

## Analysis On International Marketing Strategy of Wenzhou Luggage Industry - Take Ruian Benren Luggage & Leather Lo., LTD As An Example

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**ABSTRACT:** This paper introduces the development process of Ruian Benren Luggage and Leather Co., LTD in the international market, and introduce the development status of Ruian Benren Luggage and leather Co., LTD in the international market, and then on this basis, put forward the specific problems and deficiencies in the international marketing strategy of Ruian Benren Luggage and leather Co., LTD. To point out the direction for the development of domestic luggage and leather products, and actively build a brand in the Chinese market, to achieve a leading position. This has a certain reference significance for our country every luggage and suitcase enterprise developing the international market and provides reference for further improving its management in the international market. Overseas market has a huge potential for development, a high average per capita consumption level and big demand for our country's other case leather products. Therefore, this has a certain reference significance for our country's other case leather products enterprise to expand the overseas market to develop the marketing activities. On the practical level, this paper selects Ruian Benren Luggage & Leather Company, a small enterprise as a case, reflects the reality of the grassroots from a small social perspective, combined with relevant theories elaborated the problems existing in the international marketing strategy of luggage & leather, and gives targeted suggestions.

**KEY WORDS:** Wenzhou; luggage industry; Ruian Benren; International marketing

### I. INTRODUCTION

With the continuous promotion of reform and opening up, the Chinese economy has rapidly risen in the past few decades, and people's living standards have significantly improved. Consumer demand for luggage and leather products has also shown a continuous upward trend. The development of China's luggage and leather industry, especially in the Ruian area of Wenzhou, has shown a rapid growth trend.

With the continuous promotion of reform and opening up, the Chinese economy has rapidly risen in the past few decades, and people's living standards have significantly improved. Consumer demand for luggage and leather products has also shown a continuous upward trend. The development of China's luggage and leather industry, especially in the Ruian area of Wenzhou, has shown a rapid growth trend. Ruian has developed from a sporadic suitcase production line to a complete industrial chain with its exquisite technology and complete industrial chain, and continuously launches high-quality brands.

**The Scale and Growth Rate of China's Luggage Market**

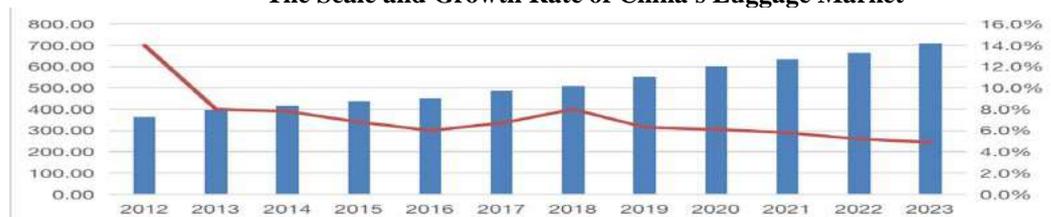


Figure 1-1

The blue bar indicates the scale of China's luggage market in terms of 0.1 billion Yuan, the red curve indicates the growth rate of China's luggage market

( Data Source : Euromonitor )

After more than 20 years of market turmoil, the Ruian luggage industry has gradually become a well-known brand nationwide. Renowned cities such as "China's Famous Luggage City", "Zhejiang Province Luggage Professional Trademark Brand Base", and "Wenzhou Luggage Professional Trademark Brand Base" have emerged one after another. Nowadays, the leather goods and luggage industry has become one of the six blocky economic clusters for the development of Ruian's industrial economy. The overall situation of Wenzhou's luggage industry can be summarized in five sentences and twenty words, namely "with a long history, obvious scale, obvious clustering, numerous varieties, and broad market.". Firstly, the industry has a long history. According to relevant records, there were records of leather making and leather making in Ruian as early as the Jiajing (Ming Dynasty) period; As early as 2002, Ruian had two leather goods processing factories, producing leather goods that were exported to Ningbo and Shanghai. Secondly, the scale of the industry is evident. At present, there are 266 various types of luggage industry enterprises in the city, including 234 luggage production enterprises, 63 upstream product enterprises and auxiliary production enterprises, 4 enterprises with an annual output value exceeding 100 million yuan, and enterprises above designated size (referring to enterprises that, in accordance with relevant national laws and regulations, employ a certain number of employees, achieve a certain amount of annual operating income or profit, and have a certain number of fixed assets) There are 56. According to data, the luggage industry in Ruian achieved an industrial output value of 6 billion yuan and a total export value of 3.5 billion yuan in 2019. The third is the obvious agglomeration of industries. Except for upstream manufacturers, auxiliary manufacturers, and downstream manufacturers, 90% of manufacturers are based in Xianjiang Town, within a radius of five kilometers. It is estimated that in 2019, more than 90% of the luggage industry in Ruian City was produced by Xianjiang District. The fourth is the wide variety of products. According to the classification of raw materials, it can be divided into four categories: PP, ABS, leather, and canvas (including fabric leather bonding and artificial leather); According to its shape and function, it can be divided into handbags and trolley bags, including handbags, trolley backpacks, trolley cases, travel cases, makeup cases, computer bags, and so on. The fourth is that the product has a large market space. Our products have been exported to multiple countries and regions such as the Middle East, Africa, Eastern Europe, Southeast Asia, the United States, and Western Europe, and have gained a large market share and high reputation worldwide.

In 2019, the overseas transaction volume of Ruian's luggage industry reached 3.5 billion US dollars (approximately RMB 25.02 billion). The outbreak of the epidemic has caused huge damage to the luggage and leather goods industry. However, through the continuous efforts of talents in the luggage and leather industry, the output value of the luggage and leather industry in Ruian City in the first quarter of April 2022 has recovered to about 80% of that of 2019. It will take some time to recover to the level before the outbreak of the epidemic, but the trend of recovery has become increasingly apparent.

In the foreseeable future, this will be a golden age of development. Chinese local handbag companies have their own advantages and disadvantages in this context. Firstly, there is a high demand for packaging bags globally, which has a significant driving effect on the export volume of packaging bags from China and provides a good development prospect for the domestic packaging bag industry.

However, this development approach has resulted in a fragmented development of the entire industry, without forming its own brand. Furthermore, with the continuous progress of society and economy, the paper bag industry will also experience further development. On the one hand, the quality of life of Chinese residents has been improved, and the quality of life of residents has been enhanced; This is also one of the reasons that has a certain driving effect on the consumption of handbags. At the same time, with the continuous progress of society and social progress, the tourism industry has also experienced rapid development. It has a great driving effect on the handbag industry.

China is a country that manufactures and exports boxes, accounting for about one-third of the total box trade each year. The total amount of goods manufactured each year exceeds 50%, and there are over 20000 box manufacturing companies. However, only a few are truly well-known to people. China is a box manufacturing country; But there are few big names. Moreover, nowadays, the competition pressure among enterprises in various countries is increasing, and the economic environment is gradually moving towards global economic integration. While vigorously developing their local markets, enterprises in various countries strive to expand their overseas markets, occupy more market share, create greater brand influence, and win more profits.

Therefore, many enterprises implement a "going global" strategy to go abroad. The foreign market has great growth potential and a high per capita consumption level, with a high demand for luggage and leather products. Therefore, this has certain reference significance for other luggage and leather enterprises in China to expand their marketing activities in overseas markets. On a practical level, this article selects the small enterprise of Benren Luggage and Leather Company in Ruian City as a case study, reflecting grassroots reality from a social perspective, and combining relevant theories to explain the problems in the international marketing strategy of luggage and leather goods, and provide targeted suggestions.

## II. OVERVIEW OF THE LUGGAGE INDUSTRY

With the increasing improvement of people's living and consumption levels, the number of business trips and overseas trips is also increasing, and various types of suitcases have gradually become essential small items around us. So in recent years, the sales of handbags in the world have shown a fluctuating trend. The luggage industry in China is developing rapidly, and the market size continues to expand. The luggage industry in our country is in an acceleration period. According to a survey by Euromonitor, data shows that from 2012 to 2017, the luggage industry entered a period of adjustment, with a slowdown in growth compared to before, with a CAGR of 7.37%. Since 2018, China's luggage market has entered an accelerated growth period, with a market size of 253 billion yuan in 2019, a year-on-year increase of 22.64%. During the epidemic, consumer willingness to travel decreased and industry growth was greatly affected. However, with the improvement of the epidemic, it is expected that the industry will continue to maintain stable growth in the future.

The export value of luggage is increasing every year, reaching a new historical high. According to customs statistics, China's exports of luggage products continued to grow in the first half of the year, with a cumulative total export value of nearly 3 billion US dollars; In 2021, the annual export volume exceeded 5 billion for the first time, reaching 5.058 billion US dollars, setting a record for the highest export in many years, marking a period of rapid development for China's luggage product exports.

Travel bags are an important component of the global luggage transportation industry, accounting for 40% of the global luggage transportation industry. At present, the international luggage bag market is mainly divided into three categories: travel bags, business bags, and leisure bags. 1) The travel bag segment market includes travel bags, such as suitcases and suitcases, and is further classified by the materials used to produce the product. These three categories are hard, soft, and mixed. 2) A service package primarily intended for commercial purposes. The commercial kit makes it easy to carry laptops and documents. Commercial luggage generally uses mobile office luggage that can be dragged and dropped, portable briefcases, or computer bags. 3) Leisure bags, mostly for daily use, include various styles of backpacks, men's and women's backpacks, stretchable suitcases, etc. They come in various colors, sizes, styles, and materials.

## III. The DEVELOPMENT STATUS AND CHARACTERISTICS OF WENZHOU LUGGAGE INDUSTRY

### 3.1 The Development History of the International Market for Luggage Industry

In the early 19th century, during European travel, large travel bags were increasingly accepted and gradually accepted by people. In the 20th century, due to the emergence of cigarettes, small boxes became a decoration for women attending banquets in society, and accessories for small boxes also appeared in large quantities in the market. In 1929, the plastic bags used by Hollywood stars to store foundation make-up were very bright, and various plastic bags such as shells, vases and birdcage bags appeared. However, during World War II, due to a shortage of supplies, bag decorations suddenly became decorative items. Ladies' handbags are made of rough canvas, so at that time, designers made a series of handbags from handbags and bicycle handbags. At the turn of the 20th century, handbag decorations, as a trend, gradually became a fashionable accessory. Under the impact of the "Eastern civilization" trend, the decoration on handbags has also shown a trend of diversification. But at that time, fashion was still just a patent for the wealthy. Low wages and heavy workload make it difficult for salaried women to keep up with trends, let alone keep up with fashion. In the 20th century, due to the development of mass media, fashion was no longer exclusive to the upper class, and women from all walks of life also followed the trend. And the decoration of the handbag also began to reveal its personality. The beaded bag swayed and made a sound to the beat of the music, and together with the jazz of the time, it formed a beautiful concerto. In the 1930s, the unprecedented development of Hollywood films greatly influenced the fashion trend. The bag decoration has a streamlined appearance and a good frame, with simple materials and simple elegance. In the smoky 1940s, practical bag decoration design was the main focus, and military design had a significant impact on it. When shoulder bags are popular, they can be used to store the most practical clothing such as gas masks, ration tickets, and ID cards. Although the era of war, full of gunpowder, has caused great trouble for many people, it has led to a trend of multifunctional and minimalist decoration in bags. In the 1950s, with the end of World War II, the US economy began to slowly recover, and women's clothing changed due to post-war sexual needs, which quickly made American women's clothing more sexy and attractive. Complementary clothing, handbags, and accessories are also essential. Developing towards sexiness and charm. During this period, rock and pop songs were not only a revolution in musical form, but also a new way of expression across regions and cultures, widely accepted by young people. In the trend of rock music, young dress and suit styles have also emerged. Short skirts also require the emergence of new bags, so various long shoulder straps and simple patterned small shoulder bags are hung on the shoulders of young people.

In the 1970s and 1980s, with the rapid development of the national economy, bag decoration became a symbol of cultural identity. At that time, bag decoration became a symbol of a nation. The constant emergence of new materials and designs has freed us from the clichés of "using money to buy a good one". In the late 1970s, with the rise of neoromanticism, narrow shoulder bags, fish bags, and other bags with a fresh rural style were carried on people's shoulders in popular clothing, reflecting people's desire to escape crowded and noisy cities under the surging economic wave. In the 1990s, when fashion was dominated by young people, avant-garde seemed to have become synonymous with fashion. The top designers are adept at utilizing their big moves. The trend of "today is popular, tomorrow has become yesterday's yellow flower" is impressive: "The world is changing so fast." As expected, with the rapid development of this trend, the decoration of handbags has also taken on a different look. After entering the year 2000, the retro trend continued, and bead bags were even more popular.

### 3.2 The Current Development Status of the International Market for Luggage Industry

According to data, the Ruian luggage industry achieved a target of producing 6 billion Yuan in 2019, with a total export value of 3.5 billion yuan. The phenomenon of industrial agglomeration is obvious. Among them, in the region about 5 kilometers around Xianjiang Town, except for upstream enterprises and auxiliary enterprises, more than 90% of the terminal enterprises are distributed in the surrounding area of 5 kilometers. Data shows that the luggage industry in the Xianjiang area accounted for over 90% of the city's industrial output value in 2019. Fourthly, there is a wide variety of products. According to raw materials, it can be divided into four categories: ABS, PP, canvas, and leather (including combination of artificial leather and cloth leather); According to type and function, it can be divided into several series, including suitcase, makeup box, travel box, backpack, computer bag, etc. Fifth, the product market is vast. Our products have been exported to countries and regions such as the Middle East, Africa, Eastern Europe, Southeast Asia, the United States, and Western Europe, and have a large market share and good reputation in the world.

In 2019, the overseas shipment value of Ruian's luggage industry reached 3.5 billion US dollars (approximately RMB 25.02 billion). The outbreak of the epidemic has caused huge damage to the luggage and leather goods industry. However, through the continuous efforts of talents in the luggage and leather industry, the output value of the luggage and leather industry in Ruian City in the first quarter of April 2022 has recovered to about 80% of that of 2019. It will take some time to recover to the level before the outbreak of the epidemic, but the trend of recovery has become increasingly apparent.

(1) The development process of the handbag industry. On the basis of analyzing the market growth rate, demand growth rate, product types, number of competitors, entry and exit barriers, technological changes, and user purchasing behavior of the luggage industry, the development stage of the industry can be determined.

(2) Market supply and demand balance in the luggage industry. By analyzing the supply and demand situation and import and export situation of the luggage industry, we aim to determine the supply-demand balance of the industry and grasp the market saturation level of the industry.

(3) The competitive landscape of the luggage industry. By analyzing the bargaining power of suppliers in the luggage industry, the bargaining power of buyers, the entry ability of potential competitors, the ability to substitute products, and the current competitiveness of industry competitors, these factors are the main factors affecting the profit level of the industry.

(4) The economic benefits of the handbag industry. Mainly used for the number of competitive enterprises, number of employees, total industrial output value, sales output value, export value, finished products, sales revenue, total profit, assets, liabilities, industry growth ability, profitability, debt repayment ability, and operating ability in the luggage industry.

(5) A leading company in the handbag industry market. This includes the company's products, operational status, financial situation, competitive strategy, market share, and competitiveness (SWOT).

(6) Investment, financing, mergers and acquisitions. The main content includes: investment project analysis, merger and acquisition case analysis, investment field analysis, investment return analysis, investment structure analysis, etc.

(7) The marketing of the handbag industry includes marketing concepts, marketing models, marketing strategies, channel structures, and product strategies. The purpose of the analysis report on the current situation of the luggage industry is to analyze the development characteristics, stages, supply-demand balance, competitive landscape, economic operation, major competitive enterprises, and investment and financing status of the luggage industry. Intended to grasp the current situation of the luggage industry and provide information support for studying the future development trends of the luggage industry.

### 3.3 The Characteristics of the Luggage Industry

#### 3.3.1. The Luggage Industry Is a Labor-intensive Industry

Due to the relatively simple production process, most of the production enterprises for luggage products, raw materials, accessories, etc. are labor-intensive and have a low level of modernization.

### 3.3.2. Small Scale Enterprises in the Industry

With the acceleration of China's economic development, more and more enterprises are choosing to invest and build factories nationwide. Although these small enterprises have certain strength, they often find themselves in a disadvantaged position in competition due to a lack of advantages in funding, technology, and management. In order to enhance competitiveness, some small and medium-sized private enterprises have shifted to upstream industries and outsourced their products or services to large state-owned enterprises for production and operation.

### 3.3.3 High Level of Market Competition

Compared with other industries, the entry barriers to China's luggage industry are not high, product homogenization is severe, company size is relatively small, and the market is relatively scattered; So, from the essence of the market, China's securities market is very similar to the "perfect competition" market.

### 3.3.4. The Trend of Fashion Development Is Obvious

On a global scale, handbag products have gradually shifted from being function oriented to a fashion-oriented trend. In this situation, only material differences, design differences, and brand differences can make high added value of luggage possible.

## IV. PROBLEMS IN INTERNATIONAL MARKETING OF BENREN LUGGAGE

### 4.1 Late International Market Layout

From a historical perspective, the advanced understanding of the economy and culture in Western countries led to the prevalence of luggage products in the early 19th century. Coupled with the high cultural identity of the local people, the development of various types of luggage also accelerated. On the other hand, at that time, the domestic economy was still very sluggish, and people could not guarantee their food and clothing, let alone afford expensive luggage products at that time. The development of modern luggage in China began in the 1980s. With the arrival of reform and opening up, the scale of enterprises rapidly expanded in the 1990s. In the 21st century, the scale of enterprises will further expand, and the scale of enterprises will continue to expand. After entering the 21st century, with the increasing number of Chinese companies exhibiting various brands both internationally and domestically, China's packaging industry has truly begun a new development trend.

The development of China's leather bag industry is mainly focused on domestic sales, and there are few high-quality PCT leather bag products. PCT is a treaty managed by WIPO aimed at protecting inventors worldwide. PCT is a recognized high-tech indicator. According to data from the China Patent Protection Association, PCT patents in the United States account for 41% of the world's total and have a significant impact worldwide. However, China's 2568 patent applications are only 1/4 of those of the United States, far behind other countries. At present, domestic packaging products have not yet formed a standard technical output in the international market; In addition, China has a large number of utility model patents and a high abstention rate during the application process.

In China, the classification of patents is based on three different methods: invention, utility, and appearance, with the technical difficulty decreasing in sequence. China has a large number of utility model patents and has a lower application threshold. According to a report from the University of Cambridge, 61% of people in China use utility models and 95% use exterior designs, compared to only 85.6% in the United States, due to the high patent fees they need to pay.

### 4.2 Lack of Brand Influence

The competitive advantage of a brand lies not only in its development and market share. If a new trademark can rely on its own product strength to continuously expand its market territory, then it should give full recognition to the pioneering and challenging abilities exhibited by brands in a challenger position in the early stages of the market. However, in a specific industry, only by having a certain influence in the market can one become a competitive brand.

The consumption concepts advocated by these brands and trademarks are sufficient for consumers to use their brand's personality charm to identify with and lead consumption trends, thereby influencing the market. When a new product is released, it can immediately feel a new consumer trend, which is its marketing power.

A truly competitive brand can completely influence or even determine the direction of industry technology choices. The so-called "standard Huai is king" refers to speaking with strength. In this regard, both Intel and Microsoft in the United States have brand influence in determining the industry technology direction of CPU and Windows systems in the computer industry, and many brands that challenge them are still unparalleled. Chinese trademarks often lack independent intellectual property rights in core technologies,

leading to a lack of market influence.

### **4.3 There Are Problems with Online Marketing**

#### **4.3.1. Incomplete After-sales Service**

You can refer to high-quality platforms or merchants like JD.com, whose after-sales service is very good, and there is no reason to refund within 7 days. With the rapid development of network technology, enterprises urgently need a good after-sales service. Customers are the best advertisers for products, and they can attract more new customers through verbal communication.

#### **4.3.2. Lack of Network Marketing Talents**

Nowadays, China's online commerce companies are in a stage of rapid development, and in this process, there is still a lack of professional talents in online marketing. Because most of the marketing methods on the Internet are similar, this has brought great challenges to the intellectual property protection of Internet companies. Currently, online marketing is in a period of rapid development, and online enterprises must attach importance to cultivating online marketing talents to enable them to achieve their long-term and short-term development goals.

#### **4.3.3. Insecurity of Payment Mechanisms**

Nowadays, many banks offer online payment services for online shopping, but there are too many people committing online fraud and a secure payment environment is needed. Now many people bind their mobile phone numbers with Alipay, online banking and other accounts, which makes online fraud more and more difficult to prevent. When using online payment, we need to ensure the security of the payment and prevent the leakage of personal information.

#### **4.3.4 Product Quality Problem**

Many online photos provided by merchants do not match the actual situation in terms of color, style, quality, and other aspects. Customers may feel deceived when shopping because many images have been patched by software before appearing on the internet. Some merchants exaggerate their effectiveness in order to attract customers, leading to some consumers being gullible and being deceived.

### **4.4 Weak Diversification Development**

Without diversification, it is difficult to diversify risks. In the event that existing products or markets fail, new products or markets will provide a certain level of protection for the company. In a sense, obtaining funds from the capital market is much easier. When a company cannot grow, there will be new development opportunities. Maximize the utilization of unused resources. To gain different market positions, it is necessary to utilize a company in one industry or in different industries and markets. In addition, surplus capital can be utilized to obtain financial benefits such as accumulated tax losses.

## **V. SWOT ANALYSIS OF INTERNATIONAL MARKETING FOR BENREN LUGGAGE**

### **5.1 Advantage Analysis**

#### **5.1.1 Relatively Stable Customer and Order Volume**

After years of development, Ruian Benren Luggage and Leather Goods Co., Ltd. has a relatively stable customer base both domestically and internationally, which can meet the basic survival and development needs of the enterprise. At the same time, it has brought stable business volume to Benren Company.

#### **5.1.2. Flexible and Efficient Organizational Management**

The most obvious advantage of a flat organizational structure in an enterprise is that its management process is simple and efficient, decision-making is fast, and there is no need for layer by layer approval. It can respond quickly and effectively control the management costs of the enterprise, further mobilize the enthusiasm of employees, and improve the actual efficiency of management.

#### **5.1.3. Highly Focused on Serving Production**

Manage material suppliers and contract factories for research and production, with strong capabilities in product quality control. Establish many inspection standards in various business processes, establish a relatively scientific management system, and standardize obligation operation processes.

### **5.2 Disadvantage Analysis**

#### **5.2.1. Weak Ability to Differentiate Products**

The core competitiveness of the company is reflected in: 1) having a strong R&D team, continuously increasing research efforts in new technologies, new materials, new processes, etc., and

currently mastering multiple core technologies; 2) The company has abundant sales channel resources and a wide marketing network layout, forming a good market response mechanism and customer stickiness, and continuously expanding downstream application areas.

### **5.2.2. Low Grade**

Although China's luggage and leather industry has developed rapidly and has formed a certain scale, overall, it is still a low-level, scattered, and weak industry. Our product level is relatively low, with a focus on mid to low grade suitcases.

### **5.2.3. Lack of Talent and Weak Technical Level**

Luggage factories often start with family workshops, and the average cultural level of enterprise employees is not high. The vast majority of productive workers have a low level of education and weak technical support.

## **5.3 Opportunity Analysis**

### **5.3.1 International Policy Support for the Luggage Industry**

The 13th Five Year Plan for the Development of the Luggage Industry specifically emphasizes promoting the rapid development of the luggage industry through government support measures such as taxation and direct subsidies. In addition, the luggage industry was confirmed in the 2019 annual report of the State Council regarding the quality of people's lives, indicating an increase in support for the industry in the future. In May 2016, the State Council issued several opinions on carrying out the "Three Goods" special action in the consumer goods industry to create a good market environment, promoting the development of the domestic luggage industry towards branding and internationalization.

### **5.3.2 Huge Market Potential**

China's current rapid economic development is facing a new round of industrial upgrading opportunities.

### **5.3.3 Formation of Brand Consumption Concept**

The younger generation is increasingly becoming the main consumer force, and they have a perception of the quality and affordability of domestic brands, pursuing international brands to showcase their own value.

## **5.4 Threat Analysis**

### **5.4.1. Labor Shortage and Rapid Increase in Labor Costs**

Nowadays, young people are less inclined to return to manufacturing work and are more inclined to engage in relatively relaxed and free service industry jobs; In addition, due to the current high-speed flow of information, more young people are unwilling to stay in one place for a long time, resulting in a large number of employee turnover in the company. All of this has led to a serious shortage of labor force and a very tight employment situation in the manufacturing industry. Enterprises have to pay more labor and manufacturing costs, which brings great pressure to their development.

### **5.4.2 The Continuous Increase in Raw Material Prices**

Another shadow of rising labor costs is the annual increase in prices of raw materials used for manufacturing; In addition, with the increasing demand for whitening by the country, raw material supply companies must ensure that they meet the environmental protection needs of the country and local governments at all levels, and inevitably increase investment in environmental protection. This will inevitably drive up the supply cost of plateau materials, leading to an increase in the procurement price of raw materials.

### **5.4.3. Increased Difficulty in Management**

Currently, the cost advantage of domestic manufacturing industry is almost non-existent. If a luggage brand wants to stand firm in the fierce market competition, it needs to turn its attention to the world and achieve global procurement. Cross border procurement and production help make management and control more difficult and complex.

## **VI. SUGGESTIONS FOR IMPROVING THE INTERNATIONAL MARKETING STRATEGY OF BENREN LUGGAGE**

### **6.1 Strengthen Efforts to Develop New Overseas Customers**

The main task of Benren Company is to develop overseas markets, win more orders, and increase profits. Customs declaration documents are commonly used by foreign companies to develop foreign customers. The so-called customs information refers to the real trade information provided by importers and exporters. Use customs declaration materials to obtain the buyer's contact information.

Benren Company has many advantages in expanding its overseas customers by combining simplified customs information with policy maker surveys. These advantages are mainly reflected in the ability to conduct email mining on buyers through customs data, which can be completed in one go. At the same time, it can also expand new customers faster and improve the company's development efficiency.

Overall, it can be concluded that utilizing customs information and exploratory information from the decision-making level is a good combination model. By using customs declaration information, we can better understand the customer's consumption situation and judge their purchasing power. Through social media insights and analysis of corporate policy makers, we can develop customers more quickly.

## **6.2 Increase Advertising Investment and Seek Brand Image Spokespersons**

In today's social media world, celebrity endorsers can quickly convey information to numerous followers. With their own halo effect, they can make you fall in love with your loved one and automatically filter out irrelevant information. By empathizing with the brand through celebrities, brand preferences can be formed, making the brand more prominent, easier to remember, and more easily awakened. Celebrity endorsement is a conscious message conveyed to the public, and all of this can lead to a certain degree of bias in the public's perception and attitude towards the brand.

Choosing a strategy is a crucial step that determines the success or failure of a project. Therefore, when choosing a strategy, multiple factors need to be considered, including cost-effectiveness, risk, technical feasibility, and market demand. In addition, it is necessary to consider factors such as technological development trends, changes in market demand, and reactions from competitors to determine the optimal strategy. Ultimately, it is necessary to comprehensively consider various factors and ultimately choose the most suitable strategy for the project.

## **6.3 Increase Overseas Online Stores and Leverage Foreign Platforms to Promote Sales**

In the process of this Covid-19 pandemic, many companies in foreign countries have also started to develop live streaming, and many foreign trade companies that rely on traditional offline business methods know very little about domestic video platforms. Therefore, to do a good live broadcast abroad, it is necessary to have systematic learning and training. Firstly, let us have a brief understanding of the main short video live streaming platforms currently available abroad. In sharp contrast, in China, the short video and live streaming industries are flourishing, while abroad, most of these industries are dominated by some e-commerce giants. For example, Facebook, Twitter, YouTube, Instagram, etc. But now, they are not as popular as in China. Compared with current domestic online live streaming, the profit model of foreign online live streaming is also very different. Live streaming abroad emphasizes entertainment and there are few payment methods such as tipping. In fact, in recent years, it has become common for small and medium-sized enterprises abroad to carry out video marketing and on-site marketing activities. However, at present, the center of foreign film and television communication is still mainly focused on the company's communication content. By publishing valuable and interesting videos related to the company, he expanded his market influence on social media and ultimately improved conversion efficiency. For foreign trade companies in our country, conducting video live streaming on numerous cross-border e-commerce platforms is their first choice. For example, Alibaba Internet.com, Alibaba AliExpress, Amazon, Lazada have all established their own online live streaming platforms and have established relatively complete online live streaming training systems.

In the business model of Tiktok, the most direct function is "live broadcast", similar to "domestic products". Of course, the prerequisite is that you have a large number of loyal fans who have the money to buy goods. In addition to having a loyal fan base, you can also shop at third-party online stores. Nowadays, Shopify ElectronicStore is the most commonly used third-party logistics platform abroad, and it can also allow netizens to find merchant links on major cross-border e-commerce platforms, such as AliExpress and Alibaba. To live stream overseas, the first thing to do is to achieve precise classification, and then recommend specific products to users. Only in this way can we achieve the maximum conversion rate. Then, try to establish an interactive community with your fans or collaborate with manufacturers to provide TikTok with the content you want to sell.

Therefore, in terms of increasing overseas online stores and leveraging foreign platforms to promote sales, it can be summarized as follows: (1) Choose well-known third-party e-commerce intermediaries. In the absence of experience in live streaming abroad, seek third-party celebrity live streaming agencies (2) For the marketing of internet celebrity products, the most crucial thing is to judge the value of their "fans", because the value of internet celebrities comes from the base of their "fans". (3) For the construction and application of live streaming application scenarios, each anchor has his or her own live streaming background and application

scenarios. As far as online anchors are concerned, their programs, backgrounds, settings, etc. must match the programs they produce. Then, through the performances of celebrities and anchors, describe the usage of the product to maximize consumer desire to purchase. (4) For ordinary foreign trade enterprises, without relevant experience, they should seek third-party services while entering foreign markets, it is also necessary to follow the profit model of foreign online live streaming.

## VII. Conclusion

With the rapid development of the global economy, the demand for leather goods from consumers around the world is also constantly increasing. In terms of demand, it not only requires the appearance design, functional use, and compressive strength of luggage and leather goods, but also includes pre-sales and after-sales service, as well as the improvement of feedback service standards.

The key success factors of Benren luggage include brand value, product innovation and design, cost, and channel construction. The external environment has brought these opportunities to the luggage industry. National policy support for the luggage industry; The market potential is enormous. China's current rapid economic development is facing a new round of industrial upgrading opportunities; Formation of brand consumption concept. However, in order to enter the international market, due to the numerous sources of raw materials, it is difficult to attract undeveloped customers. In this situation, it is difficult to ensure the long-term stable development of the company.

Therefore, to further expand the strategic deployment of the international and online markets in this environment, and to have a good and stable development order, it is necessary to build a corporate culture, take user needs and experiences as the core, analyze and list the advantages and disadvantages of Benren bags based on customer needs, solve the current international marketing problems one by one, and provide improvement suggestions for each strategy. Some advice and inspirations to Benrencompany and even other luggage companies are provided above.

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