Research on the Application of Supply Chain Management in Tea Shop Management - Taking the Supply Chain Business of Mixue Bingcheng Company as an Example

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Abstract. With the continuous improvement of living standards, people's pursuit of food has also undergone a leap forward, and China's catering industry has also been continuously upgraded and improved. The traffic of the tea beverage industry has gradually emerged and is deeply loved by consumers, especially young consumers, becoming an indispensable part of life. The supply chain is one of the key research topics today. Through studying the progress in optimizing supply chain management, scholars have found that there are still significant research gaps and room for improvement in the effectiveness of management in recent years. Therefore, this article conducts a large amount of literature analysis to study the supply chain management of tea beverage enterprises. This article focuses on exploring the marketing strategies of the leading tea beverage enterprise, MXBC, in order to provide reference for relevant enterprises and promote innovation and development in the tea beverage industry.

Keywords: Marketing strategy, tea beverage enterprises, MXBC.

1. Introduction

As of the end of 2021, the size of China's tea beverage market reached 279.6 billion yuan, and it is expected that the tea beverage industry will continue to maintain its high momentum. By 2025, the market size of the current tea beverage industry will reach 374.9 billion yuan. Among them, MXBC is currently the largest on-site tea beverage chain enterprise in China. It was established in 1997 and has been deeply involved in the tea beverage industry for nearly 20 years. Currently, it covers 31 provinces, cities, and autonomous regions in China, with over 20000 stores, actively expanding overseas markets such as Indonesia, Vietnam, Singapore, and Malaysia, with nearly a thousand stores overseas. Based on the broad development prospects of the tea beverage market in the future, this article intends to summarize and analyze the successful marketing experience of MXBC, providing certain references and inspiration for relevant tea beverage enterprises, to help the innovation and development of China's catering industry [1-4]. Supply chain management is the activity of planning, coordinating, executing, and controlling the flow of goods and related information between suppliers, manufacturers, distributors, retailers, and end-users. In order to achieve the benign goal of large-scale operation of enterprise machinery, enterprise managers inevitably need to reasonably control the income and expenditure of capital. Academic research on tea business management has been focusing on how to effectively respond to market changes, improve product quality, expand sales channels and adapt to the challenges of consumer demand [5]. The study of tea enterprise management focuses on the formulation and implementation of feasible marketing strategies. This includes understanding consumer taste preferences and the need for product innovation. Researchers focus on how to gain a dominant position in the highly competitive market through differentiated positioning and brand building, so as to improve the market share and profitability of enterprises.

This article takes MXBC as the research object, analyzes the problems of company operation and management from the perspective of the supply chain, and puts forward optimization suggestions, hoping to be helpful for its future development.

2. Marketing Strategy Analysis

At present, the biggest problem of Snow City is that the price is generally low, which requires the producers to reduce the expenditure of each link of production as much as possible, and then they need to provide themselves with a perfect supply chain to reduce the price difference between middlemen [6]. The seemingly massive system operation is actually not impossible. Placing each component in a reasonable position and connecting the upper and lower rings can be achieved.

2.1. Product Strategy

MXBC has a rich and diverse product line. MXBC is widely recognized as a myth in the tea industry. While expanding its business scope, MXBC is also constantly expanding its product line, extending from a single fruit tea and milk tea series to not only selling milk tea and other beverages, but also adding many snacks, such as rice cake skewers, chicken strips, as well as American and latte coffee that consumers love to drink, with low prices, A cup of tea priced between 5 and 8 yuan is more competitive compared to high-end brands such as Nayuki Tea, Luckin Coffee, and Heytea. At the same time, it has also changed consumers' perception that traditional milk tea shops only buy milk tea, expanded their business scope, and provided consumers with a more diversified experience.

Enterprises quickly occupy the sinking market. MXBC also has a meticulous layout for product distribution. Mainly reflected in focusing on high-end tea drinks in cities, mid-range tea drinks in second cities, and focusing on affordable tea drinks in third-tier and below cities. In recent years, MXBC has rapidly occupied the sinking market, unlike other brands that focus on cities. Instead, they have put more energy into second and cities because they can better leverage their affordability advantages. According to data analysis, MXBC has higher popularity in third - and cities, and its price advantage in some small towns, rural areas, and street products has been better reflected. Compared with some county-level cities, MXBC has formed a misplaced competition with other high-end tea beverage brands. MXBC has a sinking market with a large number of customers and still has huge potential in the future. It mainly targets consumers who have a demand for milk tea but have a low consumption level, which occupies a large market that other brands of tea beverage industry cannot meet. The consumers of MXBC can be roughly divided into the following categories: the first group is consumers aged 18 to 30, mainly young students. This consumer group accounts for the majority, and they are the most suitable for MXBC's products in terms of consumption ability and consumption concept. The second type of consumer group is aged 10 to 18, and their needs are often similar to those of the first type of consumer group. However, their actual purchasing power is relatively disadvantaged, and the market is not as broad as the first type. The remaining consumer group can be classified into the third category, which has a lower demand for MXBC and a weaker willingness to purchase.

MXBC has a beautified outer packaging. No matter how the packaging of MXBC changes, its core communication symbol "Snow King" has always been in a dominant position. With the support of the image of "Snow King", other types of exterior packaging emerge one after another, mainly characterized by being full of cuteness, vivid and cute shapes, possessing an ice and snow atmosphere, novel and unique, with distinct meanings, and beautiful and bright colors, giving consumers a visual impact. In terms of psychological satisfaction, the success of MXBC is not only due to its low price and sweet taste but also thanks to its unique appearance packaging for advertising.

2.2. Innovation Strategy

MXBC has seized the trend of new technology and changed the traditional ordering mode from the past. It has not only installed a POS system in its stores but also added a mini program to order meals, overcoming the shortcomings of manual ordering in the past, such as being cumbersome and inefficient [7]. Consumers do not have to wait in a long queue. They can directly log in to the mini program remotely on their mobile phones, locate the store they want to purchase, place a paid order, and then queue up to receive it. They can also dine in the store, displaying payment codes for payment

has played a significant role in improving efficiency. Considering cost factors, MXBC has a small store size, but it does not hinder its ability to provide consumers with a comfortable consumption space. Comfortable and tidy tables and chairs are usually placed in the store for consumers to rest while waiting, especially in summer when the air conditioning is adjusted to the appropriate temperature, providing consumers with the most perfect consumption experience. In addition, new toys will also be displayed, and strictly trained store staff will provide customers with high-quality service, enhance consumer experience, and stimulate consumption.

MXBC has an independent research and development center, achieving independent production of raw material assets. On the one hand, in order to better carry out research and development projects, it has set up its own independent logistics warehouses in Foshan, Zhengzhou, Chengdu, and Jiaozuo, and has shown a trend of multilateral radiation throughout the country; On the other hand, the raw materials and delivery services of the nationwide stores of MXBC are all personally handled, effectively reducing operating costs [8]. The independent R&D system not only improves product efficiency but also ensures product quality to a certain extent. Therefore, even though the price of MXBC is low, it can still earn profits and become a leader in the same industry.

2.3. Price Strategy

Low profit and quick turnover is one of the key marketing strategies for the success of Miyuki Ice City, and not all companies can imitate it. If this model is applied to other brands, it will likely lose everything. MXBC has achieved the industry's ultimate goal in its strategy of small profits and high sales and also has many advantages. MXBC has a complete industrial chain of research and development, production, storage, and transportation. They can bear the cost behind it, which becomes a strong support for the high cost-effectiveness of MXBC. MXBC has a large number of stores, achieving economies of scale and diluting costs. Since 2020, the number of stores in MXBC has already exceeded 20000 and there is a trend of continuous expansion. MXBC has set up warehousing and logistics centers in various directions, demonstrating a "one in one and four in four" "five city linkage.". MXBC is not worried about stores competing for business. When business was at its peak, it could be said to be bustling with stores. In cities with high population flow, MXBC may even have the same store on the same street, allowing customers to be surrounded by MXBC no matter where they go [9]. This not only does not affect the business status of the stores but also has a diversion effect, more efficient and high-quality to meet the needs of consumers. At the same time, there will be no concerns of out of stock. MXBC has fully automated production workshops, large logistics distribution centers, abundant raw material supply sites, and a complete production transportation network, which can meet the supply of raw materials in the shortest possible time and achieve maximum benefits. Based on low profits and high sales, MXBC has also launched a large number of promotional activities to attract customers. For example, holiday discounts, anniversary discounts, coupons, discounts, and even some novel small gifts may come with them, which have great appeal to consumers. Discount activities include holiday discounts, anniversary celebrations, coupons, etc., which are common promotional methods in the market today. On special days, consumers have the potential to consume ahead of time. The greater the discount, the more they will be favored by consumers, and the sales performance of the store will naturally increase. The discount promotion can encourage customers to make more purchases at once. Customers can take the form of acquaintances helping to buy, strangers joining groups, and one person multiple orders to receive a discount amount, thus purchasing a variety of drinks at ultra-low prices. MXBC usually limits the number of slots, which can lead to customers queuing up early to make purchases and even buying more to meet the requirement of giving small gifts. This is undoubtedly an excellent sales strategy.

2.4. Brand Strategy

MXBC endows the brand with a "sweet" connotation. The competition among enterprises today is more focused on the competition of brand merchants. Without their own independent brands, they will eventually be eliminated from the vast market. An excellent brand promotion can not only

increase brand awareness but also attract a large number of fans to safeguard future development. During the brand-building activities, MXBC is full of a strong sense of life and integrates with the surrounding environment as a whole. MXBC always adheres to the theme of sweetness, adding happiness to people's lives. To this end, it has also collaborated with many internet celebrity bloggers with a large amount of traffic, attracting more fans to come to the store for consumption through check-in and other methods, thereby triggering a series of chain reactions and ultimately increasing the brand's popularity.

MXBC has invested 5 billion yuan to create the brand image of "Snow King". Whether it's advertising screens in major cities, promotional signs on bus stop signs, or many visible places on the streets, the figure of MXBC will appear, accompanied by that familiar song. It is understood that the video views related to "Snow King" have exceeded one billion times, and the theme song of "MXBC" has been played more than four billion times, forming a devil effect in people's impressions that is difficult to ignore. Today's market places more emphasis on the purchasing experience of consumers. From the perspective of consumers, brands are naturally formed in a subtle way, rather than being forced to accept them. The brand of MXBC mainly considers two factors, namely uniqueness and differentiation, which can make users notice the existence of MXBC at a glance in the vast number of tea shops. From the first step, it can capture the curiosity of users and better achieve its sales. In other words, even if you haven't tried MXBC, you will be familiar with these four words, and when you see "Snow King", you will immediately associate it with this brand. The brand value of MXBC lies in creating a brand that is well-known to consumers, gradually making the uniqueness of "Snow King" a universal feature in customer life, thereby attracting a large number of potential customers, stimulating curiosity, and creating an impulse to try.

MXBC has developed a complete marketing strategy, which always focuses on maintaining intimate relationships with consumers, maintaining friendly communication and interaction with consumers, understanding their preferences in real-time, and enhancing their sense of gain and satisfaction. Emphasize user experience, while meeting consumer needs, and give appropriate small gifts to enhance brand affinity. In addition to using social media platforms, we also ask part-time college students to help promote and advertise. As is well known, college students are a very large group with a very fast dissemination speed. Using part-time college students to promote and advertise can also reduce a lot of publicity costs, achieving more with one move. In addition, MXBC also provides sponsorship for various evening parties held by some universities, promoting and enhancing the brand's reputation [10].

A large number of consumers come to know about the brand of MXBC while shopping, not because of its fruit tea, but because they hear the songs "You love me, I love you, MXBC is sweet honey" all over the street, which inadvertently stimulates consumers' curiosity and wants to explore the truth. The store will arrange for staff to set up a small stall at the entrance. Not only will snowman dolls be sold at the entrance, but also attractive staff singing and dancing to attract everyone's attention. At the same time, a small cup of sweet fruit tea will be provided to the audience for free, allowing customers to taste new flavors and stimulate consumption through the infinite cycle of theme songs and various performances, to achieve the effect of promotion [11].

3. Conclusion

This paper reveals the application value of supply chain management in tea shop management through the study of the supply chain business of MXBC Company. Optimizing supply chain management can improve the operational efficiency of tea shops, reduce costs, and achieve an increase in customer satisfaction. Tea shop operators should strengthen their attention to supply chain management, continuously improve, and perfect management measures to meet the needs of market competition.

The current research lacks a large number of questionnaire surveys and data structure analysis, and future research should incorporate these new modules for systematic analysis and presentation.

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