

Title: Marketing Strategy of T Power Supply Company
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Degree: Master of Business Administration

ABSTRACT

The power industry is a state-owned monopoly industry and plays a leading role in the state-owned economy. With society's continuous development and the advancement of power system reform, a market-oriented economy has gradually emerged, and social capital has slowly entered the electricity sales side and the total distribution network market. In 2022, electricity sales companies have been established in various places, which have injected vitality into the electricity market and intensified competition, breaking the monopoly position and profit model of the electricity sales side of power supply companies. In the context of electricity marketization, most power supply companies have many problems such as lack of marketing experience, unclear development ideas, and imperfect enterprise management. Electricity sales companies will face unprecedented impacts and challenges. Based on the current industry background, traditional power marketing methods have failed to meet market demand. Therefore, researching and formulating marketing strategies suitable for the sustainable development of power supply enterprises has become an urgent issue.

This research takes the marketing strategy of T power supply company as the research object. First, based on the current situation of T power supply company's marketing, it analyzes the problems of single product type, the unreasonable price

system, lagging channel management, and low promotion enthusiasm in its marketing process. Secondly, the paper analyzes the environmental conditions of the T power supply company in detail through PEST analysis. It uses the SWOT model to summarize the external opportunities, threats, and internal advantages and disadvantages of T power supply company's marketing. Thirdly, combined with STP theory to conduct market segmentation (select target market and market positioning) and put forward product strategy based on 4P theory (focusing on improving product quality, strengthening brand strategy, product differentiation, and improving product services; in terms of price strategy, determine demand-oriented type, pricing and discounting electricity prices, and strengthening electricity price control; in terms of channel strategy, it is proposed to strengthen the construction of distribution network, the transformation of power supply business halls and the promotion of online business halls; the promotion strategy proposes personal sales, advertising promotion, business promotion, and strengthening public relations management.)

Through the research on the power marketing strategy of T Power Supply Company, it can deeply tap the potential of the electricity sales market for the company, improve the marketing strategy, consolidate the foundation of the marketing business, and promote sustainable and healthy development of the company.

keyword: Electricity market, Electricity trading, Marketing strategy