

Market Management Strategies and Practical Application in Modern Commercial Operation

Chenghan Dong

The University of Nottingham, Jubilee Campus, Wollaton Road, Nottingham, NG8 1BB, UK

ABSTRACT

Market management directly determines the operational effectiveness and long-term competitiveness of modern enterprises. In the context of increasingly fierce market competition, this article refers to the public information and authoritative research reports of the State Administration for Market Regulation, selects the business cases of physical enterprises in different industries such as Mixue Ice Cream & Tea and Hisense Visual Technology, and analyzes their actual market operations. Based on the industry research results of McKinsey in 2025, five core implementation dimensions of market management under modern business systems can be summarized: data-driven research, differentiated positioning, omnichannel marketing, digital innovation, and risk management. From the perspective of practical application effects, the standardized establishment of a market management system by enterprises can effectively achieve a marketing ROI increase of over 40% and an increase of 18% in inventory turnover efficiency. This study can provide a reference for enterprises to improve their market operation system, adapt to stock competition, and help similar enterprises optimize their operation models, helping enterprises achieve long-term stable development.

KEYWORDS

Market Management; Data-Driven; Omnichannel Marketing; Digital Transformation; Risk Management; Business Operations.

1. INTRODUCTION

During the 14th Five-Year Plan period, China's real economy and digital commerce have developed in tandem, while the market economy system has kept improving various market entities in China have shown steady growth towards scale. According to official statistics from the State Administration for Market Regulation, the net increase of newly established enterprises in China during this period reached 19.999 million, and the number of individual industrial and commercial households increased by 33.946 million. Retail, tea drinks, home appliances and other consumer industries have entered a critical stage of stock competition.

At the same time, the business environment and regulatory system in the domestic market continue to improve, and the enterprise credit development index has steadily climbed from 128.6 in 2020 to 161.61 in the first half of 2025, indicating a sustained increase in the standardization and normalization of industry operations. However, most small and medium-sized enterprises still use the extensive management model dominated by traditional experience, focusing only on single point marketing promotion, which can no longer meet the dual requirements of refined operation and standardized market development.

The scope of market management in the modern business environment has been further extended, no longer limited to short-term product promotion, but has expanded to a complete operational system

covering research, positioning, dissemination, digital innovation, and risk management. Many surveys have also shown that management models that are suitable for industry characteristics can make good use of marketing resources and accelerate inventory turnover.

In addition, digital technology is fully penetrating physical business scenarios, and the demand for mass consumption is gradually moving towards stratification and personalization. The variability of the external market environment further increases the pressure on business operations. Faced with these changes, enterprises need to break away from fragmented operational thinking and rebuild their market management system with a systematic approach [1]. This article relies on official regulatory statistical data and authoritative industry research results, combined with real operational cases of benchmark enterprises in multiple industries, to deeply analyze the implementation path and application value of the five core market management strategies, providing theoretical support and practical examples for various market entities to optimize operational mechanisms and consolidate competitive advantages.

2. DATA-DRIVEN MARKET RESEARCH AND CONSUMER INSIGHTS

Data-Driven Market Research is the fundamental link for modern enterprises to carry out market management. Through data-driven research, enterprises can accurately grasp the real needs of consumers, see the development trend of the entire industry, and no longer rely solely on traditional business experience to make judgments. According to the "2023 White Paper on Digital Transformation of Chinese Enterprises", relevant industry statistics show that as long as enterprises establish a standardized data research system, the accuracy of market analysis and marketing execution efficiency will be significantly improved, and the average increase in overall marketing investment return can reach more than 30%. Nowadays, data-driven operations have become a common practice for enterprises to enhance their competitiveness.

There are many practical cases in the fresh retail industry that can be referenced, and the operational model of Hema Fresh is typical. The brand relies on LBS positioning information to draw user consumption profiles within a three-kilometer radius of the store. Referring to actual conditions such as regional population composition, peer store layout, and resident consumption levels, the store location and product category configuration are reasonably planned [2]. Relying on this data-driven operation logic, the brand continues to expand its layout scale in the sinking market, with online orders accounting for around 55% of the store's total. The overall operational efficiency of a single store has always been higher than the industry's conventional level.

Top domestic educational institutions are also implementing data-driven testing models. The institution sets up three new customer marketing initiatives: price reduction, coupon distribution, and physical gifts, and conducts short-term controlled trials on a fixed user sample. The staff organized the real operational data of the platform, observed the correlation characteristics between different forms of discounts and user repurchase behavior, in order to optimize the overall pricing system and reduce the interference of subjective experience on market decisions.

Enterprises need to establish a comprehensive data collection framework for conducting regular market research. Integrate diverse information such as online user behavior trajectories and offline physical consumption records, and use big data analysis tools to explore potential consumer demands of the public [3]. Internally, enterprises can coordinate resources across various business sectors, break down data barriers between departments, and build an exclusive data platform. This can also enable enterprises to accurately control their direction in the rapidly changing market, avoid resource loss and operational risks caused by blind decision-making, use real data as the basis for decision-making, lay the foundation for the implementation of various business strategies, and adapt to the normalized competitive landscape of the current stock market.

3. DIFFERENTIATED MARKET POSITIONING AND BRAND VALUE SHAPING

Industry homogenization competition is intensifying, and differentiated positioning has become a key way for enterprises to break through. Enterprises rely on their core resources to identify market gaps and create unique brand characteristics, which can further build market competition barriers that are difficult to replicate by peers.

Mixue Ice Cream & Tea has been deeply cultivating the sinking consumer market for a long time, establishing the ultimate cost-effectiveness as the core positioning of the brand. The brand has always adhered to the product development concept of affordable tea drinks by improving the supply chain system and streamlining multiple circulation links. By the end of 2024, the global store scale of Mixue Ice Cream & Tea reached 46,479, surpassing Starbucks in total store volume and firmly ranking first in the global freshly brewed tea beverage industry [4]. In 2025, the brand will complete its listing layout on the Hong Kong Stock Exchange, with a market value of HKD 109.3 billion on the first day of listing. By the end of 2025, its business coverage has expanded to 13 countries and its global stores have increased to 59,823. Its star products like lemonade keep a high market share a high market share in the industry for a long time.

The homogenization competition characteristics of the TV industry are particularly prominent. Hisense Visual Technology adheres to the differentiated development concept of technology-driven enterprises and actively avoids cutthroat price wars in the low-end market. The enterprise focuses on the high-end consumer market and continues to increase investment in research and development of cutting-edge display technologies such as Mini LED and laser TV. According to industry statistics released by Omdia, from 2022 to 2024, Hisense TV's shipment volume has ranked second globally and first domestically for three consecutive years. It is also the only domestic TV industry enterprise to maintain positive performance growth for seven consecutive years, continuously enhancing brand value through technological innovation [5]. Luckin Coffee also relies on regional food and cultural characteristics to launch a localized limited edition beverage series, strengthening regional market penetration capabilities with customized products, which is a typical case of regional differentiated marketing.

There is also a clear approach for enterprises to differentiate their positioning. Enterprises can complete market segmentation from dimensions such as demographic characteristics, consumer behavior, and demand pain points, screen target areas that match their own resource endowments and development advantages, and then extract highly recognizable brand value propositions. Brand value shaping needs to run through the entire process of product development, service experience, and brand communication, transforming differentiated positioning into tangible advantages that consumers can perceive. Enterprises can also establish a regular market monitoring mechanism, dynamically adjust their business strategies based on industry environment and changes in consumer demand, and continuously consolidate their long-term market competitiveness.

4. PRACTICE OF OMNICHANNEL INTEGRATED MARKETING COMMUNICATION STRATEGY

Omnichannel integrated marketing is an important means of modern market management. Enterprises coordinate and integrate various online and offline business channels, promote collaborative operation of channels, and achieve complementary marketing resources. This model can not only improve the marketing effect, but also make the shopping experience of consumers more smooth [6].

There have been professional research results on omnichannel data governance in the retail industry. After establishing a mature data governance system, enterprises can increase marketing ROI by 40%,

increase member lifecycle value by 25%, and improve inventory turnover efficiency by 18%. Data based operations have become the key to improving the overall operational level of retail enterprises.

There are already a large number of mature implementation cases in the fast-moving consumer goods field. JD Haibo is a subsidiary of Dada Group, relying on an intelligent middle platform system to gather order information from multiple platforms, unify the processing of all channel orders, and synchronously complete real-time inventory verification. With the help of this system, cooperative brands such as Zhongbai Warehousing have increased their 15-minute picking completion rate from 80% to 98%, while the out-of-stock rate has decreased by 4 percentage points.

The community retail track has also completed channel upgrades. The brand relies on Meituan Morning Glory tools to connect delivery platforms, physical stores, and community traffic ports. A new model of instant retail has gradually emerged, supporting consumers to place orders online and have nearby stores deliver [7]. The inventory accuracy of merchants who have settled in has increased from 45% to 99%, the picking efficiency has increased by 52%, and the average revenue per store has increased by 30%. New media has also broadened the path for omnichannel marketing, and Zibo Barbecue relies on Douyin and Xiaohongshu (RED) for content promotion. On April 25, 2023, statistics show that the number of related Douyin topics broadcast exceeded 10.28 billion, and the proportion of sales in the early morning hours of stores rose significantly, which is a successful example of combining content with omnichannel communication.

The elimination of channel barriers is the core of the implementation of omnichannel integrated marketing. Implementing unified inventory allocation and global inventory sharing of inventory across the entire region can effectively avoid the problem of channel disconnection. Enterprises establish a unified membership system, connect user data from various channels, and provide consumers with a stable and consistent service experience. Matching exclusive operational strategies with different channels, focusing on online traffic attraction interaction and brand exposure, and deepening scene experience and consumption conversion offline, forming a complete marketing funnel of traffic attraction, interaction, conversion, and repurchase. Industry research data shows that companies that adopt an omnichannel model have a 30% higher customer retention rate than single-channel companies, and a synchronous increase of 25% in repurchase rate.

5. MARKET MANAGEMENT INNOVATION UNDER DIGITAL TRANSFORMATION

Digital transformation is an important direction for enterprises to optimize their market management models. In the process of industry development, the traditional extensive management mode is gradually being eliminated, and the refined and data-driven operation ideas have become mainstream, which can effectively help enterprises compress operating costs and consolidate their market competitive advantages.

According to Deloitte's 2025 Consumer Goods and Retail Industry Report, the traditional T+1 data synchronization model has obvious lagging defects. A fast fashion brand once missed the best replenishment opportunity for live streaming bestsellers due to a 12-hour delay in updating inventory data, resulting in direct economic losses exceeding one million yuan [8].

Many top fast-moving consumer goods companies have begun to develop dynamic pricing systems, automatically adjusting product pricing based on real-time sales, inventory levels, and changes in market demand. During the 2024 promotional period, the inventory turnover rate of such enterprises will increase by 130%, and the overall marketing cost will decrease by 20%. The intelligent pricing model is suitable for most core products and can balance product sales and operating profits.

Midea Group continues to deepen its integration of digitalization and artificial intelligence applications, building an intelligent operational architecture that covers the entire business process.

The enterprise uses over 13,000 intelligent computing units on a daily basis, with business scope covering research and development, manufacturing, supply chain allocation, and terminal marketing. Midea's Jingzhou Washing Machine Factory, under its umbrella, relies on an intelligent scheduling system to synchronously improve production efficiency and quality control accuracy, providing a good reference for the digital transformation of the manufacturing industry.

Some regional retail enterprises were relatively blind in their initial digital transformation, rolling out various systems blindly without setting assessment standards based on actual business. They adjusted their development focus in time, and focus the evaluation on the proportion of online revenue and member repurchase rate [9]. After six months of operational optimization, the proportion of online revenue for enterprises has increased from 15% to 35%, and the membership repurchase rate has increased by 18%, achieving a deep integration of digital construction and physical business.

The digital transformation of enterprises mainly revolves around four directions. Build a data center to integrate various business information, use algorithm models to accelerate market decision-making response speed, streamline business processes to improve overall operational efficiency, and rely on user profiles to match personalized services. Enterprises should plan their transformation path in line with their own industry situation, effectively implement digital construction, achieve sustainable cost reduction and efficiency gains, and truly use digital capabilities to support long-term business operations and enhance market competitiveness.

6. MARKET RISK MANAGEMENT AND DYNAMIC ADJUSTMENT MECHANISM

In modern market operations, market risk management is an important support for the stable development of enterprises. The current market environment is complex and ever-changing, and uncertain factors continue to exist. Enterprises must establish a sound risk monitoring, assessment, and response system, and at the same time build a dynamic adjustment mechanism to enable market strategies to adjust in a timely manner according to the external environment [10].

The 1982 Johnson & Johnson Tylenol cyanide poisoning incident is a classic case of corporate risk management. After the incident, Johnson & Johnson quickly took action and recalled 31 million bottles of the product in question, investing \$100 million in the recall process alone, resulting in significant economic losses. Subsequently, the company immediately formed a crisis management team, issued security warnings through mainstream media, opened a public consultation hotline, and the then CEO personally responded to public concerns. Later, triple tamper-resistant packaging was launched, gradually restoring brand trust and providing valuable experience for corporate crisis public relations and risk response.

ZARA and other fast fashion brands commonly use the ABC classification method in inventory risk management. Based on profit levels and drainage values, SKUs are divided into core, basic, and long-tail styles, and combined with sales forecasting models to accurately control inventory rhythm. Its inventory turnover efficiency has reached 1.8 times the industry average, effectively avoiding operational risks such as inventory backlog and unsold goods, demonstrating the practical value of scientific risk management.

Enterprise market risk management generally involves three steps: carry out risk early warning, tracking market demand, competitor dynamics, and policy changes, and identifying potential hazards in advance; conduct risk assessment, scientifically analyze the probability of risk occurrence, scope of impact, and degree of loss, and classify risk levels [11]; Implement risk response measures, develop specialized disposal plans for different levels of risks, and control business losses.

The core of the dynamic adjustment mechanism is to establish a regular market feedback loop, regularly review the effectiveness of strategy execution by enterprises, and optimize business plans

based on market trends and consumer demand. According to authoritative research, enterprises that establish dynamic adjustment mechanisms have a 40% higher market adaptability and a 50% faster crisis response speed compared to static management enterprises. Enterprises need to integrate risk management into the entire process of market management, cultivate risk awareness among all employees, establish a management model of pre-warning, in-process control, and post-optimization, enhance market resilience, and achieve long-term stable operation.

7. CONCLUSION

In the current business environment, market management is no longer limited to a single dimension of traditional marketing, but has developed into a complete operational system that includes market research, brand positioning, communication and promotion, model innovation, and risk control. This article refers to industry statistical data from professional institutions such as the State Administration for Market Regulation, McKinsey, and Deloitte China, combined with real cases of Mixue, Tesco and Hisense Visual Technology, this paper systematically analyzes of the implementation methods and actual effects of five core market management strategies based on real operational cases of physical enterprises such as . It is not difficult to see that market management strategies that match the actual development of enterprises can effectively improve their business conditions and strengthen their core competitive strength.

From a practical perspective, a reasonable combination of these five management strategies can significantly improve key business indicators of enterprises, achieving significant improvements in marketing revenue, customer conversion, and inventory turnover. In practice, enterprises don't have to copy others' models blindly. Instead, they should base themselves on their industry attributes, business scale, and resource advantages, and choose suitable strategic combinations. Enterprises also need to establish a regular dynamic adjustment mechanism, continuously optimize management plans based on changes in market environment and consumer demand, in order to enhance their market adaptability.

With the continuous implementation and application of digital intelligence technology, market management is gradually developing towards precision, personalization, and agility. To adapt to industry trends, enterprises need to continue investing in technological upgrades and professional talent training, and establish an efficient market management system that is suitable for their own development.

Although this study relies on authoritative data and real cases for analysis, it has not yet conducted a detailed exploration of enterprises of different industries and scales. Future research can conduct more targeted analyses to explore the adaptation paths of various business entities in a layered manner, providing more practical references for optimizing market management for enterprises.

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