

**Title:** Impact of Marketing Innovation on Enterprise Competitiveness:  
Taking Three Squirrels Company as an Example

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### **ABSTRACT**

In recent years, the development of China's catering industry has shown great fluctuations, and the level of industrial benefits has generally shown a downward trend. Under the guidance of the huge profit potential of China's food industry in the past few years, the production capacity of China's food industry has expanded rapidly, and now it has reached a situation of overcapacity. But in general, due to the current situation of oversupply and overcapacity in the food industry in China, and the long-term sluggish market price trend, the gap between industries and regions is still obvious. For online food companies, if they only use offline marketing methods, it will be difficult to survive on the Internet. Especially with the vigorous development of Internet companies, Internet companies also have certain marketing methods, so marketing innovation will become very important.

This study takes Three Squirrels company as an example. Three Squirrels company is the best nut food company on the Internet Food that emerged in 2012. In fact, this company does not have its own production workshop, but it has a very strict monitoring agency, and his marketing model is also very successful. This paper will

review and study a large number of research documents, and the specific theoretical knowledge will also be based on the case of three squirrels, and through the way of on-the-spot questionnaires, to put forward corporate marketing innovation strategies, hoping to have a positive impact on the development of other companies.

**Keywords:** Food business; Three Squirrels company; Marketing Innovation

