

# Applied Analysis of Shangzhi Website Planning Design

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## Abstract

Shangzhi website analyzes from six perspectives, including market analysis, target market and positioning analysis, website construction, marketing strategy, expense budget and website promotion, and risk analysis. The feature of the Shangzhi website is to allow the public to buy satisfied fashion commodities.

## Keywords

Website Design; Application; Analysis.

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## 1. Background

The Internet has been changing people's lifestyles and production methods constantly, along with the traditional production modes and services of the home accessories industry. People's life taste and life quality are undergoing a substantial leap as the rapid development of market economy, particularly that women's demand for home accessories is also increasing with having deeper understanding of fashion. They keep pursuing for individuality and charm, and advocate culture as well as style. Under this circumstance, there is a huge development potential in China's home accessories industry. Meanwhile, in the future, with the economic development and stability, accessories industry will become better; however, it shall also develop gradually and keep pace with economic progress. Therefore, a B2C website that specializes in selling home accessories has been established so that it is possible to purchase home furnishings online to enjoy the process of tasting life.

The goal of website construction is to provide a platform, attract consumers in demand for buying home accessories to directly purchase online, and avoid the trouble of shopping by going out.

## 2. Organizational Management

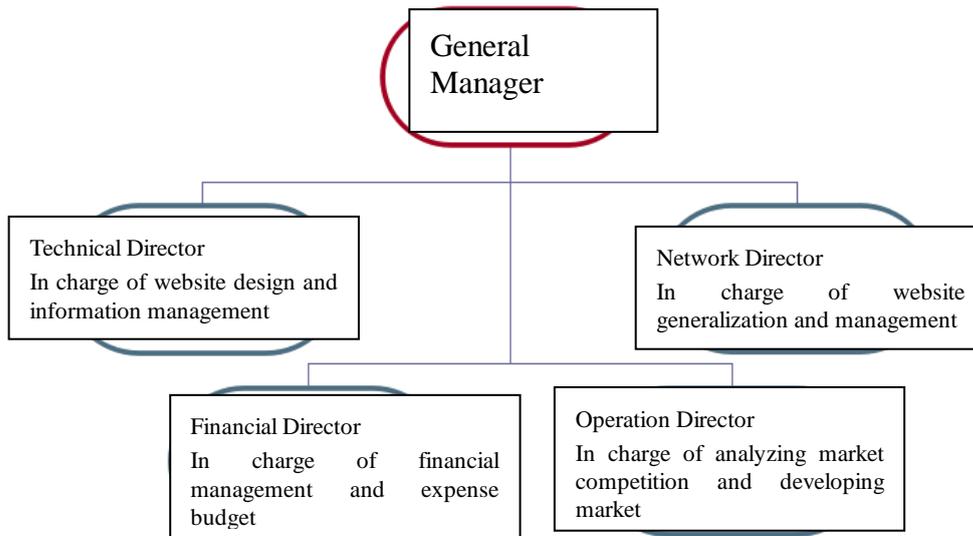
Management is shown in Table 1

## 3. Market Positioning

For market positioning, it refers that based on the competition among same type of products in the target market and directing at the importance degree of certain characteristics or attributes of products in this type, enterprises shape unique and impressive objects for products in the website, and then transmit this vivid image to consumers, so that products can be identified in the market in a proper position. It is necessary to strictly distinguish from other websites and enable consumers to feel this difference, so as to occupy special position in consumers' minds.

The competition of home accessories has become increasingly fierce during recent years. However, consumers are more inclined to detail embellishment, so there are always new products released on the market that people feel refreshed. These inconspicuous accessories are so "attractive" despite of small in size.

Table 1 Organizational Management



**3.1 Product Stylization**

At present, the generation after 80s is in the stage of house purchase, it can be said that people after 80s are our main consumer group, so it is necessary to design the home accessoriess suitable for people after 80s based on their personality, interests, occupations and other aspects; on the other hand, people after generation of 90s are novel, so it is required to design the products that are simple but innovative. Stylized products are always favored by consumers, so do people after 80s and 90s. In the situation that product homogeneity is getting more serious, many industry professionals have realized the importance of stylization, which means that only dedication, focus and professionalism can make home accessoriess. Stylized positioning helps us ensure product quality from raw materials and product R&D. As for product appearance, some humanized design will make people feel more comfortable.

**3.2 Direct Online Shopping**

Online shopping has already become a trend and the Internet has turned into an important place for consumption by generations after 80s and 90s, where they can buy clothes, food, books, computers, cosmetics and electrical appliances online. People after 80th have active thinking, peculiar ideas and demanding requirements, so the company that cannot change properly or follow the ideas of people after the 80s and 90s will not be less attractive. Therefore, the fashion and individualized, environmental protective and innovative products will be more attractive to people after 80s and 90s.

(3) SWOT Analysis

Home decoration is an indispensable part of people's lives. Everyone's home has decorations. Home decorations can not only reflect the owner's personality, but also reflect the owner's quality of life. It is the crowning touch to create a home atmosphere. , so it is deeply loved by people nowadays.

**4. Marketing Strategy**

The marketing strategy is the process in which the marketing department of a company, based on the strategic planning and comprehensive considering external market opportunities as well as internal resource conditions, determines the target market, selects corresponding combination of marketing strategies, and effectively implements and controls. Market research begins to form a cognition and understanding of market, segments market accordingly, and clarifies market demand. It is required to clear market choices, select product sales groups and objects to determine our target market; establish effective distribution channels; build a marketing network to promote our products.

The overall strategy for project development is to link the product, price, promotion and channel

through opening the website and the series of activities during later operation. This will allow everyone to experience a development mode of “unfamiliar- know- understand -cognitive- favorite- fixed consumption” of Shangzhi website, so that consumers can thoroughly understand Shangzhi website.

## **5. Promotion Methods**

### **5.1 Search Engine Promotion**

Search engine is the most important way for customers to find your website and products, through which customers find our website rather than competitors' websites through search engines, so that competitors have already been beaten in the competition of Internet. The traffic brought by search engine will convert into high-end customers with high purchase rate because they are looking for your products or services through the search engine.

Search engine is a tool for quickly finding information on the Internet, which means that one will find a lot of relevant information by inputting the keywords of the product he is interested. Network target consumers are accustomed to searching for interested things via “Baidu” to obtain information. If necessary, it is available to promote the click-through rate and popularity of Yiju Bathroom website by means of Baidu's bid ranking. Compared with traditional advertising and other online promotion ways, search engine promotion is cheaper and more effective.

### **5.2 EMAIL Generalization**

Email generalization is an online marketing method that, on the premise of user's prior permission, delivers valuable information to target users through e-mail.

### **5.3 Forum Marketing**

Timely and effective tracking of posts and making sticky posts in a timely manner will keep posts on front page to be browsed by target users. However, it is also required to properly argue the product from opposite side instead of merely making sticky posts.

### **5.4 Image Marketing**

There are two marketing points in image marketing, including product features and modeling matching; another is the control of visual color; the final performance: leisure, fashion, prominent product features, reasonable color match, and then stimulate the user's desire to buy.

## **6. Conclusion**

Compared to other mature home accessories websites, the planning started relatively late with more risks to bear. Therefore, it is necessary to carry out strategic alliances with other home accessories websites so as to achieve long-term cooperation, mutual benefit and a win-win situation.

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