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**ANALYSIS OF CHINESE AND FOREIGN
MARKETING MODEL: MI AND APPLE COMPANY AS
EXAMPLE**

Bachelor's Thesis

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2015

I declare I have written the bachelor's thesis independently.

All works and major viewpoints of the other authors, data from other sources of literature and elsewhere used for writing this paper have been referenced.

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ABSTRACT

Apple founded the phone industry in 2007; iPhone in the market of countries in the world has widespread success. MI's phone is the one of mobile industry's giants in China, MI Company expanded into developing wide range consumer market. With the SWOT analysis of both companies, we know the strength, weaknesses, opportunities and threats of these two companies. And with the investigation of the successful applications of marketing theories by MI and the Apple Inc., we know the deep reason of their success. As the world's economy developing rapidly nowadays, it's a great entrepreneurship to get a leg up on industry competition. Although Apple Company and MI Company are very successful today, they also have some shortcomings in many aspects. At the same time, the analysis of shortages of both companies can also teach us a lot. As one of the most outstanding enterprises in the whole world today, the experience and lessons accumulated by Apple Inc. and MI have great guiding significance to the development of other enterprises.

Keywords: Apple Company, MI Company, successful reason, shortages, suggestions, guiding

INTRODUCTION

Mobile phone industry has developed very rapidly, with the Internet economy in the development of new business models and products emerging, a business model of innovation effects are often far superior enterprises in the technology, products or management system. Apple products and the construction industry chain, “the content of product innovation “business model, the core competitiveness in the industry to change patterns and a great success, apple of successful cases worth China’s consumer electronics and study “In such a highly competitive environment of mobile phone market, as a new born domestic brand, MI phone relying on the advantages of their products coupled with a unique marketing model has attracted the attention of consumers. Apple started in 1976 as a computer company. In the last decade, however, Apple has expanded into a very intricate company that specializes in much more than just computers. In 2001, Apple broke the barrier with the iPod, eventually becoming the dominant market leader in music players. As well, Apple joined the phone industry in 2007 with the iPhone, which has also been widely successful. (Farber Dan. 9 January, 2014). MI’s phone has successfully conquered China and expanded into developing a wider range of consumer electronics. While commenters name MI as “The Apple of China”, MI prefers to be compared to Amazon instead. According to research firm Canalys, MI is currently the sixth-largest handset maker on earth and No.3 in China, behind Samsung Electronics and Lenovo Group. With the analysis the success case of Apple and MI Company we can get some enlightenment for other industries. (Paul Mozur, 8 October 2013)

Why I choose this topic?

Integration of world economy increasing the competitions between domestic enterprises and the advanced enterprises of developed countries, These developed countries have mature

marketing ideas, marketing ways and marketing strategies, China compared with foreign countries has obvious defects and missing, so it is important to make survey of comparing with Chinese and foreign marketing research.

Method of research

1) Literature research method

This article uses literature research method to collect and organize the marketing approach of Apple Company and MI Company, using literature data about Apple Company and Millet Company to combine systematically. For thesis provides true and logical theory basis. Apple and MI company marketing for the study in this thesis, to a certain extent reflects the common rules of Chinese and foreign enterprises marketing mode.

2) Comparative analysis method

Successful marketing all have common points, I use comparative analysis method to get the common point of advantages and shortcomings.

3) Case analysis method

In order to analysis and conclude the difference of Chinese and foreign marketing mode, it's not true and necessary if want to make research one by one, so the thesis selects the Apple company and Millet company as deputy of the successful marketing mode in Chinese and foreign mobile phone industry to ensure this research real and vivid.

4) Experiential summary method

It's very important to summarize relevant experience about the successful marketing mode of Apple and MI Company; through experience summary we can get some implications to Chinese industry.

Objective and tasks of research

Through comparing the marketing mode of Apple company and Millet company, analysis and summarize their advantages and shortcomings that can provide experience references for domestic enterprises. We can as little see big and get the difference between Chinese and foreign marketing mode.

Short description of chapters

Apple and Millet mobile phone products for the study, conducted in-depth analysis from a marketing perspective, Apple phone and Millet phone, combined with their own advantages and disadvantages, and the market environment analysis, carried out a systematic study on the corporate marketing strategy and marketing strategy. The full text is divided into seven chapters, the second chapter introduces the difference of Chinese and foreign marketing in wide range. The third and fourth chapter analysis Apple company marketing mode and Millet company marketing mode and analysis SWOT of Apple Company and Millet Company. The fifth chapter compare and analysis Apple marketing and Millet company differences in Hunger marketing. The sixth chapter combined with the previous theoretical analysis and market research report analyzes the hope that Chinese enterprises to provide some constructive suggestion, and the new situation of the overall goals and direction of enterprise development. The last part of this thesis is conclusion and outlook. This text studies the marketing strategies of the Apple phone and Millet phone, in order to learn the most valuable and innovative marketing methods.

1. ANALYSIS OF APPLE COMPANY

1. 1. The introduction of Apple Company

In our analysis of Apple Computer, now known as Apple Inc., we will unveil the company's intricacies and how Apple has successfully positioned them within the communication industry. Apple Inc. Designs, manufactures, and sells computers, music player, and now mobile communication devices. Apple Inc. Has always been known by its users as a revolutionary and innovative company that never fails to deliver quality products that make you say "wow"; the iPhone is no exception. (Ed Ramirez. 9 October 2009)

With its introduction to the public at the Macworld convention in 2007 the vision for the iPhone was introduced as a bold, risky, and amazing concept with the focus on revolutionizing handheld devices and their total package capabilities. The ultimate goal for Apple Inc. is to transform and dominate the handset industry.

1.1.1 History of Apple Company

Apple Inc. was founded by Steve Jobs and Steve Wozniak in April 1976. It began as a computer software and hardware manufacturer. Apple Computer Inc. is noted as having one of the largest and most loyal customer bases that have helped solidify consistent growth for the company. In 2007 Apple Computer Inc. Became Apple Inc. to reflect its expansion into the consumer electronics market while still maintains its traditional focus on the personal computer. Apple Inc. has met morphed from being known as strictly a computer company into a diverse technology company that is known for its art, video, graphics, and always pushing the envelope as a content creator. CEO Steve Jobs is not only the company leader he is one of

its principal visionaries. Jobs latest creation is the iPhone. He refers to it as a “magical device that will change the world” (Ellen Terrell, April 2008)

1.1.2 Development of Apple Company

Jobs' quote aside, as Apple's revenue began to reach unprecedented heights on the strength of the iPhone, the company's annual R&D costs went through an equally impressive period of growth. (Yoni Heisler, 2 December 2014)

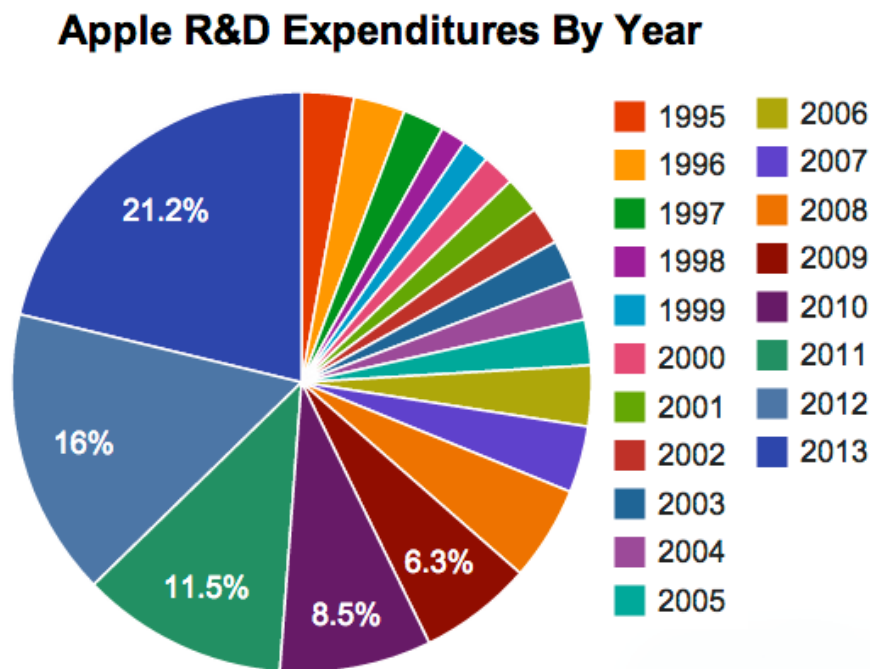


Figure 1. Apple's R&D Expenditures by Year

Source: <http://www.engadget.com/2014/02/12/a-look-at-apples-randd-expenditures-from-1995-2013/>

Here we see that Apple's R&D expenditures from 2011-2013 alone account for nearly 50 percent (48.7 percent, to be exact) of Apple's total R&D costs since 1995. Put differently, Apple over the last four years spent more on R&D than it did during the preceding 15 years combined.

Another interesting data point to look at is how much Apple spends on R&D as a percentage of its net sales. Here we see that this percentage has actually gone down in recent years, though this is more a reflection of Apple's astronomical revenue growth during that same time period

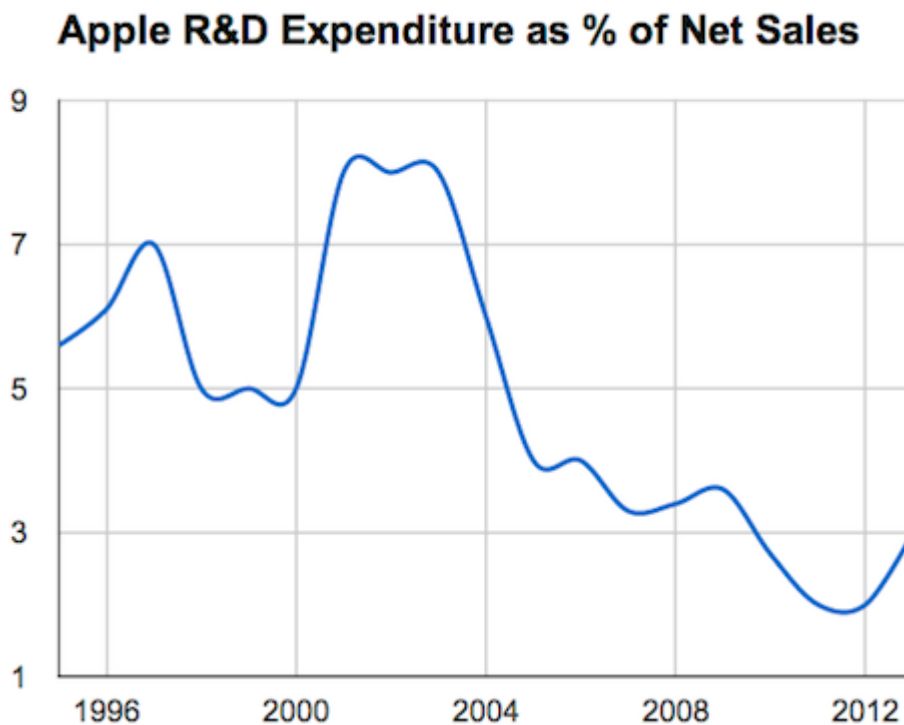


Figure 2. Apple R&D Expenditure as% of net sales

Source:<http://www.engadget.com/2014/02/12/a-look-at-apples-randd-expenditures-from-1995-2013/>

Now, with demand for iPhone temporarily sated, Apple is losing market share against Android phones again. While demand and share cycles are cyclical, note that over the long term Apple's share of all phones sold is fairly unpredictable and lumpy.

1. 2. SWOT analysis iPhone in the Chinese market

At present, iPhone are quite fashionable all over the world. However, the temporary success does not mean that it will never fail. How do iPhone maintain their competitiveness? The status of iPhone in the Chinese market is analyzed below by SWOT analysis (HanXin, 12 July 2015):

A. Advantages:

a) The extensive influence of iPhone has saved lots of expenses for its propaganda in the Chinese market.

b) Loyal iPhone fans. Even in China, there are a certain number of users of Apple Inc. products. Besides, the product line of Apple Inc. is so extensive that iPhone can be promoted more quickly among the users.

c) iPhone have mature and stable operating system and rich and powerful extended software functions.

d) iPhone have unique Apple style industrial design and consistent humanized operation.

e) iPhone are symbol of fashion. The Apple Inc. products are relatively expensive abroad and are more of a symbol of luxury goods in China. And the feeling of freshness brought by iPhone to the users makes iPhone become the pursuit of many young people and those who pursue fashion.

B. Disadvantages:

a) The operating mode of iPhone is challenged. In the United States market, the strategy of exclusive cooperation with the iPhone operators is adopted. 30% of the revenue produced by the users is achieved by Apple Inc. while the remaining goes to the operators. This strategy might not be suitable in China's market.

b) Poor flexibility of the marketing strategy. The marketing strategy and product strategy of the Apple Inc. are not pertinent to China's market and may easily become too high to be popular.

c) The price of iPhone is rather daunting, which makes iPhone become pure luxury for the Chinese consumers and hard to fit into the public quickly.

d) The calling and SMS operations and management functions do not conform to the habits of Chinese people.

C. Opportunities:

a) The Apple Inc. signs an agreement with the operators and takes a leading role in their cooperation.

b) The promotion of the smart phones by the operators and the pursuit of the high-end smart phones by the consumers.

D. Challenges:

Encirclement and suppression of iPhone by the other mobile phone producers. Take the Chinese mobile phone brands as an example. The emergence of more and more Chinese mobile phone brands with some leading technologies preceding iPhone provides a strong guarantee to regain market share. This poses a great challenge for the Apple Inc.

<p style="text-align: center;">Internal factors</p> <p style="text-align: center;">Strategic choice</p> <p style="text-align: center;">External factors</p>	<p>Strengths</p> <ul style="list-style-type: none"> ● Apple products are one of the most famous IT branch in the world. ● Powerful industrial design and technological innovation ability. ● Excellent leadership of Jobs. ● Have ability for both hardware and software development. ● The business model of products and contents is successful, having strong vitality. ● The sales and profits increasing rapidly 	<p>Weakness</p> <ul style="list-style-type: none"> ● The low occupancy of telephone and computer market. ● Having nothing on product chain. ● Depending too much on Jobs. ● The technology system is incompatible of other systems. ● The cost of exploitation is high.
<p>Opportunities</p> <ul style="list-style-type: none"> ● With the development of experience economy of customers, more and more people identify with apple products. ● Consumer-electronic scale develop rapidly ● Because of the rapid development of electronic technique, it can support the development of new concept products and business model. ● The improvement of integration degree is benefit for complementary advantages 	<p>SO</p> <p>Making full use of the advantages of branch, business model and technology to accelerate the renewing of products, consolidating the dominant position, strengthening the core competitiveness of the company, making further efforts to develop new products, integrate of industrial chain, and improve the scale advantage.</p>	<p>WO</p> <p>Improving the operation management of company, expanding the integration of industrial chain. Through the market increasing chances to increase market shares.</p>
<p>Threats</p> <ul style="list-style-type: none"> ● Products rapidly renewing; mimed easily; ● Having many challengers 	<p>ST</p> <p>Making full use of the advantages of branch, products design and service to add the additional values of products, improving the competitiveness of products, push out the products to fit to the low consuming people.</p>	<p>WT</p> <p>Endeavor to protect the intellectual property; through reducing the operating costs, maintaining the existing products quality and business mode, improving the after-sale service system to increase market shares of company.</p>

Table 1. Specific SWOT analysis of Apple Company

Source: Compiled by the author

1. 3. The shortage of Apple company marketing

The Apple Corp in the current era is a new power. It has strong technical support, humanized service concept and a loyal customer base. With a variety of marketing tools, it wins greater market competition for huge profits created by providing a certain space for development. However, at present, there are still some deficiencies in the operation, therefore, it need consider the shortcomings of its existence based on the pace of the times and requirements.

First, the lack of support for the global standard system. With the contemporary era pay attention to the standardization of production, Apple's enterprise with unique idea seems incompatible with market, because of its standard, which are only applicable within apple, only in the specific development environment can play a certain role. Without the support of the environment, Apple products will face with dilemma without running.

Secondly, the product pricing is more limited. From the perspective of the development of the electronics industry, the electronic brand must seek better development path, if you want to get a real market, access to long-term development. Furthermore, Apple products in the pricing are high. The formulation is mainly for the high income and high grade groups, whose design is high-end line. Although in the current situation, the market has some potential, yet in the future development, whether can adapt to the era development needs is still a worth exploring problem.

Finally, the lack of effective leaders. Since jobs died, Apple lost the most powerful support. Therefore, whether the new Apple products can continue to create Apple's glorious past is still unknown.

1. 4. The suggestions of developing Apple Company

First, we should make the global standard. Concerned about the development and changes of the market, in order to develop new productions which are on the basis of full market research to meet market demand, so the enterprises can have a steady stream of life. The enterprises can carry on the ponder from the following two aspects: First, the formulation of standards must be globally oriented, product of their own standard of moderate adjustment,

in order to adapt to the requirements of the existing international standards. Make production in accordance with the real standardization process; Second, enterprise should make efforts to improve their own, reenact the standard, try to push the international standards of behavior, the maximum expand the scope of it ,who want to truly global win the dominant position.

Second, the pricing of thinking. Apple Corp electronic products with higher product pricing and frequent product upgrades are the embodiment of its choice of innovative marketing strategy. Apple Corp will be the product positioning in a higher level of respect for demand. Through market segmentation to pay more attention to the symbolic meaning of products to consumers, to seize the characteristics of the target consumer groups in the consumer. In the strong support of the exterior design , the good quality and fashion of the products, Apple's electronic products is no longer just a simple electronic equipment ,it become synonymous with high-end fashion. With the sales of products, Apple's innovation, the elite of corporate culture are also sled. In addition, the Apple Corp also use skimming pricing strategy and brand advantages to continue to shorten the product life cycle, and promote product upgrading, so as to achieve higher profits.

Finally, introduce outstanding marketing talent. In the modern era, talent is the lack of enterprise. In order to promote the development of Apple's marketing work, excellent marketing personnel is essential.

Therefore, in the recruitment process we need to pay attention to the selection of personnel, try to choose talent with rich knowledge and practice in marketing. At the same time, an effective leader is necessary. Only in this way, the enterprise can continue to develop efficient and orderly.

2. ANALYSIS OF MI COMPANY

2.1. The introduction of MI Company

MI was founded in 2010 by serial entrepreneur Lei Jun, who believes that high-quality technology doesn't need to cost a fortune. At MI, we've brought together smart people from Google, Kingsoft, Microsoft, Motorola, Yahoo, and other Internet and tech companies from around the world to bring that vision to life. We create remarkable hardware, software, and Internet services for – and with the help of – our MI fans. We incorporate their feedback into our product range, which currently includes MI 4, MI 3, MI Pad, MI Box, MI TV, Redmi 1S and Redmi Note, MI Power Bank and other accessories. We sell direct to customers to keep our prices competitive. And with more than 18 million handsets sold in China in 2013 and products launched in Taiwan, Hong Kong, Singapore, Malaysia, Philippines, India and Indonesia, we are ready to go global. (Dan Seifert, 29 August 2013)

2.1.1. History of MI Company

MI was founded in April 2010 by ex-Kingsoft CEO Lei Jun, as a software company creating a new custom ROM based on Google's Android. Their aim was to provide additional functionality that Android had yet to offer and an easy to use user interface. MIUI, the ROM which the team created, became a huge success and has been ported to many devices. As of 2014 MIUI can be downloaded and installed to over 200 devices in both English and Chinese, even non developers can easily install MIUI to their phones using the MIUI Express APK. As of the end of 2013 MI had over 30 million MIUI users worldwide! Very impressive for such a young company! (Daniel Ahmed, 18 April 2014)

2.1.2. Development of MI company in China

MI may be number one in China, where Apple languishes in sixth place, but on a global

scale with 6% of the smart phone shipments in the third quarter, it is far behind Samsung's 25% and Apple's 12%.

MI's smart phones use Google's Android software with designs which some say mimic Apple's iPhone. They compete with both Apple and Samsung smart phones with similar functionality, but at prices significantly lower than the cost of an iPhone 6 or Galaxy S5

Compared to the average smart phone owner, those on MI were much more likely to be aged between 18 and 34, and much less likely to be aged over 35. They're also more than twice as likely as the average to be business professionals (rather than parents, fitness nuts or gamers), probably from university – a demographic expanding by about seven million every year, and by 2020 will number 195 million just in China, more than is forecast for the entire US workforce. (Nick Vivior, 9 July 2014)

Xiaomi users versus average Chinese smartphone users by age (percentage)

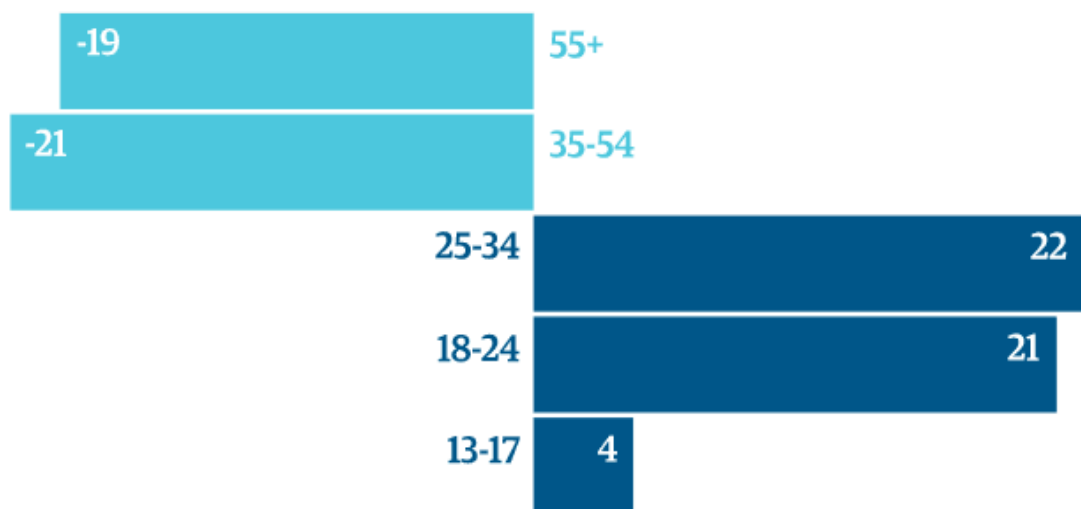


Figure 3. MI phone users versus average Chinese smartphone users by age(percentage)

Source:<http://www.tnooz.com/article/chinese-consumers-warming-xiaomi-surpassing-apple-engagement/>

2. 2. SWOT analysis of MI Company

1) Strengths

MI mobile phone has a great cost-effective. It is the first smart-phone with a dual-core 1.5 GHZ processor in China, also using the most rapid and strongest mobile phone chips in the current world. The price of MI mobile phone is 1999 Yuan, which has the tripartite confrontation with the other mobile phone of the same kind of configuration, attracting the eyes from the customers effectively. Compared with the traditional sales channels, MI mobile phone adopts the online sales, which saves the costs of many aspects such as stores, advertising promotion.

2) Weaknesses

Lacks market credit. Because MI mobile phone was established in April 2010, and began formally to enter the public's line of sight on 2011, it is much lower than other mobile phone brands at home and abroad on the familiarity, especially some high-profile foreign brands, such as Apple and Samsung. Though that the MI mobile phone being listed has exert a great influences in the users and caused great topics, MI mobile phone market shares are not enough and lacks of a certain reputation.

The ability for after-sales service is weak. Because the MI mobile phone adopts the ways of online sales and it has no physical store sales in the city, it conducts the after-sales service by telephone and network to solve the problems for the consumers. Although the network environment is becoming more and more developed, the ways of after-sales service for MI mobile phone will still breed discontent and grumble from the users.

3) Opportunities

Competitors' marketing level at a inferior position. At the present Chinese mobile phone market, it is very difficult to find telephone products of another enterprises having high-end

hardware equipment, lower price and the high marketing level like MI.

Accurate product positioning. Because the development of economy has driven the advancement of mobile internet technology, 3 G smart-phones also gradually become the mainstream chooses by the users. MI mobile phone positioning in features of smart-phones--high quality, lower price, which accords with the social development.

Huge domestic market. With the rapid development of China's society and economy, people's life qualities also gradually improve and the income is proportional to the level of consumption. And there is a great demand in China mobile phone market, in which there is no domestic brands can match the foreign brands of mobile phone. And at the same time, the hope people place on high quality is more and more big.

4) Threats

The competition pressure of smart-phone industry is very big. With the enlargement of the values of smart-phones in China market, more and more enterprises participate in the alignments to manufacture smart-phones, which will inevitably increases the competition among the industries. In addition to Apple, Samsung, and other well-known foreign brands, domestic mobile phone brands, such as Huawei, Lenovo, Meizu, are threatening the position of MI mobile phone. On account of MI mobile phone being released for a short time, the weight in the eyes of consumers is much less than the other brands. Though sales volume of MI mobile phone is good, but the market shares are very low.

The technological property rights itself is low. The spare parts of MI mobile phone is not only developed by itself, but also derived from the supporting from other brands. With the collaboration with the advanced brand, the independent property rights of MI is too low, bringing deadly threats to its sustainable development, which should be more concerned in the future development.

Public opinion pressure is too high. Since MI mobile phone being well known, it faces all kinds of suspicions. And with the constant rising of sales, MI mobile phone is becoming the topics people discussed in daily life in fastest speed, which attracts broad attention. Accordingly, the negative news also arise, which are fabricated from multiple powers, some

from the competitors and some from the internet ghostwriters, then undoubtedly bringing serious blows to MI mobile phone. Moreover, MI mobile phone also has shortcomings, such as culpable after-sales service, frequent hardware problems and so on, which will also raise the concerns and spreads from customers and media. In a word, the pressures from society influence the future development of MI mobile phone seriously.

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2. 3. The successful applications of marketing theories by MIUI

1) Micro-blog Marketing

Apart from the traditional propagation mediums such as television, newspapers, magazines, radio, micro-blog marketing is praised as the fifth greatest propagation medium. The teams of MI develop the advantages of the micro-blog marketing: the staffs of plan department interacted with the users of micro-blog, which made many people feel interest in MI telephone before release, and operated the activities of getting the telephone by tweeting, shared the illustrated evaluating of MI telephone after the release. Moreover, before the release, Lei Jun, the CEO of MI Company, controlled his numbers of micro-blog within 2-3. After the release, he not only used his micro-blog to propagandize MI mobile phone high-density, but also participated in Sina micro interview, attending the activities such as Tencent micro BBS and Geek park. And Lei Jun's friends had also come to advertise on micro-blog in succession to build up the momentum for MI mobile phone.

2) Viral marketing

MI mobile phone is very popular among young people. Because of the unceasing publicity from the people who have great interest in MI, they all know some information about the MI mobile phone more or less, no matter paying attention to IT products or not. Through the introduction, they will realize the superiority of MI. And then through various kinds of communications, MI achieves the goal to input and promote the products.

3) Hunger marketing

After it was officially released, the company of MI began to sell mobile phone restrictedly, which made the supply fall short of demand, in order to control the market. They utilize the consumer psychology “the thing which can’t obtain is the best thing”, reducing the capacity wittingly, so as to achieve the goal of controlling the relationships between supply and demand, creating smoke screens of demand exceeding supply. At the same time, it is benefit for protecting the brand image and improving the added values of products to maintain the higher price and profit margin.

4) Online and Outline sales

The distribution channels of MI also imitate the Apple channel policy in the United States, mainly adopted the distribution model of electronic channel plus the cooperation with logistics company. First, the sales of MI at present are network-direct-sales, which depend on the subordinate B2C network, MI network, evading the profit split with stores and distributors, avoiding the network fraud and excess cost, putting an end to fake goods, owning fashionable feeling, attracting the interests of younger customers and strengthening the brand influence. On the inventory and logistics, MI uses the logistics net of VANCL, which is belonging to the group company to deliver goods. Next, strengthening the cooperation with telecom companies; MI and China Unicom, China Telecom reaches an agreement to sale contract-telephone together, so as to increase the distribution channels. MI can not only has a great client base, but also maintain a lower price and convenient services, developing both online and outline sales. (王辉,2012)

2. 4. The shortage of MI company marketing

1) Low brand value. Millet mobile phone brand awareness isn't very strong, there is no set of specialized departments and specialized personnel to study brand value, which's distinctive and unique brand image did not established in minds of customers, without the use of brand value to develop the market of ideas.

2) Lack of experience in hardware management and control. Millet is not a hardware manufacturer, for the upstream cost of compression is limited, the stability of production capacity and market demand is a big challenge.

3) Limited sales channels. Due to the first tier cities online shopping group, its online sales approach is difficult to fully cover the two or three line city.

4) Buy mobile phone on the Internet is based on the enough understanding and trust of brand. But now millet users are "fans" based, single user groups, whether for the mass consumer generated enough attraction remains to be seen.

5) Millet mobile marketing segmentation is not clear. The millet mobile marketing don't pay more attention to the target consumer age, occupation characteristics, life form, buying habits, consumer psychology and purchasing decision ,which will help them to determine their pursuit of value and make the positioning of the concept of brand marketing .

6) After sales service. In the domestic mobile phone service has been a big problem. Millet phone has just entered the market; its service system is not perfect.

7) Low price for the late service has some limitations. Once the mobile phone has large-scale problems, the original low-cost cannot bear the cost of after-sales.

(富国群, 2004)

2. 5. The suggestions of developing MI Company

1) Set up special departments and specialized personnel to study the brand value and promote brand through multiple channels, in order to establish a distinct, unique corporate brand image in the hearts of customers.

2) Explore other sales channels, for the purchase of potential consumers through online sales channels to buy the channel. For example, set up millet mobile phone store and launch products in the United States, Suning Appliance Chain Enterprises, but need to control the number and quality of retailers.

3) Service docking with the Internet Co, you can form a mobile phone as a link to the mobile Internet Empire. Such as customers on the phone can complete the shopping process, etc...

4) Millet should be tailored for the user as much as possible for their MIUI system interface and operation (such as business machines, amusement machines, machine for students, white-collar machine, fever machine, old machine), and all mode can switch and intelligent switch (such as the nature of the work, time, date, brightness, batteries and other conditions, automatic conversion).

5) Do not over publicity hardware configuration, turn more propaganda cost advantage and the best fit for their own is the best idea.

6) Perfect after-sales service system, the greatest degree of elimination of consumer concerns for the future development of the foundation.

7) Through the product differentiation design, launch new models or for the new target market to launch a high price mobile phone, improve the profit, and promote the rapid development of enterprises.(王辉. 2012)

3. COMPARISON OF CHINESE AND FOREIGN MARKETING (WIDE RANGE)

3. 1. Comparison of Chinese and foreign marketing environment

Economic environment is an important part of the market environment for enterprises and the marketing activities of enterprises are the link of the enterprise to the market. Higher level of economic development, high level of market competition, involving a wide range, is a necessary condition for the enterprise.

The western marketing theory was produced and developed with the fast development of western countries; the increasingly fierce of market competition, the sharp conditions to market. After twentieth Century, with the development of the western economy, the increasing level of social productive forces, the market commodity supply exceeds demand. The competition of enterprises for the survival and development is becoming increasingly fierce, so the market, the products to enter the market, occupies the market marketing strategy and methods, become inevitable. Subsequently, the western marketing theories and strategies were produced, developed and perfected. At present, the western countries have been achieved economic height socialization, marketization, modernization and high technology. The abundance and high quality of commodity markets provides sufficient material base and premise for the operation of the enterprise market marketing.

In the implementation of the planned economic system, the economic basis of marketing is not available. More than 20 years of reform and opening up, China's total industrial economy has reached a considerable scale, and the number and quality of the product has been greatly improved. The shortage of economic competition has basically ended. This provides the objective conditions for Chinese's enterprises to implement marketing. But at present, the supply surplus is in low productivity and low levels of consumption, which based in low level of per capita income and per capita consumption.

The supply of surplus buyer market is not only a concept, but also should include the integrated concept of quality, variety and service. The level of buyer's market development degree is low. The important reason is that our country enterprise's marketing management

operational level and the application level has big disparity with the developed country.

The environment of social and cultural is a kind of behavior criterion, which is formed in the form of religious beliefs, values and consumption habits. The social culture has obvious nationality and the region, which has a strong influence on consumer's purchase behavior and the local marketing activity.

Western countries have a clear tendency of rationalism, which pay attention to the relationship between man and nature, and the understanding of nature. Pay more attention to the right and obligation of the people, the problem of people's faith, "do the right thing" and the program, system and efficiency. The tradition of rationalism makes westerners emphasis on science, practice, innovation, so the westerners think of marketing as a tool, emphasize the standardization, systematization and standardization, get marketing efficiency to depend on system and discipline , and make marketing as a kind of special technology innovation. The high welfare of the society makes domestic consumption exuberant, the demand diverse, and the development of marketing theory.

Our culture is different from Western. Thrift is our country's tradition ,which makes consumers be very careful in reckoning ,pay more attention to product quality and consumption carefully; The Doctrine of the Mean is used to adjust people and social's behavior standards, and hope their behavior and social accepted by others. The lack of means of establish and consolidate enterprise culture, and the lack of various contradictions in the social and public services, and the prospect of negative expectations, and so on, that makes arguments to China's social and cultural environment .The political and legal factors that affect the marketing activities of the enterprises are mainly reflected in the relationship between the enterprise and the government.

The government acts major roles only in the country's overall economic situation and the safety of major issues, and intervene in the affairs of the enterprise. Yet, under normal circumstances individuals and enterprises have a high degree of autonomy.

The government's mission is to provide quality public services and welfare, protect private property, enforce contracts and protect the market open, so the company is fierce competition, and as far as possible to develop.

But our country's national policy and its adjustment has great influence onto our country enterprise's marketing activity. The national policy provides the direction and speed of the development of the national economy, which is directly related to the social purchasing power

and the growth of the market demand. On the one hand, the national laws and regulations not only regulate the behavior of enterprises, but also affect the size and structure of market demand. To ensure the completion of the national plan; on the other hand, they bound the enterprise's "hands and feet", so the enterprises are short of innovative environment. (王方华,1998)

3. 2. Comparison of Chinese and foreign marketing concept (idea)

The marketing idea of the enterprise, which is called the marketing management philosophy, is the guiding ideology of the enterprise to make management decision and carry out marketing activities. The management idea is directly related to the success or failure of the business activities of the enterprise.

The modern management concept in the western developed countries, which pay attention to corporate philosophy, corporate culture, etc., is the guiding ideology and the action program for the enterprise to solve various business strategies. In the fifties of the 20th century, in order to adapt to the economic environment , the western provided the market marketing idea, which think that the key to the realization of the goals of the enterprise is correctly identified the needs and wants of the target market, and more effectively transfer target market expectations of goods and services, than competitors more effectively meet the needs and wants of the target market, has two basic characteristics as consumers as the center, emphasizing the overall marketing .In the 70 's, some scholars have made a further revision to the concept of marketing, and have put forward the concept of social marketing, ecological marketing, etc. In the 80's and 90's, the marketing concepts which reflected the new changes appeared , such as the concept of competition, green marketing ideas, customer satisfaction, as well as the current virtual marketing, etc.. Its essence is to emphasize the business activities of the enterprise should take into account the development of the society, customer satisfaction and business interests, so as to ensure that the enterprise can obtain sustainable development.

China's marketing concept has also experienced a long development stage. Before the reform and opening up, the basic characteristics of the market is that a serious shortage of goods, enterprise needn't care about the issue of sales of products and take production concept

as the guiding ideology of business, don't understand the market needs. With the deepening of reform and opening up and the great changes of situation of market supply and demand , products cannot meet consumers' demand will be sold out, which prompting companies to attach importance to the promotion, and gradually promote the concept of marketing. Along with the market of our country, a lot of products have been completed by the seller's market to the buyer's market, so the market competition intensifies, and enterprises began to set up marketing ideas. But from now on, our country's enterprise marketing idea fall behind the foreign , which has the one-sided understanding to the marketing idea.

3. 3. Comparison of Chinese and foreign marketing mix content (4p)

The traditional marketing management mode talks about what kind of production, the use of what kind of marketing and promotion way and the ultimate goal is to obtain profits through consumer demand. The marketing mix is an important part of the marketing strategy of the enterprise. It is an important concept in the modern marketing theory. Marketing Professor Philip thought that all sectors of the enterprise provided service for the interests of the customer and work together; the result is the integration of marketing. Its significance is to emphasize the relationship between the various elements, requiring them to become a unified organism.

Foreign marketing mix has experienced four stages. 4P are product, price, place and promotion. 4C's marketing ideas include consumer, cost, convenience and communication. 4S are satisfaction, service, speed and sincerity. The core of 4Pc is to correctly handle the relationships among the enterprise, the customer and the society. Connotation includes (1) the concept of marketing management in the center of the enterprise, which including producing concept, product concept, selling concept or marketing idea.(2) the concept of the consumer as the center or marketing concept.(3)societal marketing concept. It is believed that enterprises should pay more attention to improve production efficiency and expand the distribution range, increase production, reduce costs .And the enterprises must produce high quality products, aggressive marketing and provide consumer marketing information .Require enterprises to take into account the overall consumer and long-term interests. All plans and strategies to the consumer should be the center. The management center of gravity is the

discovery and understanding of the needs of customers, in order to achieve corporate goals. At present, some new ideas are put forward in the marketing field, such as human concept, intelligent consumption concept, ecological imperative concept. The view that the production and operation of enterprises not only to consider the needs of consumers, but also to consider the long-term interests of consumers and society as a whole, which is called social marketing concept, to request the enterprise than competitors more effective to make customer satisfaction, and to maintain and improve the welfare of consumers and the society.

By the marketing strategy and management methods, from production to sales is a simple channel of circulation. And the modern marketing concept on the basis of 4pc, requests the enterprise to set up the customer as the center is more suitable for modern market marketing idea, advocate doing business is to create customer, customer retention, win customer satisfaction loyalty to the group. In the actual operation of the enterprise, they should firstly consider the customer's needs and satisfaction. To sum up, all the activities of an enterprise should meet customers' needs; provide high quality products and service. As customer satisfaction as business purposes, at the same time, taking the necessary social responsibilities and obligations, strengthen the image and the building of enterprise culture. Between enterprises in the future competition, the scope of cooperation will be wider and deeper. The development and improvement of marketing theory will be accepted by the future enterprise .The mainstream of the development of business strategy is still as the enterprise as a social unit, self-development and self-perfection process, involved in several aspects. It is very important for our country's enterprises to study the laws of the foreign countries, study the laws of the foreign countries' development and actively absorb foreign experience and innovation.

3. 4. Comparison of Chinese and foreign marketing thinking differences

China's relationship marketing is based on the Chinese culture, which is different form the West. Mainly in the following aspects:

First of all, the Western emphasis on the relationship of the main body, while the Chinese attach importance to the individual. Marketing in the west is mainly about the mutual aid among the organizations, which pay more attention to the relationships .Western

relationship marketing also emphasized human feelings, but it is more rational. When the contradictions between human feelings or feelings and interests happened, human feelings or emotions should give way to the interests .China's relationship marketing is different, which also refers to the marketing activities among organizations , it more emphasis on the role of the individual. The quality of the relationship of the individuals directly affects the relationship among the organizations. Chinese enterprises engaged in marketing activities, will spare no effort to explore, establish and use of all kinds of social ties, such as genetic, geographic, God fate, industry margin and margin, the so-called "Wu Yuan cultural marketing". "Familiar", the "gray marketing" and other phenomena are based on the performance of China's culture of relationship marketing.

Second, the Western pay attention to interests, while the Chinese are feelings. When the relationship marketing has gradually become a global activity, it is used to achieve the enterprise's goals, which is one of the commonly used corporate marketing strategies. Economic interests and feelings are the important media of the relationship marketing, different is that ceremony, human, face became a relationship marketing important media in China. This is due to the differences between the Chinese philosophical thinking and the behavior patterns of the relationship. China's practice in the human favors may put future leeway for flexible operation, showing the future with emphasis on overall, which tend to emphasize general principles and pure reason. But Westerners pay more attention to the right now and the details, reflecting their thinking on the direct and concise. (Sun Wei, 2007)

4. COMPARISON OF APPLE AND MI MARKETING (HUNGER MARKETING AS EXAMPLE)

The hunger marketing for iPhone of Apple Inc. differs with traditional strategies and it does not control the capacity of products deliberately so as to create the illusion of short supply. Instead, it is more of a "hunger" which is reflected on the control of the new product information. This rigorous information secrecy system creates a mystique for iPhone, which mobilizes an urgent desire from customers and media for its information. Until the conference of the new product, Jobs using ten minutes to introduce the products humorously, iPhone began to lift the veil originally. Generally, its route of transmission is roughly as the following process: information control - conference - publishing the release date - wait - comprehensive news coverage - queue overnight - officially on sale - all out of stock to sell - cattle prices. Thus it can be seen that the products are launched orderly, making the customers from the proceeding of yearning for now to thirsting to have, step by step to cultivate the brand loyalty of the customers. Of course, the obsessions for iPhone is inseparable with the big brand - Apple which has hundreds of millions of consumers and followers all over the world, most of who are the higher income and cultural level group, enjoying life, paying more attention to life taste. More important thing is that they are almost all senior netizens, who are active in social networks, or even are the opinion leaders of a group. These kinds of followers are the reservoir host for good reputation of iPhone, who will always participate in spreading spontaneously and actively. So the word-of-mouth of iPhone has more objectivity, authenticity, and easily to be accepted by others. iPhone has the unique features on the control of the product life cycle. on one hand, it compresses the launching period (including the introduction period and growth period) and delisting period, and gives more mature period to grant more market shares for the upgrading of products (usually two years of a bend, three or four years a

big change). On the other hand, it uses the network platform, such as App Store, to seek a new business model and value and inject new life force for the iPhone. The new business model, providing a platform to realize the user and the developer's benefit maximization, is a huge hit for the smart-phone industry and is also one of the reasons for the success of the iPhone.

MI mobile phone learns the hunger marketing from Apple essentially, but even better when using in practice. Generally, its route of transmission is roughly as the following process: promoting to release - consumer waiting to snap up - all out of stock - sales to snap up - all out of stock. Thus it can be seen that the hunger marketing of MI is mainly manifested in the whole process in which supplying the products is limited and depends on time-dividing, occurring the rob empty phenomenon frequently, so as to trigger the enthusiasm of more customers. What should be mentioned here is that the ,MI mobile phone does not use a lot of advertisements, only relying on the word of mouth, adding "hunger" factor to the viral marketing so as to make it spreading faster, stimulating the purchase desire of potential consumers better than before.(Adrian Payne, 2011)

First, on the products and prices, influenced by Steve Jobs, Apple always regards "focus, innovation, simplicity, details" as the product concept to integrate superior property and perfect design to create apple products. Coupled with the different target customers, its products become the pronoun for fashion, perfectness and nobleness. Instead, MI mobile phone takes the "fever" product concept, to build cost-effective smart phone. This makes the iPhone maintain proud, independent, and mysterious to manifest its status, while MI mobile phone can be accepted quickly because it can inspire the usual "affordable" psychology of customers. Second, on the channel, Apple is mainly through the website of direct selling, boutique, independent distributors and operators to sell products. We can easily find that Apple's features are mastering the core technology, through the ways of "the global design, domestic foundry", controlling the entire ecosystem, adopting strict limits on the downstream prices, maintaining the stability of market price, while MI also uses the way of online marketing, some cooperating with operators. Its main advantages lie in that MI has an electronic commerce system itself, saving a lot of cost, and the high degree of integration

resources being effective to improve the operating efficiency. Third, on sales promotion strategy, Apple relies on conference and a small numbers of ads, not reducing the price directly, but offering the gift card to do favor, while based on the Chinese reality, MI adopts the ways of offering festival coupons, holding conference, advertising to appeal the customers to improve the loyalty. Fourth, on the package, apple products is designed elaborately, unified color (the classic black and white), unified Logo, fully reflecting the company's culture of minimalism. While MI also shows great originality on the packaging, propositioning green environmental protection and bearing anti-throw and the design is more delicate. In a conclusion, iPhone positioning its products at high income and high grade user groups, must maintain this noble image if wanting to maintain the competitive advantage. And if it cuts the price, its value will be discounted. And MI mobile phone positioning in the mid-range price, featuring cost-effective products, doesn't have the ability to control ecological system like iPhone, which requires it updates the products carries on innovation, maintains the high cost-effective images. Otherwise, it will also face failure. (张德鹏, 4 April 2014)

5. THE INSPIRATIONS OF APPLE INC.AND MI TO CHINESE COMPANY

5. 1. The revelations of Apple Company

As one of the most outstanding enterprises in the whole world today, the experience and lessons accumulated by Apple Inc. have great guiding significance to the development of other enterprises. No matter the development of the early Apple computers or the development of smart phones later, Apple Inc.'s unique creativity has a huge impact on its success. Its innovation is not only a technical one, but also the innovation of management and thinking. There is no doubt that the technological innovation ability is quite essential for the development of an enterprise. The innovation ability is a core competitiveness of enterprises in the fierce market competition. At the same time, the sound development of an enterprise cannot do without good management, while the long-term development of an enterprise also cannot do without the good promotion of the products. Therefore, the management strategies and marketing strategies are also the important influence factors of success. Next the experience of the Chinese enterprises development is explored from the following aspects: technology innovation, enterprise marketing strategy and leader management strategy of Apple Inc. (Kevin Kelleher, 28 October 2015)

1) Innovation consciousness

Innovation refers to the processes of eliminating all the outdated thoughts and things and creating advanced and valuable ideas and things in all levels and all fields such as human material civilization and spiritual civilization. The so-called innovation consciousness refers to our cognitive level and degree of innovation, innovation value and importance, our attitude

towards innovation and a stable mental condition of standardizing and adjusting our activities with this attitude. Innovation always represents clear objectives and value directionality of a certain social subjects. It is the driving force for the subjects to develop stable and constant innovation needs, value pursuit, mind-set and self-consciousness, and also the important spiritual power to motivate, encourage and develop people's potential essential strength.

With the favorable development of China's economy, a large number of excellent enterprises have emerged in China. To achieve long-term development, these enterprises will inevitably open to the world. During the process, China's enterprises must first build up their own brands, set up innovation consciousness and do not try unsuccessful imitational design. From Apple Inc.'s success we can see that technological innovation can promote the development of enterprises, provide support for the enterprises' costs, quality, efficiency and product flexibility, and is the foundation of enterprise growth and development. The Chinese enterprises can reduce costs and carry out mass production through technological innovation, and reduce labor costs by adopting advanced production line; improve quality, increase the added value of products, carry out design of high performance, keep the consistency of the products, and shorten the production cycle through technology so that consumers can get new product as soon as possible; increase the flexibility of products and make the products more in line with the needs of the consumers through technological innovation. In short, the enterprise innovation ability is the core competitiveness of an enterprise and the essential competitiveness for the Chinese enterprises to participate in the worldwide competition. Only by constantly improving their innovative ability, can the Chinese enterprises become outstanding enterprises like Apple Inc.

2) Concern for consumers

Market needs to be more innovative and offer products and services which are more in line with the actual needs. However, some needs are not met yet. The Chinese enterprises must pay attention to the needs of the consumers and communicate with the enterprises of the same industry. Few consumers will buy all the products of the same brand. The products of the different manufacturers must be of mutual operation and seamless communication to meet

the needs of the consumers. For consumers, the lower the price of the same content and services is, the more attractive it will be. Andrew said, "If you have developed a new product, even if it's just a little better than the existing products, you will still soon achieve a massive success in the current market ".

3) Enterprise marketing strategy

After a good product is developed, a good marketing strategy is essential to make the consumer identify with the product, so that the product will gradually occupy more market share. Therefore, a proper marketing strategy is also an important condition for an enterprise's success. Apple Inc.'s marketing is quite remarkable. During the process of marketing, Apple Inc. adopts the strategy of consumer demand orientation, and provides value-added software services while promoting hardware products. At the same time, Apple Inc.'s hunger marketing strategy is also developed and applied well. Hunger marketing refers to the marketing mode of creating deliberate fall in production in order to regulate and control supply and demand and cause the illusion of demand exceeding supply, thus improving brand image, enhancing the added value and profit margins of the products. Every time when Apple Inc. launches new products, it will adopt the hunger marketing strategy. And every year after the release of new iPhone, the long queue lined up in front of the Apple Inc. flagship store waiting to buy new iPhone proves the success of Apple Inc.'s hunger marketing strategy. Moreover, the highly confidential mechanism of the enterprise's research and development process can also well increase the hunger of consumers, and further promotes the marketing of the products. In addition, Apple Inc. also has religious marketing, viral marketing and other marketing strategies. It is through the flexible cross use of these different marketing strategies according to the demand of its products that Apple Inc.'s products achieve good promotion in the world market.

In addition to setting up a good brand image, the proper marketing strategy is also indispensable for the products of China's enterprises to move towards the world. The enterprise marketing should be guided by the consumers' demand and proper marketing channels must be adopted. At present, the Chinese enterprises like MI Tech are rising rapidly

and their marketing strategies follow that of Apple Inc. to a great extent. However, while imitating, China's special national conditions and the particularity of the Chinese market cannot be ignored. It is the most important thing to find suitable marketing strategies for these enterprises. Besides, a good marketing channel is also very important. The reason why Apple products can attract the attention all over the world is inseparable from Apple Inc.'s flagship stores throughout the world as well as their close communication with customers. On the basis of benign interactive relationship with customers, it is easier to understand the needs of customers and also indicate the path for development of new products. Therefore, in the process of going to the world, must only by formulating proper marketing strategies and establishing perfect marketing channels, can the Chinese enterprises be likely to become a world-class enterprise like Apple Inc.

4) Enterprise management strategy

As talent is most important for a good enterprise, talent management is a core part of enterprise management. Good human resource management is a key basis for the success of an enterprise. The soul man Steve Jobs of Apple Inc. had been pursuing the idea of talent first. He used to recruit talents by investing heavily and even attend recruitment in person. He insisted on using best talent and best technology to make the best products. Because of this, a large number of top IT elites went to him by his fame and were willing to work for his enterprise. Under the leadership of such a perfectionist like Jobs, Apple Inc. has developed the distinct value of encouraging innovation and brave exploration. In terms of the enterprise's human resources management, Apple Inc. respects and motivates talented people. When challenged by the huge impacts of Microsoft and IBM, it did not drastically lay off employees. Instead, it paid more attention to the value of employees, solidarity and overall efficiency, which helped maintain stable and rapid development of the enterprise later. Secondly, Apple Inc. carried out friendly management, broke down barriers of communication, widened the vision of employees, strengthened their solidarity, improved the communication with the employees and formed a bidirectional interaction between enterprise and employees, so as to promote its long-term development. Of course, in the later success of Apple Inc., the personal

charm of Jobs as the enterprise leader has to be mentioned. As one of the founders of Apple Inc., Jobs once left the enterprise due to a variety of reasons. However, he went back to Apple Inc. in the moments of crisis and made it become a first-class enterprise again. His excellent personal leadership is also the important reason behind the success of Apple Inc. Among the corporate culture of Apple Inc., the spirit of the pursuit of perfect excellence is also inseparable from Jobs' management concept. It is with excellent team and leader that Apple Inc. has become a world-class enterprise today. To achieve long-term development, the Chinese enterprises must attach importance to the introduction and absorption of key talents, and pay attention to the talents cultivation and win over talents with practical experience. Talent is not only the key factor for enterprises to gain market competitive advantage, but also the basis of innovation. At present, the manpower cost is rather low in China, and the outflow of high-end talents is relatively serious. Thus, enterprises should provide employees with better social benefits, loose work environment and independent right in the process of attracting talents. In the enterprise management, it is necessary to learn from development experience of the previous excellent enterprises and find suitable management strategies through combination with the actual situations. At the same time, excellent enterprise culture is also an important part of a good enterprise.

5. 2. The revelations of MI Company

The success of MI phones seems to subvert the traditional theories of marketing and management. Under the new industrial situation, the traditional science and technology enterprises should make changes in the following ways based on the successful experience of MI phones. (李宏辉,2012)

- 1) Community-based consumer opinions.

The Millet phones capture the needs of the consumers and allow them to participate in the creation. The traditional enterprises often suffer from "lag effects" in understanding the

consumer demand. For example, they always try to know whether the consumers are satisfied with the products after their market launch. However, the feedback is rather slow. In recent years, a lot of traditional enterprises have been trying to build online consumer communities, hoping to be able to capture consumer demand and their product evaluation at any time. MI Tech has solved this problem through online community. There are a number of fans gathering in the MI online community every day and they publish all sorts of comments which become the key for MI Tech to find out its pain points.

During the Internet age, consumers are producers. They not only want to participate in the product purchase and share experience, but also want to get involved in production. This kind of crowd sourcing model deserves the attention of the traditional enterprises. It is worth thinking about how to encourage consumers to participate in the product research, development and design.

2) Focus on the fine works strategy and produce scarcity effects

The traditional science and technology enterprises make a number of products each year, but there is no highlight for any product. MI Tech learns from Apple Inc. and only works on one product every year. It makes the consumer experience perfect. This kind of "focus on quality goods" strategy is in fact also a kind of spotlight effect brought by a single item. MI Tech plays this strategy to maximum. At the same time, its focus on a core product produces scarcity effects, which gives the product marketing itself a color of mystery. The same strategy is also made full use by Apple Inc. in the era of Steve jobs. The products which win the screaming of consumers must be high-quality goods, rather than the ubiquitous ones. Distance makes products more valuable.

The more subdivided the personalization of the consumers are, the more focus is needed. In spite of the subdivision of the traditional manufacturing industry, the subdivision is extensive and aims to satisfy all the consumers with more products. In practice, it cannot fulfill the correspondence with the consumers. Only by cutting down the unnecessary repetitive products and focusing on quality goods, can we win fans. (天下网商,2014)

CONCLUSIONS

This paper is to analyze two successful cases of MI and the Apple Inc. and inspire local companies to grasp market opportunities in the bring forth new idea. From the brief introduction of two companies, we know the history, the development and the marketing environment and so on. Apple joined the phone industry in 2007 with the iPhone, which has also been widely successful. MI's phone has successfully conquered China and expanded into developing a wider range of consumer electronics. From the SWOT analysis of both companies; we know the strength, weaknesses, opportunities and threats of these two companies. We know the advantage, and, at the same time, the weak parts of the companies. Apple phone and Millet phone, combined with their own advantages and disadvantages, and the market environment analysis, carried out a systematic study on the corporate marketing strategy and marketing strategy. Through comparing the marketing mode of Apple Company and Millet company, analysis and summarize their advantages and shortcomings that can provide experience references for domestic enterprises.

Integration of world economy increasing the competitions between domestic enterprises and the advanced enterprises of developed countries. Entrepreneurship is an area where countries can learn from each other. As one of the most outstanding enterprises in the whole world today, the experience and lessons accumulated by Apple Inc. have great guiding significance to the development of other enterprises. From Apple Inc.'s success we can see that technological innovation can promote the development of enterprises, provide support for the enterprises' costs, quality, efficiency and product flexibility, and is the foundation of enterprise growth and development. The Chinese enterprises can reduce costs and carry out mass production through technological

innovation, and reduce labor costs by adopting advanced production line; improve quality, increase the added value of products, carry out design of high performance, keep the consistency of the products, and shorten the production cycle through technology so that consumers can get new product as soon as possible; increase the flexibility of products and make the products more in line with the needs of the consumers through technological innovation. Innovation always represents clear objectives and value directionality of a certain social subjects. It is the driving force for the subjects to develop stable and constant innovation needs, value pursuit, mind-set and self-consciousness, and also the important spiritual power to motivate, encourage and develop people's potential essential strength. Market needs to be more innovative and offer products and services which are more in line with the actual needs. a proper marketing strategy is also an important condition for an enterprise's success. From MI, The success of MI phones seems to subvert the traditional theories of marketing and management. Community-based consumer opinions. Focus on the fine works strategy and produce scarcity effects; his subdivision is extensive and aims to satisfy all the consumers with more products. Modern enterprises should study and cultivate cross-cultural communication skills and ability.

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