

# The brand strategy for new product launch : 以台灣農產品進入大陸市場為例

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## ABSTRACT

In this study, the brand manufacturers of Taiwan agricultural products in the mainland's import and export of new products to market strategies and processes have taken their brand marketing of the impact. Brand marketing strategy over the past literature, the take marketing mix, target marketing and brand positioning as a brand marketing strategy dimensions, brand marketing strategy for the mainland type grouping. By questionnaire, this study collected a total of 114 brand sales in the mainland of Taiwan agricultural products manufacturers data analysis, the following conclusions: First, in the main market segmentation, target market selection and more in the coastal cities, coastal urban residents consumption level higher than the consumption of produce from Taiwan's agricultural products; found in the brand positioning strategy, positioning companies to meet consumer demand attention; in product strategy, usually have two to three kinds of products to its own brand, processed food, excellent quality as the main aspirations; in the channel strategy, most of the emphasis on selling convenience and ease of distribution, and by the appropriate distributor to the distribution activities; promotion strategy in the use of electronic media and print media for promotion, and store sales personnel should have a professional product knowledge, and by sponsoring activities to establish reputation; in particular Taiwan's agricultural pricing strategy products are high-priced products. Second, import and export processes for new products to market and the relationship between marketing mix (1) manufacturers in Taiwan for export quarantine, quotations issues and government regulations related to export certification and that these problems will reduce exports will; but later in the ECFA items for duty-free goods to increase, exports will increase the company. (2) more companies in the mainland because the mainland imports of food labeling law provisions can not be successfully exported, together with relevant units of difficulties, and have saved lives because of the food problem will make Taiwan's manufacturers to reduce exports; but good food in Taiwan CAS mark recognized in mainland China, to attract the firms will export to the mainland.

Keywords : New Product Launch、Brand Strtrgy、Taiwan's Agricultural Products、China Market

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