

Strategy of Making to Brand of Chinese Commodities

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Summary

The origin of brand is to give the burned symbol to domestic animals, and to distinguish them from others. Today, the brand aims to distinguish own brand from the products and the services of other sellers and seller groups, and to differentiate it from competitors and others (e.g., names, words, symbols, and designs, etc.). At the same time, it is important to pursue the value added.

Capital, technology and talents have recently rushed into China accelerated by the globalization of the world economy. As a result, China has stood dominant as "Factory in the world" taking advantages of the "labor intensive industry". By utilizing abundant and cheap labor force, low-price products have been manufactured, and rapid economic growth has been prominent all over the world.

On the other hand, the tendency to move the production base from China to South Asia and Southeast Asia, where cheaper labors are available, is phenomenal. This has been accelerated by Yuan appreciation, inflationary pressures by the rise of import prices, etc. Branding of Chinese commodities has become more and more important in this background. In short, the branding of Chinese commodities has been appreciated in the world. In this sense, the branding is Survival Strategy to China.

In these days, Chinese commodities have been highly valued globally. The change from the past Made in China (commodities made in China) to Made by Chinese (Chinese commodities) is a good example. In other words, the quality of Chinese commodities keeps improving. The past image of "it is cheap but bad" of the commodities made in China has changed. This is the foundation where Chinese commodities become brands. However, it is not easy to make one commodity a brand.

Looking at COCACOLA in the US, Louis Vuitton in France, and the history and the culture of the brand such as Ferrari of Italy, Status Symbol (position symbol) and Life Style are main factors of establishing brand. In this thesis, I propose the strategies of the representative high-value-added commodities of the Chinese market.

I present the branding strategies for car and aircraft based on the result of the analysis.