

Marketing Analysis and Expanding Development of Jingdefang Porcelain Industry in The Post-Covid Epidemic Era

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Abstract. The advent of the post-epidemic era has precipitated a critical juncture for Jingdezhen's renowned Porcelain industry, necessitating a comprehensive reevaluation and strategic realignment to navigate emergent socio-economic landscapes. This research delves into the complexities and intricacies of reshaping the Porcelain industry of Jingdezhen, a city heralded for its millennial legacy in porcelain making and globally recognized as a cultural epicenter for its artistry in China. Utilizing SWOT and PEST analyses, this paper scrutinizes the industry's current milieu, exploring facets such as industrial layout, innovation capacity, risk mitigation, industrial entities, and talent management, all against the backdrop of a rapidly urbanizing environment that has concurrently imperiled the preservation of its historic Porcelain. Drawing from theoretical frameworks and real-world case studies, actionable insights are proposed, advocating for a contemporaneous approach that marries the preservation of its timeless cultural and artistic heritage with the pragmatic demands of modern urban development. In-depth exploration, characterized by field surveys and systematic compilations, provides a granular understanding of the spatial characteristics, architectural paradigms, and evolving environmental contexts of Jingdezhen's Porcelain, forging a pathway towards international collaborations, exemplified by a cooperative model with New Zealand, aimed at safeguarding and perpetuating the vitality of Jingdezhen's irreplaceable Porcelain legacy amidst its progressive urban transformation.

Keywords: Jingdezhen's Porcelain Industry; Post-Epidemic Economic Transformation; Cultural Preservation; Urban Development and Renewal; International Collaboration and Strategy.

1. Introduction

1.1. Background and Objectives

Jingdezhen, Jiangxi Province, is one of the eight major Porcelain production areas in China and has been called the "porcelain capital" since ancient times. In the Porcelain industry, Jingdezhen has advantages in production and talent training compared to other porcelain-producing areas in China. However, in the late 1980s, China's Porcelain industry began to move towards modernization, Jingdezhen failed to seize the opportunity, resulting in the development of more and more lagging behind. Subsequently China's accession to the WTO, as well as economic globalization under the influence of the economic wave, China's Porcelain products gradually occupy a place in the world; but Jingdezhen compared with other porcelain areas in China, export development momentum is mediocre, industrial characteristics are not fully build and use, Porcelain products export single, industrial cluster development is not deep enough and perfect; especially in 2004, Jingdezhen porcelain capital "Millennium birthday" is approaching, in Jingdezhen City for this purpose when planning activities, China Light Industry Federation, China Porcelain Industry Association will be awarded the title of "China's porcelain capital" to Chaozhou, Guangdong. Today, the largest

Porcelains trading center in Jingdezhen International Trade Square, a wide range of Porcelains, all playing the "Jingdezhen system" name, but most of these porcelain from Chaozhou, Dehua, Tangshan. "Jingdezhen" this name gradually reduced to a false name, Jingdezhen, the famous ancient city of Jiangxi at home and abroad is now slowly being annihilated. Jingdezhen as one of China's Porcelain cards, Porcelain industry heritage has never stopped, now Jingdezhen still has great potential to create a "Porcelain special zone", so how to make Jingdezhen revitalize the Porcelain this golden signboard, expand the scale of Porcelain exports, revive the industry is a worthy subject of study.

Porcelains is a general term for pottery, stoneware and porcelain. Early Porcelain products is made of a single clay mineral raw material, with the development of Porcelain technology and the improvement of product performance requirements, people gradually added other mineral raw materials in the blank, such as the appropriate addition of quartz as a barren raw material, add feldspar and other minerals containing alkali metals and alkaline earth metals as a fusible raw material. At present, there is no unified method for classifying Porcelain raw materials, but generally according to the process characteristics of raw materials are divided into four categories: plastic raw materials, barren raw materials, fusible raw materials and functional raw materials (Lu Xiaorong, 2005). The successful production of a finished Porcelain product requires several processes, such as batching, refining, crushing, mixing, and calcining. In the general public perception, Porcelains mainly refers to industrial Porcelain products, and people are also accustomed to understanding everyday Porcelain products as items made of clay fired at extremely high temperatures in kilns; however, Porcelains encompasses a wide range of products, including not only slightly crude earthenware, but also delicate porcelain, which is the inevitable result of the development of the Porcelain production process to a certain extent.

1.2. Significance

In the 1990s, in the process of transition from a planned economy to a market economy, Jingdezhen's Porcelain industry failed to keep pace with economic development, resulting in a serious lag in industrial development. After nearly 20 years of efforts, Jingdezhen's Porcelain industry is gradually coming out of the doldrums and showing a good development trend, especially since 2009, the total amount of Porcelains has achieved a leapfrog growth of 70% for two consecutive years, forming a unique art Porcelains, innovation and replacement of daily-use Porcelains, the flourishing development of high-tech Porcelains, promising architectural and sanitary Porcelains, unique creative Porcelains of the new Porcelain The industry pattern has laid a solid material foundation for the prosperity of Porcelain culture.

Jingdezhen has a worldwide reputation for its Porcelains. In ancient China, Jingdezhen was a major producer of both royal porcelain and porcelain from private kilns. This project firstly creates its own brand "Jingdefang", analyses data on Porcelain production, export market, export scale, export varieties, etc., and lists the development status, characteristics, and advantages of Porcelain exports, explains the challenges faced by Porcelain exports, and finally makes suggestions for Jingdezhen Porcelains in the current social development context and the increasing number of competitors. Finally, Jingdezhen Porcelains in the current social development context and the increasing number of competitors to put forward proposals, in order to enhance the role of Porcelain exports to the local economy, but also to spread China's long-standing cultural heritage in the international market, to revive the golden word industry.

2. Literature Review of Jingdezhen's Porcelain Industry

2.1. Development of Jingdezhen's Porcelain Industry

Jingdefang Company was founded in 1988, the main business is engaged in the production and sales of Porcelain products, adhesives for Porcelain, caulking agents for Porcelain, Porcelain granules, the Company is one of the branded enterprises in the domestic building Porcelain industry, with three domestic production bases in Qingyuan, Guangdong, Jiangxi Fengcheng, and Chongqing Rongchang.

The company is currently the leading manufacturer and seller of building Porcelain in China, with Phoenix tiles, pheasant tiles and other best-selling brands, as a domestic high-tech enterprise, the products cover all categories of matte tiles, polished tiles, glazed tiles, interior porcelain tiles, Porcelain rock slabs, granite, etc. As a high-tech enterprise in Guangdong Province and a provincial private technology enterprise, it has the first national laboratory certified by CNAS (National Laboratory), two provincial technology research and development centers and a post-doctoral site. "Phoenix Tile has built more than 4500 stores at home and abroad, and has a three-dimensional marketing network, and its products are exported to more than 130 countries and regions around the world. The company is a strategic partner of many large domestic real estate companies and is also the supplier of building materials for many "big national projects" and landmark buildings, such as the Beijing Olympics, Shanghai World Expo and Hong Kong-Zhuhai-Macau Bridge.

The Jingdezhen company's Porcelain series products, the largest sales of products is matte antique tiles, color, hardness recognized industry first, which is the most well-known hair brand "Phoenix brand tiles" was born in 1996, as one of the earliest branded enterprises in the domestic building Porcelain industry, to "cultural Porcelain "The company's products cover matte tiles, polished tiles, glazed tiles, interior wall tiles, microcrystalline stones, hand-carved tiles, etc., with a number of patents. And independent research and development of original design "Chinese impression" series of products, the essence of Chinese traditional culture on the tile, guide the design style back to the oriental charm, by domestic and foreign wide attention. Another brand "Pheasant Porcelain" brand was born in 2003, is the group's main fashion brand, the product covers the flower tile, wood grain tile, high. The company has three production bases and 34 production lines, with an annual output of 30 million square meters and a production to sales ratio of 89%.

2.2. Situation of Current Domestic Porcelain Industry

2.2.1. Current Status of China's Porcelain Industry

China is the largest producer of building Porcelain, but the concentration of the industry is low, the overall building Porcelain show "big market, small enterprises" competition pattern. From an overall perspective, China's building Porcelain industry concentration is low, and competition is fierce. Comprehensive product development capabilities, brand awareness, sales model and enterprise production and sales scale to assess the overall formation of the building Porcelain industry, three echelon of competition pattern. The first echelon of relatively small number of enterprises, located at the tip of the pyramid, with strong market competitiveness; the second echelon and the third echelon concentrated a large number of enterprises, a significant portion of which are technologically backward, lack of independent brands and channels, the market competitiveness is poor.

Industry concentration is low, highly fragmented pattern is not conducive to the sustainable development of the industry, with the domestic economy into a new normal, the structural adjustment of the building Porcelain industry has become an obvious trend. In recent years, the industry, some lack of independent brands, channel construction backward, weak technical innovation capacity of enterprises in the fierce market competition gradually withdrawn. With the depth of competition in the industry, the first echelon of competition in the building Porcelain industry has emerged to Mona Lisa, Guangdong Dongpeng Holdings Company Limited and the Company as the representative of the focus is on the high-end market of high-quality building Porcelain enterprises. High-quality building Porcelain market is characterized by the pursuit of product quality, focus on personalized needs, fast-changing trends, high product pricing, so the new product development capabilities of enterprises, advanced production capacity, new product promotion capabilities and brand awareness have high requirements, so high-quality building Porcelain manufacturers are concentrated in the first echelon of the building Porcelain industry, the concentration is relatively high.

In recent years, high-quality building Porcelain producers have expanded their sales share through unique brand marketing strategies, continuous new product launches and channel upgrades, thus enhancing the overall concentration of the building Porcelain industry (Table 1). In the future, with

the further improvement of domestic consumption ability, consumers prefer high-quality building Porcelain products, the concentration of the building Porcelain industry will be further enhanced.

Table 1. Jingdefang Architectural Porcelain Manufacturer and relative event.

Event	Jingdefang Architectural Porcelain Manufacturer
Focus	High-quality architectural Porcelain products, for the middle and high-end consumer groups with certain consumption ability, the pursuit of high added value
Products	Focus on product quality, individual needs and artistic connotations
Research And Development	Strong innovation ability, outstanding new product development capability, fast launch of new products, actively leading new product trends
Productive	Moderate scale of production capacity, rich product structure, good at innovating equipment and process, focusing on advanced production capacity
Brand	Outstanding core brand and high brand value
Channel	Scale and service go hand in hand, with selective outlet locations and outstanding ability to promote new products

2.2.2. Barriers to Entry in Domestic and Global Porcelain Industry

In recent years, due to the active guidance of national industrial policy, profound changes in the consumer market and the promotion of sustainable development strategy of the whole society, the domestic building Porcelain industry in innovation, creativity, branding and green has made great achievements, is gradually leaving the past low entry barriers to competition. As high-quality architectural Porcelain products are located in the high-end market, in the brand image, artistic connotation, pattern design, product quality and channel promotion have higher requirements, so the barriers to entry more prominent. Overall, the barriers to entry in the Porcelain industry are mainly reflected in the following five areas:

- **Design Development Barrier**

With the development of the economic times, people of all countries have higher requirements for architectural Porcelain products, reflected in the decoration and decoration needs to personalized, creative, artistic and stylized direction, people's demand for decorative materials has exceeded the simple moisture, stain resistance, more and more hope that architectural Porcelain products with fashion, into the overall decorative style of the environment, with a high sense of beauty, and even have a certain artistic value. Therefore, as the market demand for architectural Porcelain continue to high-end march, the frequency of new product launches continue to accelerate, the industry's design and research and development barriers will gradually rise.

- **Energy saving and environmental protection barriers**

In order to solve the problem of energy consumption, emissions and pollution in the Porcelain industry, China has developed a variety of policy standards to regulate the market, which set high requirements for energy saving and environmental protection level of building Porcelain enterprises. High standards, high requirements are to promote China's building Porcelain industry to the energy-saving, clean direction of the main driving force, a series of energy-saving and environmental protection transformation work continues to promote nationwide, energy-saving and environmental barriers to enter the industry is increasingly high.

- **Production technology barriers**

High-quality architectural Porcelain products rely on the product's originality and quality to obtain the favor of high-end consumers, so its final pattern effect, durability, high and low yield rate and other factors have a direct impact on the sales of the product and the overall image of the brand. These

factors depend on the production technology level and management level of the enterprise, and thus the requirements for the precision of production equipment, the degree of automation than Porcelain tiles, production technology barriers are more obvious.

- **Brand barrier**

With high visibility, reputation of the brand is a high-quality building Porcelain manufacturer to promote new products, enhance market share, to achieve the core strength of differentiated competition, the industry's brand barriers are high. High-quality architectural Porcelain products pursue design aesthetics and artistic connotations, so the brand must have significant humanistic value, which requires both clear and accurate positioning of the brand itself, but also through large-scale characteristic marketing activities to enhance and maintain brand value. In addition, enterprises must adhere to long-term scientific and rigorous management methods, strict requirements for product quality, and constantly improve the level of production technology. Therefore, high-quality building Porcelain industry brand barriers are rising.

- **Channel barriers**

Channel resources is the blood of the survival and development of building Porcelain enterprises. At present, high-quality building Porcelain industry mainly uses dealer channels, direct sales channels and engineering channels, has formed a high channel barrier, in recent years, the leading domestic high-quality building Porcelain production enterprises also began to take the initiative to adapt to the development of the times, and actively introduce the Internet, innovation of the original business model. Cloud computing, information management systems and other tools will make building Porcelain enterprises faster access, integration, analysis of data from the supply chain and consumers, guide the industry more directly and quickly understand the needs of consumers, grasp the market segmentation, and promote the building Porcelain business products and services continue to innovate. Some high-quality building Porcelain production enterprises, has been through the organic combination of online and offline channels, began a new attempt to Internet marketing channels, successful Internet marketing model will bring new channel barriers.

2.3. Jingdezhen's Porcelain Industry Competitive Strength Analysis

The main business field of the company is the production and sale of architectural Porcelain, Porcelain tiles are made of clay and other inorganic non-metallic raw materials, through the production process of molding, sintering, and other Porcelain products such as plate and block, used to decorate and protect the walls and floors of buildings, structures, etc., is an essential interior decoration product for residential buildings, hotels, restaurants, public places, and other buildings. Usually, Porcelain tiles can be divided into floor tiles, interior wall tiles, exterior wall tiles, polished tiles, glazed tiles, antique tiles, etc. according to the use, varieties, and other circumstances.

Porcelains industry has a "big industry, small business" characteristics, more peers and different processes, products. Coupled with China's rapid and sustained economic development and strong market demand, China's building Porcelains production capacity is growing rapidly, coupled with a large number of small production enterprises and upstream and downstream supporting enterprises, the number of related enterprises in the industry is huge and widely distributed. With the deepening of industry competition, comprehensive capacity research and development capabilities, brand awareness, sales model and enterprise production and sales scale to assess, the building Porcelains industry has emerged Dio Home, Mona Lisa, Dongpeng Holdings as the representative of the focus on the high-end market of high-quality building Porcelains brand enterprises. Jingdefang has strong competitive strength in the same industry.

- **Network advantage**

Specializing in the Porcelain manufacturing industry for nearly thirty years, we have established good cooperation with more suppliers and have formed a scale effect, which enables us to purchase raw materials at a lower price.

- **Innovative advantages**

The United States, the European Union, Japan's Porcelain companies have their own advantages, such as the United States of high-temperature structural Porcelains in aerospace and other fields; Japan Inai in the industrialization of materials and market share in the leading state; Italy Bee in part of the Porcelain subdivision application areas and power generation equipment, new energy has a strong strength. The Chinese Jingdefang has more innovative achievements, combining the essence of Chinese traditional culture and Porcelain tiles, and will na matte antique Porcelains for research, and more innovative achievements in matte antique firing methods. This makes Jingdefang more extensive field of theoretical research on advanced Porcelains and occupy a certain international market.

- **Brand advantages**

In 2021, World Brand Lab rated Phoenix's brand value in the top 100 of the lists. The products are used in high-end projects and landmark buildings, such as several venues of Beijing Olympic Games, Beijing National Grand Theatre, Hong Kong-Zhuhai-Macao Bridge, Beijing large international airport and other key projects, and the strategic engineering customers cover Vanke, Greenland, Sunac, China Shipping and other well-known domestic real estate enterprises.

- **Advantages of integrated production and marketing**

The company itself has three production bases, the products sold are all tiles produced by the company, according to the requirements of downstream customers in the region and goods category, to the company's main production tiles and sales to the downstream. Profit model: earn the difference between the purchase price and the selling price; different from the general tile trading enterprises, the company relies on the integrated management advantages of production and sales, in the production side can reduce costs through centralized procurement, large-scale production; sales side has also formed a more obvious brand advantage, brand products can take the high-end route, there is a high value-added, greater profit space, and can reach with large real estate developers and engineering construction parties We can reach cooperation agreements with large real estate developers and project constructors, supply in bulk, and ensure stable sales volume.

2.4. Potential Business Opportunities and Risk

2.4.1. Domestic Real Estate Environment Market

The Company is committed to the research, development, production and sale of high-quality architectural Porcelain products and is located in an industry with close correlation with the real estate industry. In recent years, China's real estate regulation and control policies have continued to tighten, and while continuing to deepen regulation and control on the demand side, more attention has been paid to strengthening market supervision, resolutely curbing speculation and protecting reasonable housing demand. In the housing supply adjustment, vigorous development of the housing rental market to protect housing and increase the proportion of effective supply. As the central government strengthens the construction of long-term mechanisms in the real estate industry, and as regional integration and new urbanization continue to break through forward, it is expected to build a good environment for the long-term healthy development of the real estate industry in the future. Meanwhile, with the demand for home purchase brought about by urbanization, the demand for improved housing released by the miniaturization of household size and the further expansion of demand for shantytowns and old city demolition and renovation, it is expected that the demand for residential decoration market will still keep growing in the future.

Building Porcelains industry presents "big market, small business" characteristics, from the current overall situation, China's building Porcelains industry concentration is low, structural overcapacity, industry competition from the era of incremental to stock competition era, competition is very intense. With the continued regulation of the real estate industry and environmental standards continue to tighten, the future of China's building Porcelains industry competition will be further intensified, backward production capacity and environmental standards will be gradually eliminated and shut down, focus on brand image building, R & D technology investment and green manufacturing upgrades in the industry will be reshuffled bigger and stronger, the industry concentration will be improved. Widening sales channels is a necessary path for the future development and growth of the Company.

2.4.2. Increased Competition in Global Market - New Zealand

New Zealand is now the strongest real estate market in the Global House Price Survey, with the national median house price rising by a record 24.18% (inflation adjusted) as of Q2 2021, more than double the 7.67% year-on-year increase in Q2 2022, despite the impact of the epidemic, New Zealand's house prices have soared, driven by ultra-low interest rates and a limited supply of housing, according to Real Estate Institute of New Zealand (REINZ), property sales in New Zealand reached 7,218 units in April 2021, the highest April sales in five years, with limited housing supply in the market putting further pressure on house prices, with the number of properties available for sale in New Zealand falling 19.6% year-on-year to 15,838 units in April of the same year, the lowest April since records began Inventory levels.

In 2021, the New Zealand Labour Party and the National Party joined forces to announce a new New Zealand property building bill This means that the two parties are in agreement on a house building policy that will drive house building to accelerate in New Zealand in the future. The bipartisan bill would help address the housing crisis by helping to build up to 105,500 more homes in less than a decade. Its passage would result in the construction of at least 48,200 more and up to 105,500 more new homes over the next five to eight years. This will be achieved by allowing homes up to three storeys to be built on most sites from August 2022, without the need for costly and cumbersome resource consent.

BUILDNZ DESIGNEX is organized by Oliver Kinross, held once every two years, this exhibition will be held on June 29, 2022, the exhibition area is expected to reach 5,000 square meters, the number of visitors to 15,000 people, New Zealand international building materials and interior decoration exhibition BUILDNZ DESIGNEX in New Zealand construction and building materials industry trade show has a leading position. BUILDNZ DESIGNEX is the leading trade show for the building and construction industry in New Zealand, with a history of more than 20 years, and is also the largest building materials show in New Zealand. It is an important platform for our company to open the New Zealand market.

2.5. Opportunities Arising at Post-COVID Epidemic Era

Since the nationwide outbreak of epidemic in January 2022, the prevention and control of the epidemic outbreak is ongoing nationwide. To a certain extent, the epidemic outbreak will affect the revenue level of the Company's relevant industries, the extent of which depends on the prevention and control of the outbreak, the duration of the outbreak and the implementation of various regulatory policies. The Company's main production bases and operating offices are located in areas of the country with a low level of epidemic control. The company's customers and distributors are located throughout the country, and the epidemic has a certain impact on the company's downstream customers.

According to The Associated Press, October 22, 2021, New Zealand will end its strict embargo when 90 percent of the country's vaccine-eligible population has completed vaccination against the COVID-19. According to Reuters, about 68 percent of New Zealanders eligible for vaccination are now fully vaccinated and 86 percent have received one dose. According to publicly available

information reality, New Zealanders have now surpassed the United States, Australia and Germany in terms of first dose vaccination rates.

3. Research Methodology

3.1. Methodology

3.1.1. Literature and Policy Analysis

Since ancient times, Porcelain has been synonymous with China, and the Chinese city of Jingdezhen is known as the "Porcelain Capital". The kiln fires in Jingdezhen have been going on for thousands of years and the porcelain produced is as white as jade, as thin as paper, as clear as a mirror and as loud as a chime. However, with the improvement of people's standard of living, the standard of living material requirements as a whole has also increased a lot, so that the porcelain produced by Jingdezhen gradually cannot meet the needs of people. In general, Jingdezhen Porcelain mainly has problems such as "lack of excellent designers, businessmen tend to profit and abandon quality, artists stick to tradition, lack of internationally known porcelain brands and contradiction between quantitative production and artistic connotation", leading to its gradually decreasing popularity in the international arena, and even being displayed in inconspicuous grocery stores. To address these problems, this paper conducts an in-depth study and analysis of the current Porcelain industry and its development based on the contemporary cultural background, especially on how to develop the creative Porcelain industry, in order to find a reasonable and effective solution. This paper is based on a lot of reading related literature, combined with the author's work experience, to conduct in-depth research on this topic. Through the comparison with the development status of other porcelain production bases in the country, to find out the similarities and differences between Jingdezhen and other regions, and learn from the successful experience to develop the porcelain industry in the region.

3.1.2. Mixed Method Design and Data Analysis

At the Fourth Plenary Session of the Ninth Session of the Jingdezhen Municipal Committee held in early 2008, Jingdezhen Party Secretary Xu Aimin and Mayor Li Fang both made clear in their speeches that they would "increase investment, introduce internationally and domestically renowned Porcelain enterprises, form industrial chains and cultivate industrial clusters. But does Jingdezhen have the development potential to achieve these goals? What are the technical and production scale problems and limitations, and what advantages does Jingdezhen have to remain the porcelain capital and not to be taken over by the domestic market? In this report, we will analyse in detail the strengths and weaknesses of porcelain development in Jingdezhen, with a view to exploring whether Jingdezhen can regain its former glory and making some recommendations for reference and conclusion.

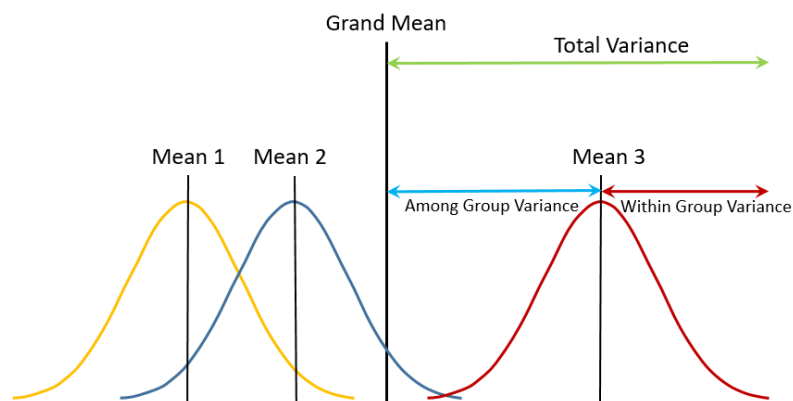


Figure 1. Using analysis of variance (ANOVA) in IoT development factor research

The Mixed-Method process of this study will involve three main stages. Firstly, a quantitative analysis of Jingdefang's marketing performance in the Porcelain industry will be conducted using SPSS software. In addition to the error analysis, a sample of students' academic writing will be collected and quantitatively assessed. Finally, the data collected will be quantitatively interpreted and analysed through ANOVA (**Figure 1**).

3.1.3. SWOT & PEST Analysis

This report will use the SWOT analysis method (i.e. situational analysis), which is a method of analysing the strengths and weaknesses, opportunities and threats of an organisation by synthesising and summarising the internal and external aspects of the organisation. It is a method to analyse the strengths and weaknesses, opportunities and threats of an organisation. Through SWOT analysis, companies can focus their resources and actions on their strengths and where they have the most opportunities:

- Strength (s) refers to a company's ability to outperform its competitors, or something that is unique to the company that enhances its competitiveness. For example, when two companies are in the same market or they both have the ability to provide products and services to the same group of customers, if one of them has a higher profit rate or profit potential, then we consider this company to have a competitive advantage over the other company.
- Weakness (W) is something that a company lacks or does poorly, or a condition that would put the company at a disadvantage.
- Opportunities (O): Market opportunities are significant factors that influence a company's strategy. Company managers should identify each opportunity, evaluate the growth and profit prospects of each opportunity, and select the best ones that can be matched with the company's financial and organizational resources and that have the greatest potential to give the company the competitive advantage it has gained.
- Threats (T): There are always certain factors that pose a threat to the company's profitability and market position. Company managers should promptly identify threats that threaten the company's future interests, make an evaluation and take appropriate strategic actions to counteract or mitigate their impact.

PEST Analysis is a basic tool for macro-environmental analysis that is commonly used internationally. To analyse the macro environment factors, the analysis indexes may vary from industry to industry and from company to company according to their business needs and their own characteristics, but they generally include the analysis of four factors: Political, Economic, Social and Technological.

4. Strategic Analysis for Jingdefang's Operation and Development

4.1. Market Analysis of Various Elements of Jingdezhen Porcelain

4.1.1. Raw Material Markets

Porcelain production is a pristine industry, highly dependent on natural resources, clay, sunlight and water. Natural resources are the most basic factor of production in Porcelain production, and the first factor. Only good enough clay can produce porcelain with Jingdezhen's characteristics, and clay is a very important factor in making Jingdezhen Porcelains a unique product. However, with the rapid development of the Porcelains industry in the last decade, the constraints of clay resources on Jingdezhen's Porcelains industry have become greater and greater, as evidenced by the fact that Jingdezhen became the second and last city in China to be depleted of resources in 2009. Clay raw materials are characterized by their limited quantity and unlimited potential, as well as the scarcity of clay resources and their valuable supply. Knowing these characteristics of raw materials, it is

necessary for government departments to plan the scientific nature of mining and for companies to use raw materials in a frugal and circular way.

The principles of rational planning, scale of operation and efficient mining should be strictly followed. Enterprises have to accept the government's system of using price bars to reasonably allocate clay resources, so that more high-quality porcelain clay can be used to produce high-grade tea sets and high-grade artworks, and to continue the development of Jingdezhen's Porcelain art and Porcelains industry and Porcelain culture. To this end, intensive management of clay resources is the right choice, which is determined by the nature of natural resources and required by socialised mass production. Labour, capital and technology must be pooled together to continuously improve the utilisation rate and marginal rate of return of raw materials, thus ensuring their sustainable use. The output value of the production enterprise and the use of raw materials should be matched, and the amount of clay used per 10,000 yuan should be slowly increased to reach the advanced level of the industry, eliminating the barb phenomenon of selling 10,000 pieces of vases for 1,000 RMB. Secondly, the clay should be deeply processed and finely classified, requiring different clays to be used for different product categories such as building pottery, tableware and sculpture. For products for different grades of the market, the use of raw materials also has grades, so that the raw materials and prices of one-to-one correspondence. Recycling in the Porcelains industry is both a requirement for environmental governance management and a key element of the green industry's practice of 3R (reduce, recycle and reuse) 1D (degradable). For this reason, governments and companies need to do a good job of promoting recycling technology for clay.

4.1.2. Labour Markets

For a modern economy, the improvement of human capital such as knowledge, ability and health of people is far more important to economic growth than the increase in physical capital and the number of labourers. The army of Porcelain practitioners in Jingdezhen is around 30,000, a large proportion of the city's residents. Although Jingdezhen's Porcelain talents gather, masters alone account for a third of the country; talent ladder is also very sound, the old also state, middle-aged people are taking responsibility for the succession and development of Porcelain art, young people to join the Porcelain army of not only apprentices but also college students. However, in a market economy, the labour market is the main place for human capital. Establishing and improving the labour market can optimise the structure of talent, accelerate the progress of talent, improve the investment of human capital, import better talent for the Porcelain industry and promote the development of the industry. When establishing a talent market, it is important to have an accurate understanding of the concept of talent. According to the current viewpoint, "everyone is a talent". In Jingdezhen, there are many masters such as Chinese Master of Arts and crafts, many professors and many senior arts and craftsmen, but the talent that deserves more attention is the skilled craftsmen and technicians. They are the main body of talent, and the future senior workers, professors, and masters. While recognising the concept of talent, it is important to implement classification management and talent ladder building management for talent, so that more basic skilled people have a pathway for rapid growth.

In addition to the workforce directly engaged in Porcelain manufacturing, the talent indirectly serving the Porcelain industry is also the category of workforce. The consensus is that Jingdezhen's Porcelain industry is lagging behind other porcelain-producing areas in terms of the root cause of the backward market concept, precisely because of the lack of Porcelain market talent. For this reason, the labour market is also the stage for Porcelain management talent, the introduction of the platform, the platform for training and the platform for output. Specifically, the labour market should have the functions of talent development and training, talent recruitment, labour management and performance management. Through training, the material and technical equipment of the workforce can be improved to accommodate the promotion and application of new technologies, materials and techniques. Improving the scientific and technological level and labour proficiency of the workforce is a good foundation for enterprise development and industrial upgrading. Correctly evaluating the value of workers, mobilising their labour motivation, and establishing the awareness that labour is glorious, and labour is the greatest, so that every worker can do a line of work and love a line of work.

4.1.3. Capital and Financial Markets

In a socialist market economy, the power of capital is increasing. The Porcelains industry, too, is a capital-intensive industry. It is not only in the field of production that a sufficient amount of capital is needed, but also in the field of research and development and market development where the need for capital is even greater. If the development of the Porcelain industry in the process, capital tightly dependent on the accumulation of micro subjects is not enough, Jingdezhen's Porcelain industry in the 1990s was surpassed by Guangdong and Shandong, an important factor is the poor operation of capital, so the establishment and integrity of Jingdezhen Porcelain capital market, is the development of Porcelains and catch up with peers of the inevitable choice. Especially for the Porcelains industry basic engineering, it is important, but because of its public nature as well as profitability is not obvious and other characteristics, few capitals is willing to join, so the government needs to increase capital investment and the use of modern management methods to operate. The purpose of establishing and improving the capital market is: 1) to implement certain reductions and concessions for merchants stationed in the various Porcelain markets in Jingdezhen, so as to attract them to carry out their characteristic operations and share the cake of the large consumer market brought about by the large market; 2) to implement financial support for the healthy development of small and medium-sized Porcelain enterprises, and local banks should develop financial varieties to support the development of local Porcelain enterprises; 3) to encourage enterprises to use the accumulated funds for expanding production, establish sales networks and scientific and technological research and development, research and development and sales are the basis and purpose of production, and they should be reasonably allocated to each other.

4.2. SWOT Analysis

In the 1990s, in the process of transition from a planned economy to a market economy, Jingdezhen's Porcelain industry failed to keep pace with economic development, resulting in a serious lag in industrial development. After nearly 20 years of efforts, Jingdezhen's Porcelain industry is gradually coming out of the doldrums and showing a good development trend, especially since 2009, the total amount of Porcelains has achieved a leapfrog growth of 70% for two consecutive years, forming a unique art Porcelains, innovation and replacement of daily-use Porcelains, the flourishing development of high-tech Porcelains, promising architectural and sanitary Porcelains, unique creative Porcelains of the new Porcelain The industry pattern has laid a solid material foundation for the prosperity of Porcelain culture.

4.2.1. Strength Analysis

▪ Deep Porcelain history and cultural deposits

Jingdezhen has a history of more than 1700 years of porcelain making, it has not only produced numerous exquisite porcelains, but also formed a very rich Porcelain history and cultural deposits, leaving a valuable national cultural heritage. According to incomplete statistics, there are more than 30 Porcelain relics on the ground in Jingdezhen. Thousands of years of kiln fire charm cast Jingdezhen "artisans come from all directions, ware into the world to go", "art spread to the four seas, the world to the heart" of the profound cultural accumulation and strong Porcelain craft heritage.

▪ Rich human resources, strong scientific research strength

Jingdezhen masters gathered, a wealth of talent, now has 23 "Chinese arts and crafts masters" and 9 "Chinese Porcelain art masters", has become the national Porcelain production areas in the "master" The most densely populated area in the country. Jingdezhen also has strong scientific research strength, there are four Porcelain research institutes at national, ministerial, provincial and municipal levels; the only Porcelain industry's highest academic institution in China - Jingdezhen Porcelain Institute; there is the National Engineering Research Centre for Daily Use and Architectural Porcelains.

- **Convenient transportation**

Jingdezhen is located in the heart of the combination of the middle and lower reaches of the Yangtze River economic zone and the Yangtze River Delta economic zone. Within a 500km radius of it, it is close to central cities such as Shanghai, Nanjing, Wuhan, Changsha, Fuzhou, Nanchang, Hangzhou and Hefei. Jingdezhen to enhance its core competitiveness, is using this excellent geographical position, to create a "water, road and air" three-dimensional modern logistics system, for the revitalization of Jingdezhen Porcelain industry bridge auxiliary road.

4.2.2. Weakness Analysis

- **The scale of the Porcelain industry is too small, with a single product variety**

At present, Jingdezhen's entire Porcelain industry structure is still dominated by medium and small enterprises and family workshops. These small workshops produce Porcelain products with low technical content, poor innovation and research and development capacity, especially some workshops copy each other, competing for price, vicious competition, seriously disrupting the order of the market operation. In addition, Jingdezhen Porcelains mainly to the production of decorative art Porcelains, a single variety can hardly meet the increasing demand for product quality, appearance, practicality and innovation and other aspects of the demand.

- **Lack of innovation and characteristics in product design**

Good creativity and design mean higher added value for the product. Although Jingdezhen has the industry's leading level of Porcelain technology and craftsmanship, most enterprises lack the concept and ability to innovate. They tend to focus only on the number of products and sales and are not willing to take the road of reform and innovation; used to follow the trend and imitation, the lack of original product personality; lack of research and understanding of the market and consumer groups, bent on using old products to suppress prices to seize the market. No innovation and development capabilities of Jingdezhen Porcelains will be bogged down, can only look at foreign Porcelains to seize the vast market.

- **Porcelain professionals lost a lot of talent**

As the only domestic Porcelains professional training institutions of higher learning - Jingdezhen Institute of Porcelains, which annually to the community to train more than a thousand art graduates. Jingdezhen, which is located in an economically underdeveloped inland area, has difficulty in giving preferential conditions in terms of economy, policies and mechanisms to attract graduates, and most of them choose to work in coastal cities which are relatively economically developed.

4.2.3. Opportunities Analysis

In 2009, Jingdezhen became the second batch of cities with depleted resources approved by the Council. China has given strong support in terms of both funding and policies to help cities with depleted resources. These policies have been a great boost to accelerate the upgrading of Jingdezhen's Porcelain industry and to promote the successful transformation of Jingdezhen from a "resource-depleted city" to an "economic recycling city".

Some of the most densely populated Porcelain production areas in China are located in the city centre, and in recent years there has been a surge of industrial expansion and relocation due to environmental and land constraints. Jingdezhen has been favoured by these regions for its deep Porcelain cultural heritage and world-renowned brand influence. A large number of well-known enterprises have settled in Jingdezhen, such as Farland Porcelain, Delta, Lehua, Speciality and Jin Yi Tao, with a total investment amount of 8 billion RMB. The completion and operation of these famous Porcelain enterprises will certainly promote the Porcelain industry in Jingdezhen to achieve new leaps and bounds.

4.2.4. Threats Analysis

Competition from major domestic Porcelain production areas. In recent years, the domestic Porcelain industry has emerged a lot of fast-developing production areas, such as Foshan, Chaozhou, Zibo, Tangshan, etc., they use the unique geographical advantages, preferential policies and keen market vision in Porcelain technology, production, and sales in all aspects of the domestic front. Jingdezhen is in a weaker position in the competition with these production areas.

Serious waste of resources, ecological environment has been destroyed. Due to the constraints of mining technology and years of disorderly mining, the mining utilization rate of resources and the recycling rate of raw materials is very low, which has caused a great waste of resources, the ecological balance of the system has been damaged, which may also lead to acid rain, mudslides, landslides, air pollution, water pollution and a series of serious ecological problems.

Table 2. SWOT analysis result of Jingdefang current status.

SWOT Analytical Method	
Strengths	Weaknesses
<ul style="list-style-type: none"> • Deep Porcelain history and cultural deposits • Rich human resources, strong scientific research strength • Convenient transportation 	<ul style="list-style-type: none"> • The scale of the Porcelain industry is too small, with a single product variety • Lack of innovation and characteristics in product design • Porcelain professionals lost a lot of talent
Opportunities	Threats
<ul style="list-style-type: none"> • China has given strong support in terms of both funding and policies to help cities with depleted resources • Policies have been a great boost to accelerate the upgrading of Jingdezhen's Porcelain industry • Most densely populated Porcelain production areas in China are located in the city centre 	<ul style="list-style-type: none"> • Competition from major domestic Porcelain production areas • Serious waste of resources, ecological environment has been destroyed • Jingdezhen is in a weaker position in the competition with these production areas

4.3. Strategic Planning for Jingdefang's Porcelain

In view of the weaknesses of Jingdezhen's Porcelain development and the fierce domestic and international competition, the local government must address the overall planning of Jingdezhen and the production and marketing of Porcelains. Firstly, in terms of overall planning, Jingdezhen needs to become a regional hub for the export of Porcelain innovation and technology, with a view to securing its position as the 'porcelain capital'. The availability of highly skilled personnel in Jingde is a positive incentive for the development of higher Porcelain technology, however, due to the low wages and inefficient transfer of skills to skilled Porcelain workers in Jingde and the town, there is a serious brain drain. Jingdezhen needs to improve the welfare of its labour force and raise wages in order to compete with the Porcelain factories in China. At the same time, Jingdezhen should focus on training human resources in order to consolidate its position as the "porcelain capital" with higher Porcelain skills. Secondly, Jingdezhen should take advantage of its location and Porcelain technology to become a technical support centre for neighbouring Porcelain regions and, more importantly, to strengthen technical exchanges with other Porcelain regions. The reason for this is that most of Jingdezhen's Porcelain technology is still based on past Porcelain techniques, and although it is of an excellent standard, there are no new Porcelain technologies to represent it. In order to turn the crisis into an opportunity, it is necessary to strengthen exchanges with other Porcelain regions in China to avoid vicious competition, which could affect the quality of Chinese porcelain as a whole. In fact,

Jingdezhen has been actively exploring new and advanced Porcelain technologies in recent years, and the results have been satisfactory.

There is a need for more innovative thinking in the production and marketing of Porcelains. As Chan Wing-wah (2002) put it, "Innovation is the key to reviving the porcelain capital". Therefore, both conceptually and institutionally, innovation is the way to go in order to meet the demand for Porcelains in the 21st century market. In terms of production models, there is a need to reintegrate loose Porcelain enterprises. According to Huang Yong (2003), Jingdezhen's Porcelain enterprises lack a continuous and clear group development strategy and are poorly organised, resulting in a waste of resources and varying quality of Porcelains. It is therefore necessary to expand the production model of Porcelain enterprises and improve the organisation of production, as larger Porcelain enterprises can provide greater assurance of the quality of Porcelains produced and help Jingdezhen to increase its market share. In addition, it is necessary to identify Porcelain talents with creative potential to participate in the design and packaging of Porcelain products, and to complement them with appropriate marketing. At present, Jingde's product designs are limited to flowers, birds and landscape patterns, and the design of shapes lacks originality, so we suggest that local enterprises do more market research and international exchanges. The Porcelain Expo is a very good platform for marketing Porcelains, and similar events should be organised to increase "the visibility of Jingdezhen porcelain in the market. There is a strong demand for Porcelains, and the demand for artistic and practical porcelain has increased, but Jingdezhen's porcelain is mainly of low to medium quality for daily use, with the quality varying, while the production of high artistic Porcelains is small, making Jingdezhen less competitive. This has reduced Jingdezhen's competitiveness.

Diversified Porcelain products, including architectural and sanitary Porcelains, high-tech Porcelains, high-end daily use and artistic Porcelains, should be developed in multiple directions, and a Porcelain information centre should be actively developed to meet the changing market demands. In fact, Jingdezhen has an advantage in Porcelain branding and traditional technology. If it can capitalize on its location, strengthen exchanges and ties with Porcelain regions in China, develop creative Porcelain products and designs, complement good marketing, and be promoted by the government's overall planning, it will be able to actively integrate Porcelain enterprises' production and marketing activities. If the city can capitalise on its location, strengthen exchanges and ties with domestic Porcelain regions, develop creative Porcelain products and designs, and develop good marketing and government planning, actively integrate the business model of Porcelain enterprises and establish a leading position in the domestic and international markets, it will be possible to revive its success.

5. Opportunities for Expanding Development of Porcelain Market in New Zealand

5.1. Market Research (Supply & Demand)

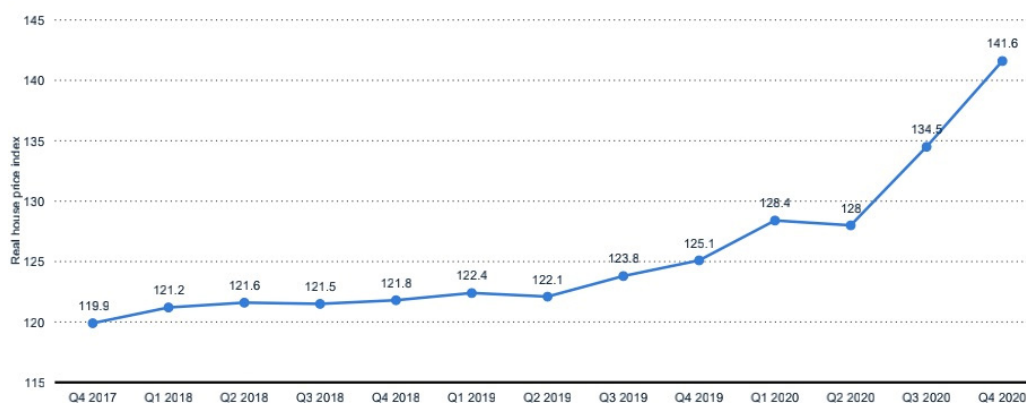


Figure 2. Real house price index in New Zealand from 4th quarter 2017 to 4th quarter 2022
Quarterly real house price index New Zealand 2017-2022.

New Zealand is a highly developed capitalist country. The World Bank ranks New Zealand as one of the world's most business-friendly countries, and its economy has successfully transitioned from being predominantly agricultural to an internationally competitive industrial free market economy. Of this, New Zealand's exports to China were \$44.60 billion, up 5.8%; New Zealand's imports from China were \$55.22 billion, up 0.2%. The New Zealand trade deficit was \$620 million, down 277.8 percent. New Zealand's population is growing year on year (Figure 2), placing greater demands on the currently progressively stretched mall space. As it stands the number of malls in major cities such as Auckland, Wellington and Christchurch are already below actual demand. As a result, an additional 500,000 square metres of new shopping malls will have to be built over the next 18 years to meet actual demand in New Zealand (Figure 3).

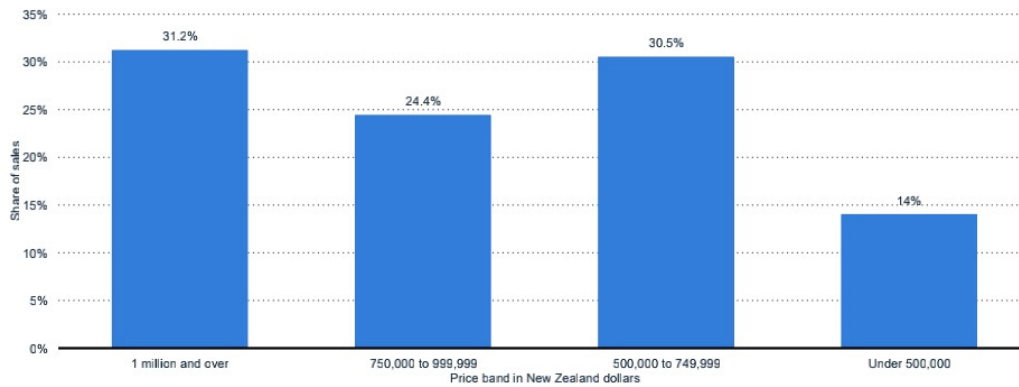


Figure 3. Distribution of residential property sold in New Zealand in September 2021, by price band (in New Zealand dollars) Residential property sales share New Zealand 2021, by price band.

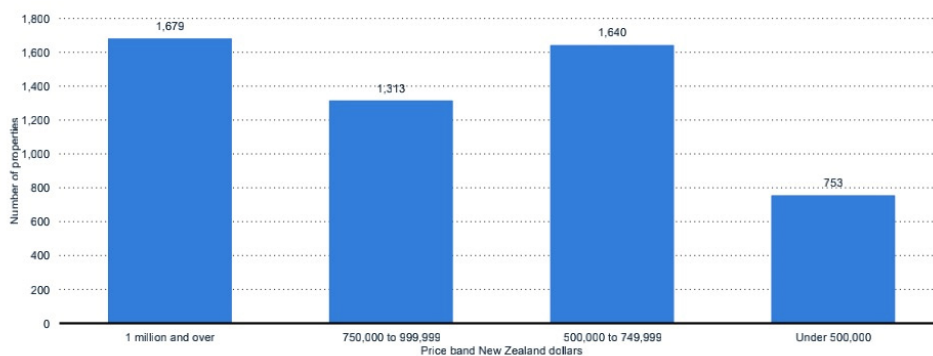


Figure 4. Number of residential properties sold in New Zealand in September 2021, by price band (in New Zealand dollars) Residential property sales number New Zealand 2021, by price band.

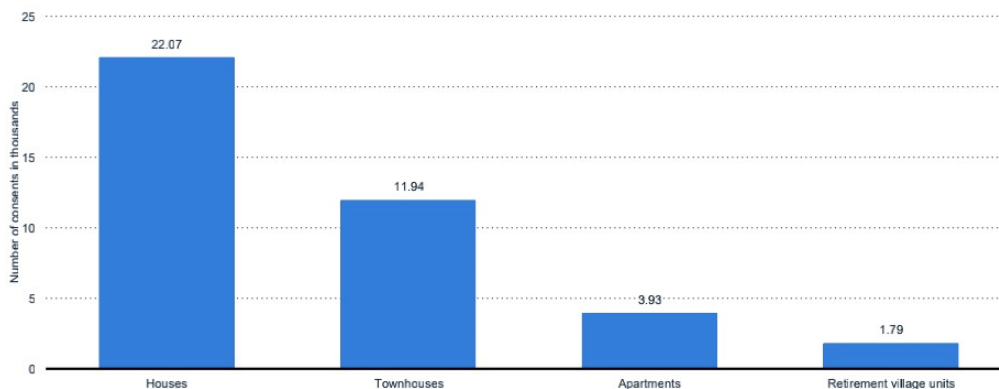


Figure 5. Number of residential building consents issued across New Zealand in 2021, by type (in 1,000s) Residential building consents New Zealand 2021, by type.

Overall, it appears that New Zealand real estate volumes are rising, with the year-on-year change in the number of new residential consents in New Zealand at approximately 4.9% as of February 2021. And Chery in the building consent continues to increase, for the building materials industry, the market positive information is obvious, and New Zealand signed a free trade agreement with China since 2008, the first FTA between a developed country and China. In 2015, New Zealand's total trade with China reached S\$18.884 billion, and imports from China reached S\$10.271 billion, up 18.3% year-on-year (Figure 4). China is New Zealand's top trading partner, while China has also become New Zealand's top export market. The two countries agreed to set an updated target of NZ\$30 billion in bilateral trade by 2022. Under the China-New Zealand Free Trade Agreement, New Zealand will gradually reduce tariffs on imports from China to zero by January 1, 2016. To date, New Zealand has implemented zero tariffs on 93% of its imports. The tight housing supply in New Zealand, particularly in the Auckland region, has been a topic of concern (Figure 5).

Although the demand in New Zealand is strong, there are still some bottlenecks that are constraining the development of residential and shopping malls in New Zealand. The constraints of building materials and construction machinery products are a major factor. It is worth noting that China once replaced Australia as New Zealand's largest export market, with close trade exchanges between China and New Zealand. Now, New Zealand may set off a wave of construction of large shopping malls and the expansion of housing construction boom, building materials demand will be a large increase. With the policy environment and market demand, we have chosen New Zealand as our target market for expansion.

- **Return of population**

New Zealand's population holdings surpassed 5 million by 2022, reaching 5,084,300 at year-end, with a year-on-year population growth rate of 2.09%. The New Zealand government has done well in this epidemic, as one of the few countries in the world to be the first to clear the epidemic, and the return of a large number of indigenous people, particularly New Zealanders who have lived in Australia and the US for a long time, has led to an extremely rapid rise in the immediate demand for housing in New Zealand.

- **Immigrant population**

New Zealand's generous immigration benefits policy attracts people from all over the world to enter every year, with new immigrants from Australia, the UK, South Africa, India and China occupying the top five of New Zealand's immigrant population over the past decade, with a 1.14% immigration rate in 2021, which means 57,000 new immigrants settle here every year in New Zealand, which has a population of 5 million.

- **New Zealand's residential supply and demand conflict intensifies**

Since the second half of 2022, the property market across New Zealand has seen a rise in volume and prices, with house prices and home sales in New Zealand hitting a 14-year high in February 2021, according to CCTV Finance. According to the latest figures from the New Zealand Real Estate Association, February this year was the most prosperous month for the market since 2007, with nearly 8,000 properties traded across New Zealand, an increase of 14.6 per cent, with New Zealand's median house price reaching a record high of NZ\$780,000 in February, up 22.8 per cent year-on-year. As New Zealand's largest city, Auckland's median house price grew to NZ\$1.1 million in February, up 24.3 per cent year-on-year. According to statistics, the current shortfall in housing supply across New Zealand is around 50,000 units, with Auckland City's housing supply shortfall between 20,000 and 30,000 units. New Zealand immigrants Chinese are more likely to be more willing to choose Chinese construction Porcelains.

- **New Zealand Import Policy**

Ten ASEAN countries and 15 countries from China, Japan, South Korea, Australia and New Zealand formally signed the Regional Comprehensive Economic Partnership Agreement (RCEP) recently,

which will reduce tariffs to zero immediately or within ten years in areas such as trade in goods and services, investment access, and small and medium-sized enterprises. The signing of RCEP for export-oriented tile enterprises, will to a certain extent reduce the pressure of international anti-dumping measures on Chinese tiles, increasing the opportunity to export tiles to RCEP signatory countries.

5.2. Market Access Forms

5.2.1. Export Product Standards

The company will refer to international standards for building Porcelains for this export, and there are 14 methodological standards for building Porcelains in China that are equivalent to the adoption of relevant international standards, as detailed in the following table (Table 3).

Table 3. 14 methodological standards for building Porcelains in China.

Serial number	International standard number (ISP)	China Standard Number
1	ISO 10545-3:1995	GB/T 3810.3-2016
2	ISO 10545-4:2014	GB/T 3810.4-2016
3	ISO 10545-5:1996	GB/T 3810.5-2016
4	iso 10545-6:2010	GB/T 3810.6-2016
5	ISO 10545-7:1996	GB/T 3810.7-2016
6	ISO 10545-8:2014	GB/T 3810.8-2016
7	ISO 10545-9:2013	GB/T 3810.9-2016
8	ISO 10545-10:1995	GB/T 3810.10-2016
9	ISO 10545-11:1994	GB/T 3810.11-2016
10	ISO 10545-12:1995	GB/T 3810.12-2016
11	ISO 10545-13:1995	GB/T 3810.13-2016
12	ISO 10545-14:1995	GB/T 3810.14-2016
13	ISO 10545-15:1995	GB/T 3810.15-2016
14	iso 10545-16:2010	GB/T 3810.16-2016

5.2.2. List of Customers for Raw Material Procurement

In order to effectively reduce the overall cost of sales, this export will be sourced and produced within the country and transported for sale outside the country. The following table (Table 4) is the list of customers for raw material procurement, the proposed procurement volume, and the method of settlement.

Based on the Regional Comprehensive Economic Partnership Agreement (RCEP), we are seeking the opportunity to sign a strategic cooperation agreement with Real Estate Institute of New Zealand (REINZ) to deepen multifaceted cooperation with New Zealand property developers through the strategic cooperation agreement and promote the sales of our products in the region.

Table 4. List of customers for raw material procurement, the proposed procurement volume, and the method of settlement.

Target suppliers	Sourcing products	Procurement amount (including taxes)	Settlement method/cycle
Qingyuan CNPC Kunlun Gas Co.	Gas	17472	Wire transfer/30 days
Qingyuan Power Supply Bureau of Guangdong Power Grid Co.	Electronic	7942	Wire transfer/30 days
Dongguan Zhenxing Paper Products Co.	Packaging	5320	Cash, silver bearing/90 days
Foshan Nanhai District Xiaotang Ortumei Porcelain Raw Material Co.	Raw materials	4034	Cash, silver bearing/90 days
Qingyuan Bailetuo Micro Powder Material Co.	Supplementary materials	3040	Cash, silver bearing/90 days
Guangdong New Runcheng Porcelains Co.	Brickyard	3,271.55	Cash, silver bearing/90 days
Xiangtan Hongda Energy Co.	Coals	4,140	Cash, silver bearing/90 days

5.3. Marketing Policy for Cooperation

Based on the Regional Comprehensive Economic Partnership Agreement (RCEP), we are seeking the opportunity to sign a strategic cooperation agreement with Real Estate Institute of New Zealand (REINZ) to deepen multifaceted cooperation with New Zealand property developers through the strategic cooperation agreement and promote the sales of our products in the region.

5.3.1. Increasing Brand Awareness: Building Brand Image and Enhancing International Status

China's Porcelains market as a whole need to improve the product brand image, with the international market demand for Porcelains change, China's Porcelain products on improving the grade, set function, style, quality in one, improve market competitiveness.

Brand awareness is not simply limited to the design of the brand logo, product packaging, but combined with the development of the times and modern people's awareness of aesthetics, so that the image of the brand from the simple functional needs of customers to the level of customer psychological needs up. Fitting the corporate culture and product value system, to create a different brand core culture.

5.3.2. Technological Advantages: New Equipment, Process Level Combined with Cultural Output

Jingdefang has the leading production line in the domestic industry, and has introduced technical equipment with international advanced level, such as Italian disc vibrating screen, German large ultra-high definition scanner, Spain's tile inkjet printer and other high precision technical equipment, has introduced machinery with domestic leading level, has multi-element rapid analyzer, radioactivity detector, finished product intelligent detector, size/levelness automatic testing machine, color difference meter We have advanced testing equipment such as multi-element rapid analyzer, radioactivity tester, finished product intelligent tester, dimension/levelness automatic testing machine, color difference tester, calorific value tester, etc. The company attaches importance to the construction of the scientific research team, and personally organizes and cultivates Vimax's own scientific research team.

Technological advantage does not refer to technical equipment alone, and the single pursuit of improving the quality of products does not give them cultural value. The level of technology should be more transformed in the functionality and usage of the product.

Chinese Porcelains should be a combination of craft and aesthetics, unique Chinese flavor, but not traditional and old-fashioned; the pursuit of artistic beauty at the same time, to ensure the practicality and functionality of the product. The artistry of decorative products is combined with the times, integrating the development of the times to meet the aesthetic needs of the public.

5.3.3. Positioning of The Porcelain Product

Advantage: Our company has three production lines and two series of products. Positioned in the high-end market and low-end market respectively, product sales are mainly focused on the domestic and Oceania markets. The company has sufficient production capacity, rich product lines, wide market coverage, and certain competitive conditions in the face of new market development.

Product positioning, according to the degree of technical difficulty, aesthetic style, combined with the local sales capacity, market segmentation: antique tiles in the future is still the mainstream of the market. Glass Porcelains will develop strongly on the basis of further technological innovation. Green Porcelains will also be the future direction of development.

5.3.4. Market Demand in New Zealand

New Zealand is a country that relies heavily on foreign trade, and its main trading partners are China, Australia, the United States and Japan. Because New Zealand's industrial structure is mainly agriculture and livestock, other industries are relatively weak, therefore, New Zealand's Porcelain industry is not developed, Porcelain imports accounted for 0.3% of the world, there is still a lot of room for further expansion of the market in the future.

5.3.5. Price Positioning

In the international market competition, price positioning should consider two aspects: firstly, in the face of international market competition, there is bound to be a price war; secondly, in the face of the local market consumption level, targeted product output. Price competition has long been out of the simple and straightforward way of directly cutting meat. The new round of price competition should be product quality + high quality service + cultural output.

▪ Product Price

The most characteristic Porcelain of Jingdefang is the antique tile, which is priced at about 120 RMB/block, and the price distribution range of porcelain tiles is 80-400 RMB. The price of microcrystalline stone Porcelains is slightly higher, about 700 RMB / piece or more.

1. Porcelain wall and floor tile drunkenness 45908 * 45788 * 45069 floor tile, reference price: 75 RMB / piece or so; Porcelain wall and floor tile and series 95008DB5 * 95008DB6, reference price: 80 RMB / piece or so;
2. Porcelain PG6023c, specification 600 * 600mm floor tile, reference price: 58 RMB / piece or so;
3. Porcelain PG8028c Marco Polo floor tile Reference price: 101 RMB / piece, XX wall and floor tile drunkenness 45908B2 * 45908B3, reference price: 680 RMB / piece;
4. Porcelain wall and floor tile spring flowers floating 45788A1 * 45069A4, reference price: 75 RMB / piece.

5.4. Marketing Tools

1. Raise international awareness by establishing pavilions and organizing creative events. Competition in the international market is not the same as the domestic marketing techniques. In the international sales need a certain visibility, so there is a need to establish a pavilion, introduce the products to customers, also guide customers to visit and observe the products, close the distance

between the customer and the company, establish the image of the image, concrete impression. To further build brand image and increase international awareness. Product reputation and grade can be promoted by holding creative activities to contribute, we all know that the price positioning of the product depends on the artistic value of the product, and we produce Porcelain not only have practicality, but also should focus on the dissemination of brand culture. To product empowerment, the commercial value of the product can be enhanced, the price war to the product's aesthetic value, the price war will no longer be a problem.

2. On the sales channel: the person in charge of expatriation to set up a sales team and develop sales channels. International trade needs to be built on the basis of products for full communication and quality service. A team must be formed to develop and maintain the market. And establish a long-term good cooperation relationship to further open up the local market. At the same time to build e-commerce trading platform, gathering online transactions, payment, warehousing, logistics and distribution, financial services in one, with the company's Porcelain products as the main focus, and gradually develop into a full range of trading industry chain service providers.

3. For real estate developers who purchase in bulk, they enter the market by accepting their international letters of credit for settlement or extending their accounts receivable to reduce the pressure of cash settlement for sales targets and achieve implicit concessions.

4. For retail customers, cash settlements are made to enhance the cash flow of the offshore sales segment and provide quality pre-sales and after-sales services, with referrals to retail base customers for concessions to promote product sales on a point-by-point basis.

5. Segmentation of the market: bulk wholesale and retail double line together. Segmentation of the market is also the analysis of customer needs, only built on a full understanding of the situation, targeted products can be loved by consumers to find open markets. At the same time can save a lot of publicity costs, accurate sales. But in the bulk sales at the same time, retail should also catch up, retail sales volume to be smaller, the amount is small, but for the development of corporate sales channels is essential to try, while retail can accelerate the promotion of the brand, which is the best advertising.

5.5. Financial and Economic Schemes

5.5.1. Expenditure and Income Forecast

The main manifestations that affect expenditure and income are the following: the abundance of natural resources, the level of production capacity and technology, the level of exchange rates, the international market demand and the structure of demand. Since 2022, the policy of anti-dumping and the increase in import and export tariffs, to the extent that costs have increased, the volume of production, exports and the proportion of profits have fallen.

5.5.2. Profitability Analysis

Table 5. Global Porcelain Production Regional Production Table 2021 (in sqm, %).

District	Production in 2021	Comparable
EU (28 countries)	1,304 million	-2.8%
Other European countries (including Turkey)	570 million	-7.8%
North America (including Mexico)	330 million	-4.9%
Central America, South America	1,173 million	2.2%
Asian	8,532 million	-5.0%
African	759 million	5.7%
Australasia	Five million.	0
Add up the total	12,673 million	-3.7%

Chinese Porcelain have a large proportion of international sales but are mainly concentrated in the middle and low-end Porcelain. Restricted by the process and industrialization, the big exporters of high-end Porcelain are mainly concentrated in European countries. According to the data indicated shown in Table 5.

The above data in Table 5 shows that the EU28 accounts for a larger share of global sales, Asia's production declined by 5% in 2021, while Africa's production rose by 5.7% and Africa's demand rose. The market growth volume in Africa is rising rapidly and the market in Africa can be watched for the long term in the future.

Table 6. Global Porcelain Export Regional Revenue Volume 2021.

District	Export volume in 2019	Comparable	Share of global exports
EU (28 countries)	920 million	0.3%	32.4%
Other European countries (including Turkey)	1.89 billion	8.0%	6.7%
North America (including Mexico)	45 million	-8.2%	1.6%
Central America, South America	148 million	0	5.2%
Asian	1,447 million	1.5%	51.0%
African	88 million	-3.3%	3.1%
Add up the total	2,837 million	0	0

The table above shows that China's exports are high at 1.447 billion, which is over 50% of the global growth. China deserves to be the top exporting country. But from the data, we can see that although China's exports are large and the overall revenue is high, but the average profit is not high, the reason in the export products are mainly concentrated in the mid-range products. China exported 1.686 million pairs of Porcelain products in November 2021, a negative growth of 0.7% year-on-year. Export finance 3,152.7 million USD, up 3.5% year-on-year.

Table 7. Global Porcelain Production Export Table 2021.

Date	Export amount
January-February 2021	\$4092.5 million
March 2021	\$1798 million
April 2021	\$2388 million
May 2021	\$2478 million
June 2021	\$ 2551.6 million
July 2021	\$2659.4 million
August 2021	\$2785.9 million
September 2021	\$2720.9 million
October 2021	\$2855.1 million
November 2021	\$3,152.7 million
December 2021	\$4,052.7 million

In January-June 2021 (Table 7), New Zealand imported \$106 million of Chinese Porcelains, compared to \$93 million in the same period of the previous year, an increase of 14% year-on-year, or

2.7%. imports of Chinese Porcelains into the international market have declined since 2021 due to the impact of the epidemic.

Table 8. Composition of New Zealand's major goods imports from China in H1 2022 (category).

Customs classification	HS code	Product Category	January - June 2019	Same period in the previous year	Year-on-year %	Percentage of
Category	Chapter	Total Value	3937	3886	1.3	100
Category 16	84-85	Electromechanical products	1410	1450	-2.8	35.8
Category 11	50-63	textiles	542	558	-2.8	13.8
Category 20	94-96	Furniture, toys	375	374	0.3	9.5
Category 15	72-83	Sputtering metals and products	336	313	7.6	8.5
Category 7	39-40	Plastic, rubber	266	250	6.2	6.8
Category 6	28-38	Chemical products	224	214	4.5	5.7
Category 17	86-89	Transport equipment	134	127	5.7	3.4
Category 13	68-70	Porcelain, glass	106	93	14	2.7
Other (omitted)						

Table 9. Composition of New Zealand's main goods imports from China in 2020 (category).

Customs classification	HS code	Product Category	2018	Same period in the previous year	Year-on-year %	Percentage of
Category	Chapter	Total Value	8626	7749	11.3	100
Category 16	84-85	Electromechanical products	3162	2873	10.1	36.7
Category 11	50-63	textiles	1108	1052	5.4	12.9
Category 20	94-96	Furniture, toys	915	839	9.1	10.6
Category 15	72-83	Sputtering metals and products	678	604	12.2	6.3
Category 7	39-40	Plastic, rubber	540	481	12.1	6.3
Category 6	28-38	Chemical products	526	450	16.8	6.1
Category 17	86-89	Transport equipment	364	240	51.8	4.2
Category 13	68-70	Porcelain, glass	203	200	1.5	2.4
Other (omitted)						

China's Porcelain exports for construction 8.75 million tons in Jan-Aug 2021 (Table 10), up 8.9% year-on-year. January-August 2021 China's Porcelain exports for construction amounted to US\$4521.5 million, up 19.5% year-on-year. The country's exports of construction-based Porcelains have been on the rise, with strong demand in overseas markets.

Table 10. China's Porcelain exports for construction 8.75 million tons in Jan-Aug 2021.

Date	Number of exports	Number year-on-year	Amount of productions	Amount year-on-year
August 2021	114	-9.3%	63.	10.6%
July 2021	120	-4.3%	623.6	-5.6%
June 2021	121	8.5%	626.5	6.7%
May 2021	123	42.5%	641.6	47.5%
April 2021	119	594.7%	36.4	40.7%
March 2021	87	-17.5%	465.6	0.4%
January-February 2021	190	54.7%	94.34	83.7%

6. Conclusion and Limitation

6.1. Conclusion

In summary, combined with the analysis of Jingdezhen's own form, internationalized market, marketing strategy and financial plan, the paper can conclude that:

Firstly, from the industry, China is the largest producer of architectural Porcelains, but the concentration of the industry is low, the overall architectural Porcelains show "big market, small business" competition pattern. New Zealand real estate market booming, building Porcelains demand is very increased, which is a great good news for us. Although there are many barriers and regulatory agencies to enter the international market, but this is for our company, we have a good corporate base can help us to open up the international market to the greatest extent, excellent product technology greatly enhances the competitiveness of the enterprise market.

Secondly, from the product, the company's existing products cover a variety of types and has a number of patents. The original design of "Chinese Impression" series products, which show the essence of Chinese traditional culture on the tiles and guide the design style to return to the oriental charm, has received wide attention at home and abroad. Combined with overseas demand, we launched Phoenix fashion brand, which covers ten categories of tiles, such as flower tiles, wood grain tiles, HD stone, European antique tiles and thousands of styles.

Thirdly, from the marketing strategy, companies segment the market and take multi-series sales. Excellent level of technology and technical level naturally become the quality of our company's products to ensure that good product quality is the premise of sales. Precise market positioning, clear market demand. Adopt multi-channel co-marketing to build brand image and improve international awareness. Clarify responsibilities, do a good job in pre-sales and after-sales services, and improve brand reputation. Build a local e-commerce trading platform, gathering online transactions, payment, storage, logistics and distribution, financial services in one, with the company's Porcelain products as the main focus, and gradually develop into a full range of building materials trading industry chain service providers to enhance market share.

6.2. Limitation and Future Work

Jingdezhen has a wealth of porcelain resources, talent and technology, but due to its outdated production model, concepts and system, Jingdezhen's production has fallen into decline. As mentioned in this report, domestic competitors such as Foshan, Quanzhou and Chaozhou, as well as foreign competitors such as Germany, Japan and the United Kingdom, have absorbed Jingdezhen's Porcelain technology and have gone on to develop unique and high-quality Porcelain products, posing

a great challenge to Jingzhen. However, the existing market for Porcelains is in great demand and with the advent of technology, Jingdezhen has the opportunity to redevelop. As long as the local government promotes the development of innovative technology and the transformation of production models in Jingdezhen, and increases its own strengths, turning the current 'crisis' into an opportunity for development by developing Porcelain technology with Jingdezhen's characteristics as soon as possible; producing and manufacturing a wide range of high-quality Porcelain products; developing high-grade daily-use Porcelains; and enhancing the added value of Jing porcelain. This, coupled with its brand appeal, will bring Jingdezhen back to its former glory. Of course, it will take time to 'revive' the past, as long as the market direction of Porcelains under globalisation is grasped, traditional Porcelain products and techniques are innovated, practicality and art are combined, new and advanced technologies are targeted, a comprehensive production and sales model is established, and the long-term cultural connotations of Jingdezhen are added to develop into a Porcelains information centre that nurtures talents in Porcelain technology and innovation. In addition, we will also develop our regional strengths, exchange and co-operate with domestic Porcelain technology, create a win-win situation in which porcelain technology complements each other, reduce vicious competition, and actively become the centre of Chinese Porcelains, and even the centre of Porcelains in Asia, so as to be able to face the global competition and challenges of Porcelains.

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