natural Gas Development issued by the National Development and Reform Commission clearly set the development of clean and low-carbon energy as the main direction to adjust the energy structure, gradually reduce the proportion of coal consumption, increase the proportion of natural gas and non fossil energy consumption, vigorously develop the natural gas industry, gradually cultivate natural gas as one of the main energy sources, and build a reasonable structure, coordinated supply and demand Safe and reliable modern natural gas industry system. In the Natural Gas Utilization Policy issued by the National Development and Reform Commission, "urban gas" is listed as an encouraged industry.

Article 4 of the Action Plan for the Prevention and Control of Air Pollution issued by the State Council in September 2021 (hereinafter referred to as "Article 10") proposes to "accelerate the adjustment of the energy structure and increase the supply of clean energy". Article 40 of the newly revised Environmental Protection Law of the People's Republic of China in April 2019 stipulates that "relevant departments of the State Council and local people's governments at all levels shall take measures to promote the production and use of clean energy".

The support of national industrial policies provides a solid policy guarantee for the wide use of natural gas in China's urban gas industry.

(2) Strong demand caused by urbanization

Since the middle and late 1990s, China's urbanization process has significantly accelerated. The rapid increase of urban registered residence residents and temporary residents has expanded the base number of gas users; In addition, with the improvement of people's living standards and per capita gas consumption, it provides a huge potential market development space for the urban gas industry. According to the 13th Five Year Plan for Natural Gas Development, China's urbanization rate is targeted at 60% during the 13th Five Year Plan period.

Every one percentage point increase in the urbanization rate will increase the energy consumption equivalent to 80 million tons of standard coal every year. At present, China's urbanization level is still low, and the demand for efficient and clean natural gas in new urbanization will continue to grow. Accelerating the construction of new urbanization will actively promote the use of natural gas. By 2022, the natural gas gasification rate of urban population will reach 77%.

(3) Economic and environmental advantages of natural gas

Natural gas has the advantages of high calorific value, economy and cleanness. On the one hand, it is conducive to the rapid expansion of downstream application fields, and the gas consumption structure of natural gas is constantly diversified; On the other hand, it conforms to the basic national policy of energy conservation, emission reduction and sustainable development. Therefore, it has good economic and social benefits to promote the application of natural gas and increase the proportion of natural gas in China's basic energy consumption structure.

(4) The follow-up potential of China's natural gas resources is huge

In recent years, China's investment in natural gas exploration has continued to increase with remarkable results. During the "13th Five Year Plan" period, the country's newly increased proven geological reserves of natural gas were about 3.9 trillion cubic meters, and the cumulative production of natural gas was about 600 billion cubic meters, an increase of about 210 billion cubic meters over the "11th Five Year

Plan" period, with an average annual growth of 6.7%. According to the 13th Five Year Plan for Natural Gas Development, during the 13th Five Year Plan period, China aims to increase the proven geological reserves of conventional natural gas by 3 trillion cubic meters, and the cumulative proven geological reserves will be 16 trillion cubic meters by 2021; The target is to increase the proven shale gas geological reserves by 1 trillion cubic meters, and the cumulative proven geological reserves will exceed 1.5 trillion cubic meters by 2021; The target is to increase the proven geological reserves of coalbed methane by 420 billion cubic meters, and the cumulative proven geological reserves will exceed 1 trillion cubic meters by 2021. With the progress of technology and the improvement of comprehensive national strength, China's natural gas exploration (including conventional and unconventional natural gas) has great potential.

(5) Accelerated construction of national natural gas transmission trunk pipeline network

As China's natural gas resources are relatively concentrated in the western region and far away from the economically developed regions in the central and eastern regions, China has invested heavily in the construction of the national natural gas transmission trunk pipeline represented by the "West to East Gas Transmission" and "Sichuan to East Gas Transmission" projects in recent years, and has initiated several LNG import projects through the sea channel, initially realizing the natural gas supply goal of "West to East Gas Transmission, North to South Gas Transmission, Sea Gas Landing, and Nearby Supply". It relaxes the "blood vessels" for the popularization and application of natural gas throughout the country.

On the other hand, the completion of the Central Asia and China Myanmar natural gas pipelines will effectively ease the bottleneck of imported gas sources. According to the 13th Five Year Plan for Natural Gas Development, during the 13th Five Year Plan period, 40000 kilometers of natural gas trunk lines and supporting pipelines will be built. The total mileage will reach 104000 kilometers by 2021. The gas transmission capacity of the trunk lines will exceed 400 billion cubic meters per year. The accumulated working gas volume of underground gas storage will be 14.8 billion cubic meters. With the establishment of the National Oil and Gas Pipeline Network Company in the next step, the investment, construction and interconnection of the gas transmission trunk pipeline network will be further strengthened, which will be more conducive to rationalizing and accelerating the development of the upstream, midstream and downstream mechanisms of the natural gas industry.

1.2. Channel strategy problems and cause analysis

At present, the product channel of Wantong Gas Co., Ltd. is dominated by traditional channels. The project is packaged as a whole and offline outlets are set up. Based on the particularity of the business industry and the nature of the company, the company focuses on the stable traditional channel strategy to avoid excessive marketization. There are three specific channel strategies: centralized strategy, differentiation strategy and king strategy.

(1) Centralized strategy.

The centralized strategy is not only the re integration of static elements, but also a scientific, dynamic and timely feedback management system. The strategic management

should timely collect the loop feedback of the system terminal on various market information, revise various parameters of the management system center, and output them to the terminal after re integration to achieve the "interaction" of strategic management, so as to improve the system control ability of enterprises to avoid risks and enhance the core competitiveness of enterprises. In addition, the channel expansion of Wantong Gas Co., Ltd. largely depends on the timeliness and accuracy of market development, scientific and technological development, commodity supply and demand and other information. Wantong Gas Co., Ltd. should broaden the information space, improve the application of digital technology, and establish its own industry information platform.

(2) Differentiation strategy - focus on main responsibilities and businesses, and increase resource input.

To cultivate the core competitiveness of Wantong Gas Co., Ltd. is the key to clarify the strategic focus of the enterprise. Wantong Gas Co., Ltd. needs to carefully analyze the external environment and its advantages and disadvantages, firmly grasp the development strategic objectives and priorities of the enterprise, and implement differentiated management. At the same time, the development of enterprises in special industries needs to promote all kinds of resource elements to tilt to "main responsibility and main business", and increase investment in important industries, key fields and strategic emerging industries. In addition, state-owned enterprises should strictly control the proportion and direction of investment in non main businesses, accelerate the stripping of non main businesses and non advantageous businesses, and clean up and dispose of inefficient and ineffective assets.

(3) Strategy of being king -- promote the matching of organizational structure and strategy.

The unchanging structure cannot meet the needs of different stages and strategies of the enterprise. The organization of Wantong Gas Co., Ltd. needs to make timely adjustments according to the changes of internal and external environment and strategic objectives. In addition, before the implementation of the new strategy, the organizational structure will have a certain reaction lag. Therefore, enterprises should not be too hasty in the organizational structure change, but should also try to shorten the lag time to make the organizational structure change as soon as possible.

At the same time, we should actively and steadily "go global" and build a management mechanism that is more suitable for international operation. On the one hand, in strict accordance with relevant laws and regulations as well as relevant requirements of state-owned assets supervision, we should strengthen strategic planning management, strictly implement the approval procedures, and form a compliance culture internally. On the other hand, Wantong Gas Co., Ltd. can set up a special international strategic management organization, introduce international management talents, strengthen the scientific nature of international strategic planning, so as to orderly integrate into the world industrial chain and innovation ecosystem, and constantly enhance the global voice and international influence.

1.3. Promotion Strategy Problems and Cause Analysis

The promotion strategy adopted by Wantong Gas Co., Ltd. is divided into four parts: phased strategy, differentiation strategy, focusing on traditional channel strategy, and key marketing strategy.

Phased strategy:

(1) Focus on leading cities: In the initial stage, it mainly served Shandong gas leading cities vertically.

(2) Establish the market concentration direction with Shandong as the core region, and strive to build a national model market in 3 years.

(3) All types of R&D focus on key vertical leading cities, and continue to deepen the diversity of product supply in vertical areas.

(4) Build a direct sales team and identify the customer groups in Shandong Province and its surrounding areas. A sales team was set up within the company to aim at regions with large demand flow, communicate directly, fully demonstrate the price advantage of the products and establish long-term partnership, and constantly promote the company's gas related products in the local market through trial operation.

(5) Angel customer marketing: we will quickly establish a partnership with angel customers in the form of direct sales, and through their industry popularity and upstream and downstream influence, we will carry out word of mouth marketing of our product characteristics, and increase the industry influence of "gas energy".

1.4. Price Strategy Problems and Cause Analysis

The existing pricing strategy of Wantong Gas Co., Ltd. is relatively simple. For different product types, there are two charging modes, customized charging and conventional product charging. Customized products are subject to a single discussion based on product specifications and technical difficulties. The charge for conventional products is a quota charge, and the price will fluctuate up and down according to the national unified price level on the basis of membership day or recharge courtesy. On the whole, the range of product price strategy change of Wantong Gas Co., Ltd. is limited.

The price strategy can refer to Sinopec's petroleum energy type to change the price on the activity day.

2. Summary of Findings

2.1. Product strategy optimization -- streamline and optimize the product line

The author takes Wantong Gas Co., Ltd. as the research object, and makes targeted analysis on the company's development orientation, product characteristics and macro and micro environment. With the 7Ps marketing theory as the guidance of enterprise positioning, the integrated brand marketing thinking as the development strategy guidance, and the SWOT analysis method, the PEST analysis method, and the five forces analysis model as the data analysis model, this paper points out the problems of Wantong Gas Co., Ltd.

In product strategy, promotion strategy, price strategy, and channel strategy, and analyzes the reasons behind the problems, Formulate a specific optimization plan that conforms to the situation of Wantong Gas Co., Ltd. and can be implemented. The new scheme is guided by the classic theory of marketing. Through the use of 7Ps marketing theory, the internal and external management of the company is optimized, striving to provide corresponding guarantee for the smooth implementation and implementation of the scheme. Finally, starting from the four parts of establishing the concept of brand integrated marketing development, improving cultural brand management, deepening technology innovation management, and increasing marketing risk

management, the medium and long-term development of the company includes micro macro environment analysis, business strategy adjustment The three dimensions of marketing and marketing strategy provide institutional guarantee to ensure the implementation of the optimization plan.

2.2. Price strategy optimization -- implement hierarchical strategy pricing combination

(1) Develop flexible pricing strategies

At present, most of the price strategies of Wantong Gas Co., Ltd. are based on product costs and operating costs of natural gas stations. It is recommended that Wantong Gas Co., Ltd. take various factors into consideration, adopt interval rational pricing method, occasionally refer to the pricing range of competitors and the industry, or visit the same type of gas stations within 20 kilometers for inquiry, and listen to the suggestions of major customers and sales personnel, Carry out price reduction promotion at specific times (such as member days, festivals, etc.), and form a standardized pricing and performance system.

(2) Hierarchical pricing for customers

The domestic market is priced according to the difference between customer attributes. For example, ordinary customers use normal prices, and customers who recharge 5000 or more enjoy 9.50% discount, differentiated pricing based on the customer's repurchase rate and stickiness, and comprehensive consideration of the final product cost and channel maintenance cost. For sites outside Shandong, the early stage is market-oriented, and the price positioning can be slightly lower to seize the market and expand the brand share.

(3) Focus on competitor price positioning

Wantong Gas Co., Ltd. is now lack of sensitivity to environmental pricing. It is suggested to study the price strategy of competitors, strive for better products at the same price and the same quality, and Wantong Gas Co., Ltd. has the lowest price, so as to form differentiated competition and establish the brand image of high cost performance of Wantong Gas Co., Ltd. According to the different policies adopted at different stages of the company's development, the low pricing method is used to seize the market at the market entry stage, and the high premium pricing method is used in the core product field to increase the product profit margin. Flexible pricing is conducive to encouraging price sensitive consumers to purchase.

2.3. Optimization of channel strategy -- stick to traditional channels and develop new retail channels

(1) Internal channel inspection based on the situation of Wantong Gas Co., Ltd

If Wantong Gas Co., Ltd. wants to break through the current development bottleneck, it needs to take the latest product of this iteration to quickly seize the market share, eliminate the resource ratio of existing obsolete technology products in the market, and deepen the reform from within the enterprise. While focusing on regional service teams, Wantong Gas Co., Ltd. needs to build a strong sales team, reform itself to adapt to the market, change the previous neglect of channel expansion, maintenance and service, and strengthen the implementation of corresponding customer relationship maintenance measures, which is the only way for Wantong Gas Co., Ltd. to become the industry leader from its

start-up.

At the same time, it is suggested to propose the combination strategy of marketing optimization of Wantong Gas Co., Ltd. from the aspects of channels and services, and propose the optimization of the organizational structure. First, select appropriate and long-term stable sales channels; second, select the reliable and capable sub site owners to expand the market with sales channels and increase the viscosity with services; third, from the channels Improve the existing marketing strategy of Wantong Gas Co., Ltd. from the perspective of service.

(2) Actively build new media channels

Social development is changing with each passing day. New media plays an increasingly significant role in the marketing process of enterprises. The Internet has changed the speed of information transmission, weakened the middleman theory, and consumers and manufacturers can have conditions to reach a direct dialogue. It provides more channels for enterprises to display their products and promote their brand image. It can be customer-centric, with experiential service as the core, so that consumers can actively participate in the process of experiencing the brand or product, fully understand the product, and finally reach the purchase intention.

It is suggested that Wantong Gas Co., Ltd. should make online product introductions and company news, and use subscription numbers, short videos, e-commerce stores and other methods for publicity and marketing. In particular, price promotions on platforms such as Tiktok in the domestic market will have a good effect. Later, in the international market, it will try to increase its own channels of publicity in the domestic and foreign markets by establishing enterprise FACEBOOK accounts and other forms of publicity.

(3) Create a new promotion mix

At present, Wantong Gas Co., Ltd. adopts traditional sales promotion methods such as discount and free purchase, which is indistinguishable from other companies in the industry and has no attraction advantage. This traditional channel marketing mode is relatively passive. We can adopt a combination promotion mode in combination with new media to tell potential consumers where the product advantages of Wantong Gas Co., Ltd. are. With intuitive comparative tests or price comparisons, we can highlight the brand and product advantages and attract potential consumers to actively pay attention to us, thus boosting sales.

2.4. Promotion Strategy Optimization -- Flexible Terminal Promotion

The epidemic situation has a profound impact on the marketing strategy and marketing channels of Wantong Gas Co., Ltd. After the epidemic, the "cloud" sales channel has been transformed into a way badly needed by enterprises. The "cloud" marketing has provided a complete set of smart retail solutions for the gas stations based on the existing business and consumption scenarios. Through the construction of digital financial media infrastructure, the retail people, goods and markets have been fully digitized, A new mode of "supply chain+dealer+service" has been formed. Customers can make an appointment online to place an order, achieve off peak service or purchase enough money, and the site staff can pick up the car at the door and send it back after refueling. At the same time, the closer service sites provide opportunities for "cloud" marketing.

At the same time, the post epidemic era also has a great

impact on the marketing channels of Wantong Gas Co., Ltd. The current mode of Wantong Gas Co., Ltd. is traditional promotion strategy, with regular discounts and product gifts for key customers and dealers. However, under the influence of the epidemic, all walks of life are facing new opportunities and challenges. Traditional marketing and promotion ideas are constrained by the inconvenience of cross provincial activities for upstream and downstream customers, and terminal consumers rely more on online shopping.

It is suggested to optimize the promotion strategy, set up graded incentives for dealers and soft promotion discounts, and jointly open the new media "cloud" sales. Set up enterprise accounts at all levels, such as Tiktok, Weibo, WeChat, and so on. You can hang a small yellow car to sell and promote membership cards. Based on big data analysis, "online" management of terminal customers is carried out. Relying on online live broadcast, online micro stores, communities, cloud clerks and other tools, online "cloud" stores are guaranteed to "open" normally.

Diversified community marketing methods help the platform achieve steady growth in sales, At the same time, massive background data also helps dealers sink into the market and expand their sales.

Commodity digitalization is a "breakthrough" in the "cloud" marketing transformation and upgrading of Wantong Gas Co., Ltd. "cloud" marketing is based on the member data platform, and has established a product selection logic with user needs as the core. It makes intelligent recommendations based on big data. It creates an efficient commodity circulation system through two measures of C2M, namely, purchase by sales and PLC (personalized) ordering of fuel products. This measure enables the company to understand consumers' concerns, frequent purchases Click on multi-dimensional commodity information, update commodity inventory and price changes in real time, collect store commodity structure data, formulate reverse purchase plans, effectively reduce marketing costs of each site, shorten product circulation cycle, and improve net profit.

In terms of brand building of Wantong Gas Co., Ltd., the "cloud" summit of the gas industry was held, dealer representatives and target large customers were invited to participate, and Wantong Gas Co., Ltd. gave subsidies to participants. With the new opportunities of the epidemic situation, the company trained high-quality customers in the gas sector, enhanced their understanding and trust in the products of Wantong Gas Co., Ltd., and promoted group buying, At the same time, with the help of industry forces, we will integrate upstream and downstream resources. For end users, we will launch live broadcasts to show the core products and competitive advantages of Wantong Gas Co., Ltd. in kind or animation. Through "cloud" marketing, we will cultivate consumer habits in the natural gas refueling industry, increase public awareness of the brand, increase service investment, and achieve the ultimate goal of integrating brand marketing.

2.5. Personnel strategy optimization -- talent introduction and enlightenment based on posts and grades

In the personnel strategy part, it is suggested that Wantong Gas Co., Ltd. should match the personnel with specific responsibilities and posts in combination with the marketing objectives.

(1) In view of the marketing focus on key leading cities and

the initial focus on vertical service to Shandong and other sectors where the company has developed business, strengthen management, increase market penetration and profit value, and lay a model for the national market.

(2) Aiming at the marketing strategy, we established the market concentration direction with Shandong as the core region, committed to building the national sample market through three years, and recruited the franchise outlets of upstream and downstream channels.

(3) In view of the fact that Wantong Gas Co., Ltd. is based on R&D and seizes the market with technology, all types of R&D focus on key vertical leading cities, continue to deepen the diversity of product supply in the vertical field, actively carry out school enterprise cooperation, and hire part-time technical talents.

(4) Build a direct sales team for membership card sales, and identify Shandong Province and its surrounding customer groups. The company has set up a sales team to aim at regions with large demand flow, communicate directly, fully demonstrate the price advantage of the products and establish long-term partnership, and at the same time, continue to test run and promote the company's membership card products in the local market to promote bulk sales.

2.6. Tangible strategy optimization - focus on regional advantages and international market

It is suggested that Wantong Gas Co., Ltd. change its original publicity strategy, produce a batch of DM brochures and shoot enterprise promotional videos, and conduct online new media publicity simultaneously to create a company brand image with temperature, attitude and technology, and conduct visual promotion for product research and development and application scenarios to avoid direct sales at present.

(1) Try experiential promotion

Carry out exhibition and exhibition hall publicity, conference promotion and other activities. Wantong Gas Co., Ltd. can actively participate in the industry summit, make use of the huge traffic during the exhibition to conduct brand interaction, interact with visitors through on-site display of physical products, eye-catching and intuitive product advantage experiments, conference staff introduction, etc., find out potential consumers, increase customer experience, and maximize brand promotion. You can also participate in the academic conference, introduce the R&D products and exclusive service features of Wantong Gas Co., Ltd. to the participating professionals, recruit more research elites to join us, or form the upstream and downstream linkage sales of fuel.

(2) Attach importance to the visible publicity strategy in the international market

Wantong Gas Co., Ltd. should not only keep the domestic market, but also expand the foreign market. Actively participate in international conferences or exhibitions, and edit the company's official website on mainstream e-commerce websites such as Amazon, Lazada, etc. for publicity and promotion, so as to double the company's profits by taking advantage of product technology and cheap production costs in China.

With the geographical and display advantages of Shandong, where Wantong Gas Co., Ltd. is located, we will vigorously develop the regional market and radiate to the whole country, actively promote sales, and integrate manufacturers, making it a new growth point.

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