

Exploring Sales Models for College Student Entrepreneurship Projects

Zhengxing Zhu *

College of Economics and Management, Southwest Petroleum University, Chengdu, China

*Corresponding Author: Zhengxing Zhu

ABSTRACT

College students have become a significant force in the entrepreneurial wave, thanks to the widespread availability of higher education and the in-depth implementation of innovation and entrepreneurship policies. The selection and implementation of product sales strategies are crucial to the survival and development of college student entrepreneurship projects. This paper explores diversified sales strategies suitable for such projects, aiming to provide valuable references for similar enterprises.

KEYWORDS

College student entrepreneurship; Sales models; Product promotion

1. INTRODUCTION

In the context of the "Mass Entrepreneurship and Innovation" era, college student entrepreneurship not only fulfills personal dreams but also serves as an important driver of social and economic development. The formulation and implementation of product sales strategies are vital for enterprises. This paper begins with the promotion challenges faced by college student entrepreneurship projects and proposes a relatively reasonable sales path.

2. CHALLENGES IN PRODUCT PROMOTION FOR COLLEGE STUDENT ENTREPRENEURSHIP PROJECTS

2.1. Lack of Funding

Funding is the primary constraint on the development of college student entrepreneurship projects. In key areas such as product development and market promotion, a lack of funds often becomes a bottleneck that hinders project advancement. For products like software development, which require continuous investment in research, user experience optimization, and market share expansion, the issue of insufficient funds is particularly acute. The lack of financial resources not only limits the scale and effectiveness of advertising and marketing activities but also affects the iteration, upgrading, and continuous enhancement of user experience.

2.2. Limited Promotion Channels

Due to limitations in resources and experience, college student entrepreneurs often struggle to expand diversified promotion channels. They mainly rely on low-cost channels like social media and campus activities for promotion, but these channels have relatively limited coverage and influence, making it

difficult to reach a broader potential customer base. This issue is especially prominent for products targeting B2B markets, such as institutions and enterprises, where effective promotion and sales require communication with key decision-makers. However, as students, they find it challenging to connect with these core individuals, making product promotion an uphill battle.

2.3. Insufficient Brand Building

Brand building is a crucial means for enterprises to enhance market competitiveness. However, college student entrepreneurs often lack the experience and resources for brand building, making it difficult to quickly establish a brand image with considerable appeal and recognition [1]. The absence of a strong brand image can weaken consumer trust and loyalty, negatively affecting long-term sales and market positioning. How college student startups can enhance brand awareness and reputation through effective brand-building strategies is a pressing issue that needs addressing in market promotion.

3. ANALYSIS OF SALES MODELS

3.1. Direct Sales Model

The direct sales model involves selling products directly to end-users. Its advantage lies in the ability to directly understand user needs, provide personalized solutions and services, and maintain direct control over sales processes and service quality, which helps enhance brand image and customer loyalty. However, when the market coverage is broad, the direct sales model requires higher sales costs and labor input. Additionally, this model necessitates continuous training and management of sales personnel, which demands high professional competence and service standards from the sales team.

3.2. Channel Distribution Model

The channel distribution model involves selling products to end-users through intermediaries like agents and distributors. The main advantage of this model is the ability to rapidly expand market coverage and reduce sales costs. By partnering with agents and distributors, enterprises can quickly enter the market, leveraging existing sales networks and customer resources to boost sales [2].

However, there are also drawbacks to the channel distribution model. Firstly, enterprises may lose some control over the market and user needs, leading to potential inconsistencies in product and service quality. Secondly, this model might result in poor communication between the enterprise and end-users, affecting user experience and satisfaction.

4. EXPLORATION OF SALES STRATEGIES

This paper proposes a sales strategy that combines direct sales and channel sales, leveraging corporate partnerships to enhance market reach.

4.1. Building a Win-Win Ecosystem through University-Enterprise Collaboration

4.1.1. Deepening the University-Enterprise Collaboration

College students should leverage university-enterprise collaboration platforms to actively seek partnerships with industry-leading companies. Through joint efforts in setting up labs, internship bases, and course development, products can be deeply integrated into educational practices. This collaboration not only enhances product market recognition but also allows continuous optimization of product features based on practical feedback, achieving seamless integration between products and

education. During the collaboration, enterprises should focus on resource sharing and mutual benefits with partners. For example, both parties can engage in technical exchanges, market promotions, and channel sharing to complement each other's strengths and jointly explore markets.

4.1.2. Leveraging Big Brands for Greater Reach

Through the university-enterprise collaboration platform, student teams can establish relationships with industry companies and utilize the market channels and brand influence of large enterprises to promote and sell their products. This approach helps link users and enhances the team's brand recognition. For instance, by partnering with well-known education technology companies or electronics manufacturers to launch co-branded products, both parties can achieve a win-win outcome. This model not only helps expand market share but also enhances product brand image and market acceptance.

4.2. Engaging End Users Directly to Gain Control

As the customer base solidifies and the product reputation grows, student teams should gradually adjust their sales strategies, reducing reliance on industry leaders' sales channels, and instead directly reaching end-users through self-established sales channels. This includes building a comprehensive online marketing system and utilizing social media and e-commerce platforms to broaden market coverage. Simultaneously, they should optimize offline sales networks by setting up specialty stores and experience centers to provide users with a more intuitive and convenient product experience and service.

4.3. Promotion through Exhibitions and Forums

Student teams can utilize university resources to participate in product experience fairs, educational seminars, innovation competitions, and other activities, showcasing product advantages through live demonstrations and interactive exchanges. Additionally, collecting user feedback during these events provides valuable insights for product iteration and upgrades. These activities not only increase product exposure and awareness but also establish direct connections with potential customers, laying a solid foundation for subsequent market promotion.

5. ENSURING THE IMPLEMENTATION OF SALES STRATEGIES

5.1. Team Building and Talent Development

A high-quality, professional sales team is key to the successful implementation of sales strategies. Startups should emphasize team building and talent development by enhancing the professional skills and service capabilities of their sales teams through internal training and external recruitment. Training content should cover product knowledge, sales techniques, market analysis, and other aspects. Furthermore, establishing sound incentive mechanisms and assessment systems can motivate the sales team's enthusiasm and creativity. Additionally, companies should focus on building team culture to foster a positive work environment and team spirit [3].

5.2. Technology Development and Product Innovation

In a competitive market, continuous technological development and product innovation are essential for maintaining a company's competitiveness. Startups should constantly optimize their product features and enhance user experience to achieve higher customer satisfaction and market share. Specifically, companies can set up dedicated technology development teams to follow industry trends and the latest technological advancements, ensuring continuous product innovation and upgrades. Moreover, companies should closely collaborate with academic research institutions to jointly

promote technological innovation and industry upgrades. Additionally, companies must strengthen intellectual property protection to safeguard their core technologies.

5.3. Marketing and Brand Building

Marketing and brand building are crucial for enhancing product visibility and reputation. Companies should formulate scientific marketing strategies and brand-building plans, promoting products comprehensively through a combination of online and offline methods. On the one hand, companies can use social media networks to increase product exposure; on the other hand, they can participate in industry exhibitions and hold product launch events to directly interact with potential customers. Furthermore, companies should prioritize brand image building and maintenance, establishing a good reputation through high-quality service and integrity to attract and retain consumers.

6. SUMMARY

College student entrepreneurship projects face challenges such as funding shortages, limited promotion channels, and insufficient brand building in the formulation and implementation of sales strategies. However, by deepening university-enterprise collaboration to build a win-win ecosystem, leveraging corporate partnerships, and combining direct and channel sales to broaden sales channels, these challenges can be effectively addressed to enhance product visibility and market share. Strengthening team building, talent development, technology research, and innovation, as well as marketing and brand building, are also key to the sustainable and healthy development of enterprises. It is hoped that this study provides valuable insights and references for similar college student entrepreneurship projects. In the future, Zhi Mo Board Writing will continue to uphold the principles of innovation and market orientation, continuously optimizing products and services to meet user needs and contribute to the progress and development of the educational technology field.

REFERENCES

- [1] Yongjun Zhang. Research on the Personalized Packaging Strategy of Lin'an City's Hickory Brand [D]. Zhejiang A&F University, 2014.
- [2] Chunxia Li, Xiaoyan Zhang. Research on the Marketing Strategy of Rubber-Plastic Combination Sealing Products [J]. China High-Tech Enterprises, 2012, (24): 37-39.
- [3] Lisha Xiao. Research on the Management Problems of Marketing Personnel Training in Company A [D]. Southwest University, 2020.