

A Research on Business Strategy of Xiaoguan Tea.

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- **Abstract:** China has a long and ancient history of tea culture. Even now, tea plays a significant role in people's daily lives. However, the inherent characteristics of smallholder economy have severely limited the proliferation of tea industry. The scattered tea market pattern has also negatively impacted industrialization. Therefore, it is necessary to study the marketing and business strategy of tea market. This research uses a case analysis and literature review to analyze the consumption characteristics of the tea market. And combines the brand marketing strategy of Xiaoguan Tea to conduct a special study on the factors limiting the industrialization of tea industry. We also forward constructive suggestions to promote the standardization and branding of tea industry in China. According to the marketing strategy analysis of Xiaoguan Tea, this study demonstrates that integrating the industrial chain and increasing the utilization rate of machinery are two effective measures. Moreover, establishing a reasonable pricing standard and evaluation system and constructing the brand for tea, are necessary for the Chinese tea industry to achieve innovative breakthroughs.
- **Keywords:** Xiaoguan tea; STP Analysis; Marketing Strategy; Industrialization.