



Journal Homepage: [?](#)



THE STUDY ON THE STRATEGIES OF GUANGXI FANGCHENGGANG CAMELLIA INDUSTRY DEVELOPMENT

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ARTICLE DETAILS

ABSTRACT

Article History:

Received 12 November 2017

Accepted 12 December 2017

Available online 1 January 2018

Enjoy the "Camellia Queen", "plant Panda" reputation, not only have a high ornamental value, also have high economic value and of the special health care function, industry development prospects. In recent years, Guangxi Fangchenggang Camellia influence in the national tea market gradually. But compared with other domestic well-known brand of tea, Camellia industry development in Fangchenggang is still in the initial stage, the small scale of production, publicity is not in place, the relevant subject brand awareness is not strong, product quality is uneven, many problems such as lack of cultural heritage, which seriously restrict the further development of Fangchenggang Camellia industry. The article analyzes the development of Fangchenggang Camellia industry, further explores the main problems of development of Fangchenggang Camellia industry and puts forward the related improving strategies. The article thinks, to promote the steady development of Fangchenggang Camellia industry, local government should pay more attention to the healthy development of leading enterprises, promote the products of large-scale production. The government and local enterprises should jointly, to improve product standardization management, and ensure the quality of the products. In addition, we need to give full play to trade association role, pay attention to international exchange and cooperation of golden camellia culture, multi-pronged approach to broaden the product publicity channels, enhance the international competitiveness of products.

KEYWORDS

Fangchenggang, Gold flower tea industry, Strategy.

1. INTRODUCTION

According to a research, Golden Camellia, known as the "Tea Queen", is the rare and precious plant in the world. Rich in more than 400 kinds of nutrients, golden camellia has high health care, ornamental, scientific research and economic value [1]. And 95% of the world's wild golden camellia distribution in Fangchenggang in Guangxi [2]. However, due to the development of Fangchenggang golden camellia industry is still in its initial stage, subject to a series of influencing factors, the development of Fangchenggang golden camellia is facing a severe test [3].

2. CURRENT SITUATION OF THE DEVELOPMENT OF GOLDEN CAMELLIA TEA INDUSTRY IN FANGCHENGGANG, GUANGXI

2.1 The production of golden camellia has been increased year by year.

Based on a study, by 2012, the total planting area of golden camellia in Fangcheng port was 137,000 mu [4]. Since 2010, the output value of the golden camellia in Fangchenggang has been significantly improved [5]. As of 2012, the total output value of the first, second and third industries of the golden camellia in Fangchenggang reached 1.3 billion [6].

2.2 The product R & D (Research and Development) investment in science and technology has been increasing.

A research shows that Fangchenggang municipal party committee, the municipal government is in line with the idea of making the big golden camellia brand, aiming at the higher market [7]. On the basis of the original technology development, they actively guide the enterprises to cooperate with universities and scientific research institute to develop new projects,

increase investment in scientific research products, thus further promote the level of golden camellia industry production technology [8].

2.3 The leading enterprise demonstration driving role is increasingly apparent.

Since the success of the first golden camellia culture festival in 2009, the golden camellia industry of Fangchenggang has developed rapidly and a number of excellent enterprises have emerged [9]. Guangxi Guiren Tang Golden Camellia Industry Group, Fangchenggang Bai Xi Golden Camellia Technology Development Co., Ltd., Hong Kong Hi-Tech, Guangxi Guo Ming Golden Camellia Technology Co., Ltd. are the best [10].

3. THE MAIN PROBLEMS IN THE DEVELOPMENT OF GUANGXI FANGCHENGGANG GOLDEN CAMELLIA INDUSTRY

3.1 Small-scale production, low industrial efficiency

According to a researcher, the development of Fangchenggang golden camellia is at a stage of transition from a traditional processing enterprise to a modern enterprise [11]. The facing problems are also quite prominent. The overall level of tea industrialization is generally low [12]. At present, there are more than a dozen enterprises engaged in the processing of golden flower tea in Fangchenggang, only four of them are large-scale production enterprises, and the tea garden is distributed and dispersed; The mechanization level of tea production is not high, and the processing equipment is updated slowly; Small-scale production is still the main mode of operation [13]. The problem of "small scale" and "low grade" is prominent, and the product is not well processed [14].

3.2 Propaganda is not in place, brand awareness is poor.

Based on a study, it is obvious that the brand awareness of golden camellia in Fangchenggang is not comparable to that of YunNan Pu'er and AnHua dark green tea, which is largely due to the lack of publicity of the golden camellia brand [15]. At present, there are only four enterprises that carry out the brand promotion of golden camellia in the market, and they fight each other [16]. Almost all of the publicity methods are through the construction of a corporate website, a tea contest, a single brand promotion, and no obvious publicity [17]. Due to the lack of brand awareness of most golden camellia manufacturers, the lack of marketing concept of building their own brand, leads to the embarrassing situation of "good tea without brand" [18]. For example, Guangxi Guiren Tang Golden Camellia Industry Group only named the product as "blossom and wealth", "golden flower bud rhyme" and "VIP flower tea", without more exclusive brand names. Even though some enterprises are aware of the importance of brand building, their understanding of the brand is not enough [19]. Only by simply participating in the Tea Expo and Tea Selection Contest, taking the trophy and rank as the center of brand building also leads to Enterprises difficult to move on the road in their own brand building [20].

3.3 Standardized management lags, and product quality is uneven.

According to a study, as early as 1994, the national golden camellia reserve was established in Fangchenggang [21]. In 2002, the golden camellia was identified as the city flower, and the golden camellia started as the city card of Fangchenggang city [22]. For a long time, Camellia sinensis has been in a "non-standard" embarrassing state in the process of development, production and operation [23]. A research shows with the gradual development of the golden camellia industry, the scope of the golden flower tea products has been continuously extended, and the gold flower tea industry in Fangcheng has gradually realized the importance of establishing a set of product quality production standards [24]. However, a considerable part of the famous tea of Fangchenggang golden camellia is hand-made by workers, and the standard is difficult to grasp [25]. In addition, the training of production skills of some tea-makers is not comprehensive, resulting in the uneven quality of golden camellia [26].

3.4 The tea farmers' cultural level is low, and promotion of the association is not strong.

According to a researcher, the improvement of the production skill level of tea farmers is of great significance to the development of the golden camellia industry [27]. However, the culture of tea farmers engaged in the production of golden camellia in Fangchenggang is not high, and most of the tea farmers have only primary or junior high school education [28]. Based on a study, the low level of science and culture of tea farmers needs scientific guidance in the production and manufacture of tea [29]. As most members of the Tea Association are mostly individual members, they have less influence on sales of tea sales units [30]. In addition, the association of Fangchenggang Camellia Society has been established for a short time, and there is a lack of professionals. The promotion of the industry associations is still small. The functions, functions and services of the Fangchenggang Golden Camellia Industry Association are still unable to meet the actual development needs and the role of industry associations needs to be strengthened [3].

3.5 Insufficient cultural background and limited space for product development.

Due to various reasons, the historical materials inherited from golden camellia are relatively few, and the historical culture, product technology and variety traits have not been systematically explored and collated. The study of the books of the golden camellia in Fangchenggang lacks depth and professionalism.

4. STRATEGY OF PROMOTING THE DEVELOPMENT OF GOLDEN CAMELLIA INDUSTRY IN FANGCHENGGANG, GUANGXI

4.1 Promote large-scale production and improve industrial efficiency

Based on a study, the healthy development of leading enterprises plays a crucial role in the large-scale production of Fangchenggang golden camellia [31]. In response, the Fangchenggang government should take the "Fangchenggang Golden Camellia Festival" as an opportunity to seize the golden opportunity for the development of Camellia Industry, develop various preferential policies and measures to promote the healthy development of leading enterprises.

4.2 Broaden the channels of publicity, enhance brand awareness

In any product, the traditional way often cannot meet the enterprise

expected publicity effect usually because of consumers' aesthetic fatigue. At present, the market competition is becoming more and more fierce. After making clear the positioning of the product market, Fangchenggang golden camellia can achieve the brand publicity effect only if the publicity is deeply rooted in people's heart.

4.3 Improve standardized management to ensure product quality

Improving the standardization management of tea is an important step to adapt to the fierce market competition, which is conducive to better guarantee the product quality and build the famous brand of the enterprise. In addition, standardization education awareness and propaganda work for tea production enterprises and tea salesmen should also be strengthened. Tea production enterprises should also implement standardization management throughout the entire staff, truly recognize the quality of tea and characteristics of the industry, carry out quality standards to adapt to the enterprise long-term stable development, and effectively carry out.

4.4 Strengthen technical training, transform industry association service concept.

The production level of Fangchenggang Golden Camellia, tea quality and benefits are closely related with the production technology of tea farmers. The technical level of golden camellia farmers must be improved as soon as possible and strengthening the technical training of tea farmers also need to provide a good internal and external learning environment, with the support and assistance of government at all levels and relevant departments. After the development and expansion of the trade association, we should step up the introduction and marketing of new tea technologies, new varieties of tea and new production equipment, change the service concept, raise the level of tea production and processing, and increase the industrial efficiency.

4.5 Pay attention to the international exchange and cooperation of Golden Camellia Culture to enhance international competitiveness

A study shows that Fangchenggang Municipal Government and Fangchenggang Golden Camellia Industry Association should strengthen the dissemination of the historical culture of golden camellia in printed materials, film and television works and audio-visual products, and on this basis, attach importance to the organizational construction and all-round training of the golden camellia culture and arts talent team [32]. They can make full use of Guangxi University, Guangxi Institute of Botany and other education platforms to appropriately open golden camellia research subjects related to one-way enrollment, and enhance the strength of the teaching staff, thus enhance the quality of the entire golden camellia research. Fangchenggang municipal government should encourage enterprises to actively participate in various types of tea party activities and use various activities to disseminate and exchange tea culture. The municipal government and industry associations can enrich the Golden Camellia Festival by inviting domestic and foreign tea experts to come to Fangchenggang to hold forums or seminars and invite world famous people to participate in the Golden Camellia Festival to expand the influence of the golden camellia culture. In addition, Fangchenggang should declare the golden camellia as "intangible food cultural heritage" as soon as possible and enhance the international competitiveness of the golden camellia brand of Fangchenggang.

5. CONCLUSION

At present, the Golden Camellia Industry of Fangchenggang is still in the initial stage, and only four tea producing enterprises have a certain scale, which cannot compare with the large domestic tea enterprises. In order to develop the Fangchenggang golden camellia industry, Fangchenggang should be based on the establishment of industrial scale, focusing on the construction of tea plantation base. By means of innovative marketing communication, standardized production and scientific research and technology support, it should strengthen the tea farmers technical training, change the service concept of industry association, promote the international communication of golden camellia culture, and further improve product international awareness, with all of which, the sustainable development of Fangchenggang golden camellia industry can be effectively promoted.

This work is supported the following fund: 2017 The student work subject program of Hezhou university: "college students' network addiction of the student work service research" (No, hzxysz 201707). 2016 The higher education research subject project project of Hezhou university: "between collaborative innovation research of entrepreneurial talent cultivation system". 2016 Guangxi university scientific research project: "Study on image processing based on digital compression sensing

theory of intelligent robot" (No, KY2016YB454). 2017 college students' innovative entrepreneurial project: "The agricultural robot autonomous operations research based on machine vision" (No, 201711838096) && "Multi-functional autonomous agriculture robot development" (No, 201711838121) && "Research and development of navigation system for agricultural robot" (No, 201711838008) && "Research and development of data acquisition system and servo control system for mobile platform of agricultural robot" (No, 201711838075) && "Research and development of visual navigation system for agricultural robot test platform" (No, 201711838076). 2017 Guangxi education science 'ten-three-five' planning project: "Based on zte's ICT education platform of fusion, work-integrated learning education training mode research" (No, 2017B107).

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