

конкуренентоспроможності підприємства з використанням методу SPASE-аналізу дозволяє визначити, що найбільш привабливим варіантом розвитку підприємства є інтеграційне зростання.

Література:

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OFFLINE RETAIL VS ONLINE RETAIL: CASE OF CHINA

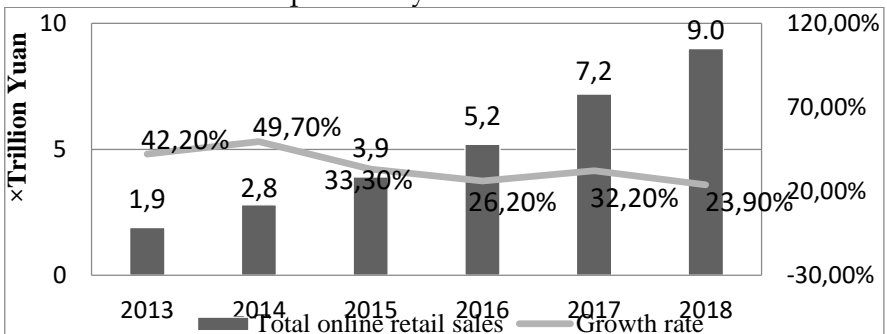
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Through the innovation of the marketing link of the sales channel such as the store, the enterprise can win many customers. The combination of physical store and online mall will bring all possible customers for the enterprise to consume. To this end, many enterprises mainly start from two aspects: first, it establishes an e-commerce platform operated independently by the enterprise, and cooperates with domestic well-known e-commerce enterprises; second, independently operate the supporting app to realize the organic combination of offline sales, online sales and mobile terminal sales.

According to Frost & Sullivan's research, most transnational snack food groups still adopt the mainstream distribution channels such as large supermarkets and chain convenience stores, while most local snack food operators rely on the traditional distribution channels (accounting for 70% or more of the total sales). On the one

hand, the current physical retail overall slowdown, and the performance of the convenience store format is very eye-catching. According to the research, the sales volume of department stores even started to show a continuous negative growth, while the sales growth rate of convenience stores has been above 9% for the past seven years. Moreover, with the acceleration of the urbanization process, the channels of shopping malls and chain convenience stores are still penetrating into low-tier cities.

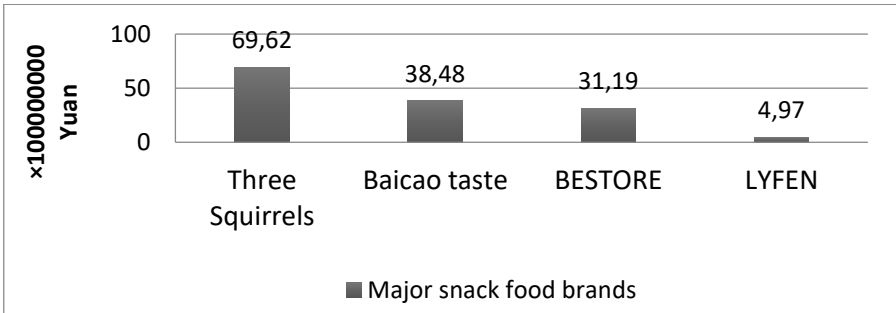
On the other hand, with the penetration of the Internet and the growing number of Internet users, the retail industry has a revolutionary impact. China's online retail market continued to expand in 2018. The National Bureau of Statistics data show that the online retail sales reached 9 trillion yuan, up 23.9% from a year earlier (Fig. 1), including physical goods online retail sales amounted to 7 trillion yuan, up 25.4% year on year, growth is 16.4% higher than the total retail sales of social consumer goods, which accounts for 18.4% of total retail sales of social consumer goods, increased by 3.4% than the same period last year; Its contribution to the growth of retail sales reached 45.2%, up 7.3 percentage points from the previous year. Data from the ministry of commerce showed that the sales volume of typical retail enterprises increased by 32.1% year on year through e-commerce, 5.6 percentage points faster than that of the previous year.



Data source: National bureau of statistics of China

Figure 1. Online retail transaction scale and growth rate in China from 2013 to 2018

According to Ali online data, the total sales volume of the snack food industry in 2018 was 62.131 billion yuan, up 23.4 percent (fig. 2).



Data source:<http://finance.sina.com.cn/stock/relnews/cn/2019-11-14/doc-iihnzhfy9180339.shtml>

Figure 2. Online sales of major snack food brands in 2018

Among them, the «Three Squirrels», the highest annual sales and market share, and presents the trend of rising. In 2018, the «Three Squirrels» sales totaled 6.962 billion yuan, up 27% from a year earlier. The annual sales volume of «Baicao taste» was 3.848 billion yuan, a year-on-year growth of 26%.The annual sales volume of «BESTORE» was 3.119 billion yuan, up 22% year on year. «LYFEN», the first share of snacks, performed much less well, with annual revenue of 497 million yuan (less than 500 million yuan).

With the rapid development of the Internet, more and more enterprises begin to make good use of network marketing. Many well-known enterprises have also realized the efficiency and convenience of search marketing. It is obvious that network marketing has become the favorite of major enterprises in planning marketing.

The number of TikTok users in China is rising rapidly among the large number of Internet users, and TikTok craze has spawned a new model of online marketing called «TikTok marketing». «Behind every TikTok user, there is a living consumer» said one FMCG expert on TikTok's value. Therefore, every company can

pay more attention to it and take TikTok marketing as a new way of brand promotion and an important channel of product sales. For example, at present LYFEN's TikTok marketing account has just 16,000 followers, compared with the «Three Squirrels» the number of 3.04 million fans, visible company did not do TikTok marketing job.

In terms of marketing activities, it strives to further cooperate closely with e-commerce to bring intuitive benefits to enterprises. In the process of changing the traditional consumption mode, new media has made up for the shortcomings of the traditional marketing model, and has gradually become the main driving force of online marketing. The publicity and promotion based on the TikTok platform is rapidly developing, boldly cooperate with new media, be brave in innovation. It will help company be able to occupy an unshakable position in the minds of consumers.

STRATEGIES FOR HUMAN CAPITAL DEVELOPMENT PLANNING IN THE PERSONNEL MARKETING SYSTEM OF ENTERPRISE

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Personnel marketing is a philosophy and strategy of human resource management, which, focusing on the life and work demands of employees, both meet the interests of enterprise policy. The initial conditions for building an effective staff marketing system are the vision, mission and goals of management, ie those key elements that determine the content of planning human capital