Business Strategies' Positive Influences on Company's Prospects and Development

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Abstract. Business strategy has a great impact on a company, and it can be called the lifeblood of a company. This research will expand on how business strategies can help the company's prospects and development. Various business strategies will be described in detail in this paper, including pricing strategies, event planning, data collection, etc. which are all business strategies. These business strategies can help companies better position themselves, gain better profits, gain a better corporate image, and improve competitiveness. But the misapplication of these business strategies can also lead to the failure of the company. As long as a company obtains strong competitiveness through a good business strategy and a good corporate image, the company will have better development. So, a good business strategy is very important for a company. If a company does not have any business strategy and only focuses on immediate interests, then only bankruptcy will be ushered in.

Keywords: Business strategies; competitiveness; profits; brand image.

1. Introduction

In the contemporary world business opportunities are becoming fewer and fewer. And a good business strategy is a way to help the company develop better. A good business strategy includes the company's pricing of products and activities carried out by the company, as well as the company's internal data survey of the market. Only with a good business strategy can the company develop smoothly. Pricing affects a business' reach, competitiveness and profitability. Pricing is an important factor that cannot be ignored, so this paper will specifically analyze and study the importance of pricing policies [1]. There are many pricing strategies, including static and dynamic pricing. Many customers will be willing to choose static pricing when they choose products because dynamic pricing will make customers take certain risks. Customers are unwilling to take risks and are more willing to seek stability. But dynamic pricing is not without benefits. Dynamic pricing can better adjust the price and change the price under different circumstances to choose a better and more suitable price [2]. If a company does not have good pricing, it will be easily eliminated by the market. What's more, a company's activities and data surveys can also bring many benefits, such as improving the brand image and better displaying product functions, services and positioning. Good pricing can improve the company's image, attract customers, and improve the company's competitiveness. A $99,900 home sold better than a $200,000 home in the study. This is actually a pricing strategy. The two prices are not much less but most people will choose the lower price first. In this way, the cheap ones will be more competitive than the expensive ones [3]. It can be seen that good pricing is really important to a company. Business strategy can help the company to have a better positioning and can gain a chance in this society where business opportunities are slim, allowing the company to know the purchase intention of customers [4]. This paper will explain in detail how business strategy can help a company create hope. First of all, business strategies are divided into many types, including pricing strategies, event planning, and data surveys. These are business strategies. A good pricing strategy can bring huge benefits to the company's sales and attract customers [1]. A good activity strategy can bring a good image to the company and brand and cultivate the company's loyal customers. The data survey is even more important. Good data can better enable the company to understand the market and customers, so as to better know how to attract customers and have better business operations. The business strategy has evolved little by little, and in today's society, the business strategy must not be

the same as the previous business strategy [5]. A good business strategy also requires new ideas and new innovations, and the addition of new ideas can also make the business strategy better [6]. However, if the business strategy is used incorrectly, then the company will suffer a lot of losses and even go bankrupt. There is also the possibility of getting disgusted by many customers. This paper will describe in detail how to use business strategies correctly to bring good prospects, profits and hopes to the company. First of all, how the business strategy can bring a good image to the company, then how the business strategy can help the company welcome customers and protect profits, and finally how the business strategy can help the company improve its competitiveness. After these are clarified, a company will definitely have a good prospect, a good future, good business opportunities, good customers and good development. Next, let's look at the detailed breakdown of the correct use of business strategies.

2. Using Business Strategies Properly to Gain Benefits

2.1. Good Business Help to Improve the Company's Image

In today's era, more and more companies are looking for ways to differentiate themselves from their competitors. With fewer and fewer business opportunities, it becomes more and more difficult for a good company to stand out from its peers. Business strategies can help similar products have more loyal fans and strong competitiveness. In fact, what we have to do is to use similar products to create our own style and image. We need a brand image that is different from our peers, and we need to use this image to attract more loyal fans and improve our brand market. So, improving the company’s brand image becomes a great way to help the company stand out from its peers. A company to improve its brand image needs business strategies. A suitable aspect can improve the brand image. And to show the unique brand positioning and style of the company also need business strategies. These will be the contents of my next careful analysis. In fact, figuring out the purchasing decisions of customers and the charity done by the company can be an important factor in improving the brand image. What is a purchasing decision? Purchasing decision refers to the consumer's analysis of some of the company's products, the evaluation of the company's product information, the search for product information, and the product evaluation after purchase. These are called consumer purchasing decisions. Effective research shows that purchasing decisions are very important for consumers. Whether a company's products meet consumer expectations, whether it is recognized by consumers, and whether it helps consumers will all be reflected in consumers' purchase decisions. If a company can figure out the purchasing decision of consumers, it will make the products in the hearts of customers. A thoughtful and practical product has a natural opportunity to improve the brand image and gain a group of loyal fans [7]. In addition, some charities a company does externally will also improve the company's image. The company can use this use to help some people in need according to the use of its own products. The pros always outweigh the cons of this move. The disadvantage is nothing more than losing some money, but the advantage is that it can improve the image of the brand in the hearts of consumers, and it can also help the brand to better position and better display the original intention of the product. Emphasizing the practicality and service of the brand through external charitable acts will give consumers a deep understanding of the positioning and original intention of the company's products. With a good positioning and original intention, the brand will attract a group of loyal fans. Therefore, the company's external charitable behavior will improve the image of the brand and give the brand another chance to show the charm of its products. These improvements will bring better development to the company. From the specific analysis above, we know that it is really important for a company to have a good image, and it can really attract more consumers. And the way for the company to improve its image is to find out that consumers' purchasing decisions and external charity activities are very useful. Good business decisions improve the brand image, and a good brand image will bring loyal consumers and improve the company's competitiveness. This layered relationship is very important for every company that wants to stand out. Therefore, a company must first know its company positioning, have a good original intention,

and know the needs of its audience in order to better lay the foundation for the next business strategy. If a company does not even have a solid foundation, let alone improve its brand image. A good brand image will attract more customers. For example, using a green and innovative brand image can make customers have a better image and better understanding of the brand and thus have more favorable impressions [8].

2.2. Good Business Strategies Attract Customers and Protect the Company's Profits

A good business strategy will attract more customers. Pricing strategies are included in Commercial Strategies. The company's use of pricing strategies will affect the development of subsequent companies and the company's business prospects. A good pricing strategy will bring a large number of customers to the company, while a bad pricing strategy will push the company into the abyss. A good strategy is very hard to plan. Also, it is very difficult to develop a good pricing strategy for the company. A good pricing strategy does not mean that the more expensive the better. Pricing strategies are divided into dynamic pricing and static pricing. Static pricing is further divided into cost-based pricing, cost based on customer, and cost-based competition. Dynamic pricing is divided into skimming pricing and penetration pricing. In fact, both static pricing and dynamic pricing have their advantages and disadvantages. To choose a pricing strategy suitable for the company, it is important to understand the audience of the company's products. For example, if the company's audience doesn't like to take risks and doesn't like changing prices, it is needed to consider static pricing. Because static pricing has less risk to consumers than dynamic pricing. In addition to considering the company's consumer groups, it is also necessary to consider whether the company's products are suitable for this pricing strategy. If the company's products are not suitable for the ever-changing prices that will affect the sales of the products, then companies still have to consider static pricing. Knowing how to choose a pricing strategy suitable for the company will help the company's products increase sales and attract more customers. The pricing of the product is not the more expensive the better, but the more suitable for the product and consumers, the better. The pricing strategy should also know how to protect its own profits when attracting customers. Some companies use dynamic pricing strategies to price their products. Dynamic pricing, as the name implies, means that prices are different in different periods. For example, the skimming strategy means that the products in the early stage are expensive, and the products will become cheaper as time goes by. Many consumers will therefore manage the time they buy a product. They will buy it when it is cheapest, which may hurt the profit of the product. Therefore, when pricing, in addition to choosing a pricing strategy that suits the company, we also need to set prices based on customer types, return estimates, consumer acceptance of initial prices, and product costs. With these considerations, we can better prevent product profits from being damaged or lost. Therefore, in addition to attracting customers, the pricing strategy will better protect the company's profits and bottom line. A more thoughtful pricing strategy will help the company achieve better development, better consumer attraction, and better prevention of the company from losing money [9]. It can be seen that the pricing strategy is very important for the company. Without a good pricing strategy, the company will face the failure to attract consumers, fail to bring greater profits to the company, or even declare bankruptcy without profit. A good company is to know the market and customer groups of its products. It is impossible to have a good pricing strategy without this basic information. The company's pricing of products must have strict survey data and cannot be priced based on the more expensive the more company earns. When pricing, a long-term view needs to be taken instead of focusing on immediate interests. Good products need good data research, good business strategy and pricing strategy and detailed data research are recommended strategies.

2.3. Competitiveness Requires Good Business Strategies

Using the pricing strategy correctly can attract customers to the company and protect the company's profits. In fact, in addition to these good pricing strategies, good extra service can bring more competitiveness to the company. The strength of a company's competitiveness in today's era

represents whether a company can have long-term development. Additional services and pricing strategies are among the business strategies. A good price in order to improve its competitiveness. Good additional services can improve the company's competitiveness [2]. First of all, competitiveness is whether a company has sufficient conditions or capabilities to attract more consumers than its competitors in peer competition. To improve competitiveness, the first thing to do is to have a more comprehensive data survey of consumer groups. Secondly, companies can properly give consumers some preferential policies and discounts. Nescafé has done just that. It gives corresponding discounts to consumers who come to offline stores. Consumers see that the price of coffee with similar taste is different, which will make consumers think that the coffee of this company is very affordable. Giving some discounts on products or lower prices than competitors can improve the company's competitiveness in the market. The improvement in competitiveness will bring more effective customers to the company [10]. Another example, a house priced at $99,900 will be more competitive than a house priced at $200,000 after a valid data survey. There is actually not much difference between these two prices of houses, but according to the digital effect on the left, the house that looks cheaper is more competitive. Consumers will be more inclined to products with lower prices. Through such a pricing strategy, the company's market competitiveness can be improved [3]. Of course, in addition to pricing, the company's products also need to be of good quality or function. Only in this way can consumers feel that the products are of high quality and low price and that the company's products are cost-effective. When a company has strong market competitiveness, this company will beat many competitors. When companies implement the pricing strategy, not only need to consider how to improve the company's competitiveness through the pricing strategy, but also analyze the cost of the company's products, the consumer groups of the company's products and other multi-faceted data. In addition to improving the company's competitiveness through pricing, some additional product services are also possible. When a consumer experiences some additional services exclusive to that company, it will also attract more consumers. For example, a hotel provides free fruit and dessert services every night, which will make consumers think that the hotel is cost-effective. When all the company's competitors do not provide this service, the company's chances of competitiveness in the market are greatly improved. With better services, more affordable prices, and better products than others, the competitiveness of this company cannot be ignored. As long as the company's competitiveness is improved and more loyal consumers are obtained, the company's profits will also be greatly improved. Therefore, good business strategies suitable for the company's pricing strategy and good additional services are in need.

3. Conclusion

In conclusion, business strategy is very important. A good brand image can bring a large number of loyal fans to the company and thus have better purchasing power. But to improve the brand image, it is suggested to use the data survey and event planning in the business strategy. It is first applied to data surveys because it is necessary to know the purchasing decisions of brand consumers. Knowing customers' purchasing decisions will allow brands to better capture customers' purchasing desires. Grasping the customer's desire to buy can make the product better and improve the brand image. The second way to help improve the brand image is to hold charity activities and do charity through products. Accurately position products, leave a good impression on customers and improve brand image. This is the use of data research and event planning to improve the company's brand image. Second, business strategies can also attract customers and gain profits. There are many types of pricing strategies, and different types are suitable for different company situations. Choosing a suitable pricing strategy is also a science. As long as a company can choose a pricing strategy that suits the company, the company can not only attract many customers but also bring huge profits. Finally, business strategy can also improve the competitiveness of the company. It is very important for a company to be competitive. Increased competitiveness will allow the company to stand out among its peers. To achieve the goal of improving competitiveness, companies still have to rely on

business strategies. Pricing strategies and additional services can greatly enhance the competitiveness of the company. Good pricing attracts customers to eliminate competitors, and good additional services bring customers a good experience and a good image to improve competitiveness. Business strategy cannot be a formula. Instead, companies need to inject innovation into the business strategy. Only such a business strategy can bring a good image to the company, good profits, and improve the company's competitiveness. Companies that deviate from business strategies will not be able to stand out among their peers and may even fail to make good profits and eventually close down.

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