

Brand management and core competitiveness enhancement of mining companies

Nowadays, remarkable immolations and charges are taking place deeply and continuously in the marketing area of a mining company brand operation is a strategic problem of operation which relates to the enterprise's life. This article elaborates the creative meaning of the running of the business enterprise, and it emphasizes from establishing a mining company brand operating, erecting the key of the brand operation, enhancing the key of the mining company brand operation to carrying on the analysis of mining company brand value accurately and so on, in which it has discussed about the problem of the design and the practice of a mining company brand operation.

Keywords: Mining company; core competitiveness; brand management

1. Introduction

With the coming of knowledge economy and the integration of the global economy; mining company brand has been becoming principal part of the market instead of the corporation and becoming the steadiest operation factor and operation core of enterprises in the market. In some market economies countries, some enterprises have come into a new period of mining company brand competition after competition of product, price, technique, capital, quality and service, etc. More than 20 years market economy and reform open policy also pushes the enterprises of our country into the international surge of mining company brand competition. At the same time, China succeeded in entering the WTO, which means that every walk of life in our country and its products would face strong impact of many more foreign brands. But, the comprehension on the mining company brand and the domestic research on mining company brand operation are obviously in arrear of abroad, there are too many mistake areas for many enterprises in the process of establishing mining company brand strategy and practice. Such as the ambiguous positioning of the brand, the cadaverous brand image, the disordered brand operation pattern and brand management, serious disjoint of the mining company

brand strategy with other related strategy, serious lack of the rationality and validity of a mining company brand operation strategy, etc. Therefore, the domestic enterprises must change operation idea, recognize the competition situation, and integrate all kinds of resources through the mining company brand so as to achieve brand competition advantage and strengthen competition ability of enterprises.

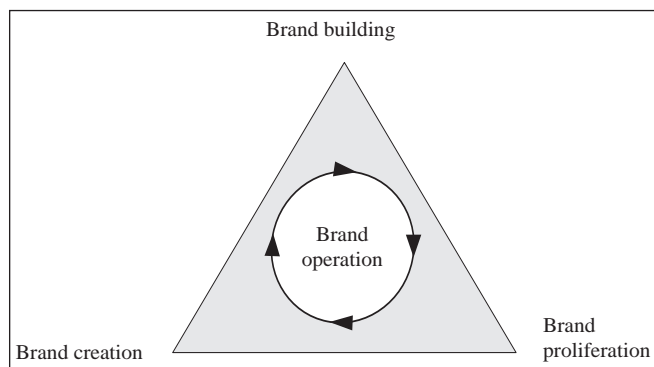
2. Brand management in mining enterprises

The construction concept of fine model engineering is integrated into every detail of the safe and civilized construction of mining site. Mining site planning adheres to a high starting point and high requirements, and will implement safety, green and environmental protection into the entire process of design, procurement, construction and production. Adhering to the concept of green construction, we will strictly manage the greening, dusting, recycling, and environmental monitoring of mining sites, strictly follow the requirements of the "China Zhongye Construction Site Brand Identification Manual" to carry out the brand management work of mining enterprises on the spot, and combine the characteristics of industrial projects. It has been equipped with unique safety experience areas, construction engineering methods and standard parts display areas, and real-time dynamic video monitoring systems for video and drones, which have effectively improved the standard level of safe and civilized construction on mining sites and built brand competitiveness.

3. Brand management and core competitiveness of enterprises

Modern brand management of the "Golden Triangle" structure. Larry Light, an American scholar in marketing, pointed out that "The future marketing is competition of brand-brand competition in the market occupation rate. So it is more important to hold the market than to own the factory, but the only way to hold the market is to have the competitive and preponderant mining company brand". Brand management process is "the forethought, profit after" process, is a brand (the tendency to seek the brand) and use the brand (brand benefit plan) in combination. It

requires business owners, brand managers, brand marketers, consumers and other brands of all interests within the system's co-operation and work together to create. Brand management is roughly divided into brand creation, brand building and brand proliferation of three parts, they are not completely separated, but a seamless whole structure. Combination of three parts, constitutes a modern mining company brand management of the "Golden Triangle" structure. Enterprises continue to operate the brand, making brand rising trend, as shown in the Figure below.



3.1 BRAND MANAGEMENT AND BRAND INNOVATION

Mining company brand which is as a part of the whole product is certain caption. Mark and sign, which is used to identify the sellers' goods and service. More and more enterprises in our country cherish the market competitive function of the brand increasingly, to some extent, it has changed the condition that previous product which without mining company brand the design of the brand freely, the brand which without registration, no propaganda, no value and no protection. At the same time, we must notice that during the process of the brand operation, some enterprises neglect the mining company brand past, to make use of the brand operation blindly later, the brand operation of the enterprise exists the certain misleading area, such as some wrong recognitions of the brand operation, the brand strategy cannot integrate with other marketing strategies effectively, the brand extends arbitrarily, paying no attention to safeguard and so on, the enterprise must recognize deeply about the existing misleading area of the brand marketing, adopt the effective measures so as to obtain the beneficial position in a mining company brand marketing campaign. The same quality in product nowadays, the brand innovation is prominent. Creating a new brand or extending and changing the original product, or using other natural brands, the enterprise should launch innovation from the six aspects of property, profit, value culture. Characteristic and users in order to accord with the demanding characteristic of the target market and promote the art's charm of the brand completely. Under new economy, the mining company brand strategy will come out prominently from the management strategy of the enterprise to form the culture of

the mining company brand, become the central competition of the enterprise.

3.2 BRAND MANAGEMENT RELATIONSHIP WITH THE CORE COMPETITIVENESS OF ENTERPRISES

mining company brand management is the core competitiveness of enterprises to enhance the external appearance of enhancement of core competitiveness of enterprises is the purpose and destination of mining company brand management. Needless to say, brand management needs of enterprise's comprehensive strength of backing, and enterprise comprehensive strength are improved to enhance core competitiveness. If the enterprise's comprehensive strength is the foundation of this building the brand, core competence is its backbone. in turn, The good brand effect on the enterprise to drive business management innovation, technological innovation, marketing innovation, so as to enhance their core competitiveness. Often a good brand image of quality products to consumers, and good brand set up, the quality and performance as in cannot meet consumer demand; will affect the consumers of this brand loyalty. Therefore, need to continuously all aspects of business improvement and innovation, optimize the value chain, thus promoting the formation of core competence.

4. Creative brand management strategy, enhance core competitiveness of enterprises

4.1 ESTABLISHING THE RIGHT BRAND STRATEGY THOUGHT, ACHIEVING THE LOW COST OPERATION OF THE BRAND

The mining company brand is a kind of the enterprise's strategy, which has already admitted by most enterprises. We should treat the mining company brand operation with strategic sight in new economic era, and establish the right strategic consciousness of the mining company brand. Most people think that so-called strategy is very farsighted, on speaking of the strategy, many entrepreneurs in civil feel that it is like a mirage. As a matter of fact, this is a kind of misunderstanding, the strategy should, become the old store which has a history of one hundred years; accumulate continuously to achieve the strategic target. The brand strategy which keeps a foothold on both sides of the long-term and short-term benefits is a top-grade mining company brand strategy, if it can only solve the farsighted problem, then such brand strategy does not match the situation of China at least. Cultivating the right strategic consciousness of the mining company brand should do as follows. Firstly, the entrepreneur should understand the meaning; the characteristic and the advantage of the brand clearly; secondly, infusing the mining company brand strategic thought to enter pre-cut, make them establish the right strategic consciousness of the running of the brand. Take Haier as an example, it has drawn up "the international strategy of the mining company brand" and put forward

“activate the stock fish”. Haier which makes use of the strong brand effect to push the scale of the enterprise rapidly has become a famous mining company brand in the realm of electronic and appliance industry. Thirdly, the brand strategy, the marketing strategy must be combined with the enterprise resources in civil, the actual financial power, the ability of the brand marketing should also be combined with the specific market environment of China. Top-grade brand strategy itself should consider the short-term benefits first. We ought to make well consideration of the fact of richness financial power und the weakness of management ability when drafting the strategic programme for the mining company brand, we should not only keep a foothold on the construction of the competition ability in the farsighted target and the enterprise, but also consider the current benefits. When we realize the basic regulation of the mining company brand strategy profoundly, we will find that the top-grade strategic programme can lower the marketing cost effectively and achieve the low-cost running of the mining company brand.

4.2 STRENGTHEN THE MARKETING INNOVATION; ESTABLISH THE CONE OF THE BRAND OPERATION

“Good melon also needs people’s crying”, although we own the product with superior quality, the key to the success is difficult to be away from the effective marketing innovation. Facing the complex environment of the market, apart from coping with many old problems, also solving the new problems that occurs continuously one after another. It is difficult to attain the anticipant result if following with the traditional marketing way. Consequently, the enterprise should convert the angle, try to greet the challenge with new thinking and the marketing innovation, improve the contingency ability of the enterprise. The traditional “4ps” marketing combination orgy “4ps” is the caption which is representative of the product, the price, the location, the way of promotion that named four main factors and take the productivity as center. “4ps” marketing places an important role in the marketing activities of the enterprise; it also settles the foundation of the theory of the marketing. As the development of the economy, “4cs” marketing combination orgy has been formed, namely the need and expect of the customer, the expenses of the customer, the convenience of the customer’s punching, and the communication between the customer and the enterprise. As the rapid development of the high-tech industry the notion and the way of the marketing are also developing continuously, “4us” marketing combination orgy has been formed, namely “the difference”, “the function”, “additional value” and “the accordance”. Different marketing views adapt different economic age and the demand of different marketing environment. The enterprise chooses the new way of marketing combination is the cone of the mining

company brand operation.

4.3 CARRYING ON THE ANALYSIS OF THE BRAND VALUE ACCURATELY, OBTAINING THE BRAND OPERATION ABILITY OF EXCEEDING PRODUCT VALUE

The mining company brand is an important immaterial asset of the enterprise because of its exceeding product value, it gets the cherish of more and more enterprises and the research of the scholars, the brand has great value because of the consumer’s purchasing, the source of the mining company brand value is also from the consumer. The brand value does not mean that certain mining company brand product sells with higher price than the same kind product. A famous American retailer chain stone-walkman sells the product usually lower than other stones, but cannot say that the brand of Wal-Mart has no value. The analysis of the mining company brand value should cherish the consumer’s behaviour, the present method of analysis is mostly from the angle of the enterprise analyzing the evaluation of the brand value, such as the cost, the sale sum, market share and profits and so on, neglecting the research of the consumer’s behaviour. If the analysis of the brand value wants to be a heal tool which guides the business management should strengthen the research of the purchasing behaviour and the contribution to the enterprise of the consumer. Then the enterprise can obtain the ability of the brand operation which exceeds product value.

5. Multiple measures to create a "six-type mine" brand

5.1 SAFE, ENVIRONMENT-FRIENDLY, HARMONIOUS AND JOINT CONSTRUCTION TO BUILD A SAFE MINE.

We will establish a safety supervision and contact mechanism, a dual prevention mechanism for safe production, and a long-term mechanism for investigating and controlling hidden dangers. We will strengthen the standardization of safety and the construction of security informatization, improve the emergency rescue system, and achieve essential security. We will improve the management and protection of the geological environment, strengthen comprehensive utilization of resources, strengthen energy conservation, emission reduction, ecological reclamation and green regeneration, and achieve green development.

5.2 MARKET ORIENTATION, QUALITY FIRST, TO BUILD QUALITY MINES

We will focus on building mining quality brands and building awareness of high-quality development. They use market-based mechanisms, systematized management, and information-based platforms to create flagship products and core technologies, speed up product upgrades, and actively expand external markets to provide value-added services to customers and fully improve the quality of development. We

will drive innovation and guide technology, and build science and technology mines. Establish R&D center, increase investment in technology research and development, and be active

5.3 FINE MANAGEMENT, EXCELLENT OPERATION, BUILD LEAN MINES

We will promote on-site management of the "6S", strengthen standard management, give full play to the central role of financial sharing, increase the optimal allocation of human resources, practice internal skills, reduce ineffective costs, and continuously improve the overall lean management level of the mining sector.

5.4 RESOURCE SECURITY, LEADING INDUSTRY, BUILDING A HUMANE AND SUSTAINABLE MINE

We will strengthen the support of talents, improve their quality, optimize their structure, hold training courses, carry out seminars, and create high-quality professional cadres and talents, so as to provide strong personnel guarantees for the high-quality development of mineral resources.

5.5 WE WILL STRENGTHEN ENVIRONMENTAL PROTECTION MANAGEMENT AND BUILD GREEN MINES.

Adhere to scientific development, green exploration, green mining and green restoration, and build green mines. We will improve and protect the geological environment, reduce waste and industrial waste water emissions and pollution, increase efforts to rehabilitate mines and restore green areas, and build beautiful mining homes.

6. Conclusions

The creation of a mining company brand has become a new round of enterprise development is an important subject. Under new economy, the mining company brand strategy will come out prominently from the management strategy of the enterprise to form the culture of the brand, become the central competition of the enterprise. At the time of remarkable immolations and changes are taking place deeply and continuously in the market area, the innovation of various type piles up one after another in the enterprise of China, consequently, it ineluctable occurs different problems in the realm of mining company brand operation now and then, therefore, enterprises need to absorb new thinking and new principle, make use of the new method and new principle, make use of the new method and new path, melt different forms of innovator into the brand operation of the enterprise, what we do is to solve the strategic problem effectively which relates to the enterprise's living. The same quality in product nowadays, the mining company brand innovation is prominent. Creating a new mining company brand or extending and changing the original product, or using other natural brands, the enterprise should launch innovation from the six aspects of property, profit, value

culture. Characteristic and users in order to accord with the demanding characteristic of the targetted market and promote the art's charm of the mining company brand completely.

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