Countermeasure for Sichuan Liquor Enterprises Image-building

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Abstract: Shaping a good corporate image is particularly important in today's fierce market competition. In recent years, the national liquor industry suffered a tremendous market impact and the influence to Sichuan liquor is more serious. Although Sichuan liquor enterprises are facing severe challenges, the challenges and opportunities co-exist. In such a serious situation, how to complete the transformation of the industrial structure and how to build the corporate image to achieve sustainable development are two important problems for liquor companies to face currently.

Keywords: Sichuan liquor enterprises; image-building; countermeasure

I.   INTRODUCTION

The competition between enterprises is not only for the people, money, material, but for the corporate image. What's important, the corporate image has become a magic weapon for enterprises to win the market competition and it has become the fourth type of enterprise resource. Creating a good corporate image has been an essential method to protect and grow the intangible assets of enterprises.

Under the environment of the market impact, each of liquor enterprise in our country is carrying out the adjustment and transition of the industrial structure[1-6]. Sichuan liquor as a leader in China's liquor industry, is also deeply influenced by the market.For Sichuan liquor enterprises, the market competition gradually becomes more and more fierce .Only purely enhancing the competition of products could not meet the development of Sichuan liquor enterprises. Sichuan liquor companies can use this effective measure of corporate image-building to construct the enterprise in this new period. With excellent corporate image to get the favor of customers and making the enterprise stick out from the many competitors. Scientific implementation of corporate image-building can win reputation and talent, so as to realize the sustainable development of Sichuan liquor enterprises.

II.   THE ORIGIN AND MEANING OF THE CORPORATE IMAGE-BUILDING

Since the1950s, some European and American companies have firstly carried out and reproduced the corporate image-building[7-10]. Due to the recovery of the economy after the Second World War, enterprise competition got intense. In order to emphasize the differences from the competitors, some European and American companies pitched themselves into building corporate image and brand image. In 1955, the American company of the commercial computer condensed its full name "International Business Machine" into "IBM". It not only effectively conveyed the image of the IBM unity, but realized the transition from monogamous production mode to scientific management with modern consciousness. At that moment it drove the development to the American business community. After that, some large enterprises in Europe and America imported this kind of corporate image-building which was taken as the symbol of enterprises. Gradually, the corporate image-building grew into an independent development strategy in world business.

The corporate image-building has some important meanings for the development of the modern enterprise, main body is the following aspects: (1)Improving the reputation and popularity of enterprises and prompting the rapid increase of enterprises intangible assets; (2)Reducing the costs of design and manufacturing and improving the speed of enterprise information dissemination ; (3)Raising enterprises' culture; (4)Improving enterprise quality and management level; (5)Realizing the sustainable development of enterprises.

III.   THE PROBLEM ANALYSIS OF SICHUAN LIQUOR ENTERPRISE IMAGE

Sichuan liquor, as one of the pillar industries in Sichuan Province, has a high name recognition and reputation in the country and even around the world, but there are some problems about the image making of Sichuan liquor enterprises，those are as follows:

(1) The extensive brand management

Brand management is a new subject in liquor industry, involving brand planning, brand design, brand building, brand maintenance and so on, which related to all aspects of brand core value[11-13]. The liquor industry simply cannot carry out systematic brand management because of the defects of the industry oriented, marketing strategy, marketing technology as well as the current situation of shortage of talents. Most of Sichuan

liquor enterprises stay in the extensive sales level of selling products, building network, advertising boom and giving policy, which makes numerous liquor brand managements in chaos. They do not have accurate market positioning, brand building and maintenance as well as other effective marketing activities, they just advertise and copy each other, which not only waste a lot of resources, but also miss many opportunities in vain.

(2) Price competition among enterprises

Price relationship not only has been the most sensitive bonds to maintain enterprises and dealers, but also become the focus of the contradictions and conflicts between the two sides. In order to stabilize prices and maintain the brand image, a well-known liquor companies takes measures which have criticized 12 dealers who cut price and falsify goods and deducts the dealer's deposit to maintain the price system. Finally, the national development and Reform Commission is involved in the investigation, and the Sichuan liquor company was fined 202 million RMB, which had a negative impact on the most famous Sichuan liquor enterprises.

(3) Image creation deviating from the actual consumption value

Taking the market development as the core target and the channel reform as the key point, the brand of Sichuan liquor has gone through the evolution and promotion from the medal age to brand image, brand product, brand platform and different stages. And whether early simply spending too much money on advertising, or now excessive packaging, what has been the leading factor is still the appeal of brand as functional means. The growth of brand is mainly depend on media publicity and subjective shaping, rather than brand interaction which is centered at the consumers. In the name of product innovation of Investment wine, Securities wine, collection wine, Wine gifts, investment wine encourages brand vanity. In the almost crazy growth process of the entire Sichuan liquor industry, institutional capital outside the industry continues to emerge, Sichuan liquor overall investment value is constantly magnified, liquor investment products are also being developed for all kinds of investors. Bank, trust and other financial institutions take Sichuan liquor "six Golden Flowers" and other famous liquor into the financial products after liquor becoming popular in the real market. Whether advertising, cultural packaging, or investment collections, the core of these brand shaping is to fight for the interests of the channel, and does not focus on the essence of competition around the of consumers' mind competition. It also leads that the enterprise lacks communication with consumers about brand building. But the lack of effective advertising marketing making the enterprise seem to talk to themselves, eventually it will be difficult to inspire consumers to achieve emotional or value resonance.

(4) Fake alcohol's influence on Sichuan liquor brand

Due to the lack of sound, unified management regulations related to liquor. Chinese liquor enterprises are always disordered in production and management. Because of Sichuan liquor fame and price, the market also appeared many counterfeit shoddy counterfeit products, some people buy counterfeit products, therefore they do not trust the liquor brands, severely damaged the liquor brand image by alcohol, brand image of Sichuan liquor was severely damaged by fake alcohol. Although law enforcement authorities also increase efforts to combat counterfeit products, there is still a lot of dens of counterfeiting. Therefore, in order to cutting down on counterfeiting more thoroughly, not only should start from the origin, but also strictly regulate the liquor sales chain, heavily punish illegal enterprises and traders which manufacture and sell counterfeit, so that the fake alcohol is difficult to penetrate into the sales chain. It will be beneficial to the image building of Sichuan liquor enterprises.

(5) Outstanding effect of the Matthew

The current market increasingly turns into the capital integration which is the core of operation mode. The trend of the liquor industry polarization is more obvious. For example, billions of enterprises have basically taken shape; two or three brand echelon fissure to be stronger and weaker again; the living space of small and medium enterprises are in narrowing acceleration; the same level of enterprises appear more and more gap.

The current "high end" has exacerbated the polarization of the industry. China has become a big consumer of luxury goods and high-end products are in short supply in all aspects, so in order to pursue profits or resist the industry integration crisis, enterprises have upgraded brand to be more high-end. It not only increases the polarization of the industry, but also leads a large number of enterprises to decline and death in the upgrade. The polarization is undoubtedly a great challenge for small and medium-sized enterprises.

(6) Lack of uniform standards and norms

Relative to the long history of the Sichuan liquor, the development of its standardized technology is very laggard. For many years, the standardized technology of Sichuan liquor is almost at a standstill and the

method is still close to the origin, which is incongruous with the rapid development of the liquor industry and the fame.

On the one hand, the national standard of the liquor is not impeccable. New regulation has not the sensory evaluation of liquor quality, but only the detection and analysis of liquor physicochemical indexes, which is even unable to detect whether it can maintain the traditional quality and flavor, it is, however, the most important issue for the vast number of consumers.

On the other hand, the unified year standard of liquor should be introduced as soon as possible. In our country, because of the lack of corresponding management regulations, the aging wine produced by some enterprises is not worthy of the name. They, under the guise of some aging wine, is actually blending production. What is the vintage wine? How much can be said of the totally corresponding period of vintage wine? These problems are urgently needed to use the standard to solve.

IV. COUNTERMEASURE ANALYSIS OF SICHUAN LIQUOR ENTERPRISES' IMAGE BUILDING

The market competition of Sichuan liquor enterprises has been transferred from the original price competition to the quality competition, and gradually developed into the brand competition. The most direct means of the brand competition is to create famous bran. Famous brand is not only the product of market economy, but also the powerful tool which can promote the economic development, the high-end brand has become the main weapon to seize the commanding heights of the market competition in modern society. It is the most important component of brand strategy to implement brand operation, enhance brand awareness and influence. So in the competitive progress of the liquor enterprises, it is very important to shape good brand image, and increase publicity for rapidly promoting the liquor brand value and achieving the sustainable development of Sichuan Liquor Enterprises.

(1) Introducing CIS

The CIS, "enterprise unified system", consists of three parts: mind identity; behavior identity; visual identity.

In CIS, unified VI design, enterprise vision recognition system, is the most direct effect and the most obvious impact of the short term, which can obtain the most effective and direct effect in the enterprise publicity and recognition.

This part is relatively easy to implement, quick, and help enterprises especially small and medium-sized enterprises, can effectively enhance the brand image of enterprises, standardize enterprise products, even can improve the situation of product management confusion to a certain extent.

The key point of CIS is that it can effectively improve the modernization consciousness of small and medium-sized Sichuan liquor enterprises, and lay a good foundation for the development of the enterprises.

(2) The unity of enterprise brand and logo

This is one of the basic elements to create a good brand image, because the symbol which can represent the enterprise in the process of using such as enterprise name, brand design, brand name, logo and banner, can be related to the dissemination of information to the outside world. The information will have more or less influence on the image of the brand. It is very necessary to make full use of these relatively limited information resources to enhance the brand image. There are no big mistakes in the most of the liquor enterprises and the enterprise name, brand design, brand name, logo and banner have strong relevance and consistency, such as "Wuliangye", "LuzhouLaoJiao", "Langjiu", "Jiannanchun". However, some enterprises have small relevance in the enterprise name, logo, banner and brand name, and they cannot as much as possible to achieve the unification, which disperses the enterprise information dissemination influence, weakening the influence of the brand, damaging the brand image, causing some obstacles to the famous brand strategy such as the key word of a liquor business name is the name of the city ,brand pattern is a symbolic ancient building of the city, the brand name is what the city called in ancient time.

(3) Timely transformation of Sichuan Liquor Enterprises

Food safety, excess capacity, binge drinking limit, the prohibition and so on bring the great influence to the domestic liquor industry. Sichuan liquor also get intense impact and the sale of high-end liquor enterprises has gotten depression. Major liquor enterprises were discussing countermeasures. Golden Triangle liquor industry association of China in Sichuan called on Sichuan liquor enterprises to hold a meeting to discuss the development of Sichuan liquor and the centre of Sichuan liquor development and research also hold the forum of "shock and response: Impact and response: the development of high-end liquor consumption market". Through conferences, experts and scholars agreed with that the industrial structure of Sichuan liquor enterprises

should timely transition, achieve diversified development, control the proportion of high-end liquor, create more low-end liquor, expand the low-end liquor sales market and so on, so as to realize the sustainable development of Sichuan liquor enterprises. Enterprises in order to promote the business philosophy that "Aim high and market unlimited ", designed the company's logo and banner as a soaring ROC and the corporate logo the abstract earth pattern. In the process of enterprise publicity and the dissemination of various information, enterprise name, brand pattern, brand name, logo and banner all appear in front of consumers, which has caused visual confusion to the consumers and attract little attention to the brand. It is difficult to accurately and effectively display the brand image to consumers. It also hard to establish a good brand image quickly, the brand value can't be raised as well. But the enterprise aware of this mistake, canceled the "roc", "Earth "pattern immediately and replaced it by brand pattern. All information dissemination consciousness had concentrated prominent brand pattern, taken the ancient city of culture as the basis to make the liquor culture and the ancient city culture combine and extend organically. The new brand image is set up soon with a far-reaching impact.

(4) Preventing excessive brand expansion

The implementation of brand expansion strategy and the serialization and diversification of brands are important measures for Sichuan liquor enterprises to expand their scale and scope of business and enhance their strength too."WULIANGYE" brand expansion strategy was implemented in recent years and achieved success. At present, brand expansion strategy is on the rise among the liquor industry, but the brand expansion strategy has a great risk, which is recognized by many economists and famous entrepreneurs. Brand expansion is full of traps, accidentally will make a big mistake. A brand must pay a considerable amount of effort and time, even the hard work of several generations to become famous brand , it is not going to happen overnight. Therefore, it is very difficult to make the expansion of the brand to become famous in a short time by implementing the multi brand strategy based on the famous brand. So the liquor enterprises in the implementation of multi brand strategy in either horizontal arrangement of the original brand extension strategy, or the vertical arrangement of the brand extension strategy, they must keep calm and cautious attitude, try their best to do it. In the brand expansion, each brand should complement and rely on each other, the new brand cannot cause adverse effects and pollution to the original brand image, otherwise , it will drag across the original brand, resulting in irreversible consequences.

(5) Widen the marketing channel Sichuan liquor

In the Development Strategy of Sichuan liquor enterprises in 2013, the middle-end liquor occupies a large market, the major enterprises competes to launch mass products, while the two or three line Sichuan liquor enterprises occupy the middle part of the market in the refined market. In marketing, we should learn more about foreign wine experience, through forms such as wine-tasting, spread liquor culture imperceptibly, so that consumers love to drink liquor and aware of the culture and health of drinking. Drinking no longer confined to social occasions but a kind of enjoyment. "Luzhou Laojiao" had a structural adjustment in 2013, focus on making Luzhou laojiao special liquor and broadening the channels of consumption of ordinary people.

(6) Building brand awareness reasonably

The promotion of brand image is not only a science, but also an art. Although the brand is invisible, it should be life, and it is a spiritual carrier of flesh and blood. This should be reasonable to create brand awareness, narrow the distance between consumers. Enhancing the brand image need to build corporate culture as the foundation firstly, and make more efforts on this basis. It all around "enterprise is a member of the public, everything is consumer-oriented, serve and contribute for society ." the purpose is to carry out . In the enterprises, it should pay attention to the cultivation of quality and connotation of staff, regulate employee behavior and etiquette, improve the staff of civilization and the service level of enterprises, so that consumers can feel the full spirit of enterprise employees. As for enterprise serve society, enterprises should be concerned about the people's livelihood and social welfare undertakings, such as sponsoring hope primary school and disaster stricken people and so on. Carry out cultural marketing by activities such as sending culture, science and technology to the countryside and sponsoring kinds of social activities. we should firmly seize the opportunity of the public welfare. By improving social benefits while improving economic efficiency, to set up enterprises image in the society and lay the foundation for future development. For example, after the Wenchuan earthquake in 2008, "Wong Lo Kat" has donated 1 hundred million, which has aroused strong positive repercussions in the country, its brand awareness has been expanded instantly. Of course, Enterprises should be based on their own situation when they are doing public welfare activities, blindness and excess are undesirable.

V.   CONCLUSION

Enterprise image is related to the survival and development of enterprises, and good corporate image can promote the development of enterprises. Enterprise image is the comprehensive expression of all elements in enterprise culture system. The ultimate goal of the cultivation, optimization and management of enterprise culture is to form a good image of an enterprise, including the internal and the external image. In the process of cultivating enterprise culture, it is necessary to shape corporate image as an important strategic measure. The promotion of the image of Sichuan wine enterprises plays an important role and significance in maintaining the Sichuan liquor enterprises themselves and economic and social development. Therefore, Sichuan liquor enterprises should be responsible for the stakeholders and the environment while pursuing economic benefits. They should Integrate the content of social responsibility into the company's development strategy and daily management work and coordinate the relationship among economy, society and environment comprehensively. It effectively carries out the work of enterprises' social responsibility, makes great efforts to realize sustainable development.

VI.   Acknowledgement

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