

Handicap Assistance Plan—Cultural Creative Design Enables New Vitality of Products of Purple Clay Enterprises in Kazuo

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Abstract: The impact of the post epidemic era on the society has led to many enterprises facing a huge crisis, including some disabled enterprises facing bankruptcy. In order to solve the problem, the state vigorously supports the work of helping the disabled, and "cultural innovation and helping the disabled" is an important measure to help the disabled get rid of poverty. It can not only enrich the spiritual world of the disabled, but also help them to achieve entrepreneurship and employment, better integrate into society, and is an important way for sustainable development. In the current product competition, the diversity of goods is dizzying. Enterprises must be able to innovate, not always maintain the same model, improve the recognition of these goods, and expand their influence, so that more people can pay attention to the employment problem of the disabled, and provide more help to improve their lives.

1. Industry status

The purple sand industry in Kazuo is in the primary stage of development, and the art and craft level of products are seriously lacking in market competitiveness. The rich pottery mineral resources in Kazuo County are the driving force of its development potential. In the Outline for the Development of Cultural Industries and Cultural Undertakings in Liaoning Province, "Kazuo purple sand industry" has been included in the important projects of provincial development, and has been included in one of the six light industries in Liaoning Province. At the same time, Chaoyang Municipal Government has included it in one of the ten cultural industries, Kazuo County Government also has preferential policies for investment in Zisha Cultural Industrial Park. Although the government has given policy support, the current situation shows that most of the products of Kazuo purple clay enterprises tend to be traditional products. The appearance of purple clay pots is conservative, there is no innovation, the product upgrading is lagging behind, and there is no novelty, which cannot attract more people to pay attention to and buy.

2. Enterprise situation

2.1. Enterprise overview

Kazuo Gaopin Baosha Purple Pottery Art Co., Ltd. was built in May 2015, which is a "national

vocational training base for the disabled", a "national cultural entrepreneurship base for the disabled" and a "employment and entrepreneurship base for the disabled in Liaoning Province". In May last year, the company was identified by the Beijing 2022 Winter Olympic Games and Winter Paralympic Games Organizing Committee as a licensed manufacturer of the Winter Olympic Games and Winter Paralympic Games. The enterprise has employed many disabled persons who are born or acquired physically. Their original intention is to spread love, provide re employment jobs for the disabled, and help them return to the warm family of society to improve their viability and life confidence.

The craft of producing purple clay pots in Kazuo enterprises is the watering craft and the technique of pouring film. This method allows the disabled people to get started easily and quickly, without too many means and techniques. This advantage is that the disabled can not only produce products, but also participate in this process.[1] At present, Kazuo enterprises, with the strong recommendation and support of the Liaoning Disabled Persons' Federation, have participated in the qualification competition of licensed manufacturers for the 2022 Beijing Winter Olympics and were finally selected. Among them, Dezhong pot, Xishi pot, antique pot, bamboo covered cup and purple clay pot are among the licensed products of the Winter Olympic Games and Paralympic Games.

With regard to the development goal of the enterprise, the founder of the enterprise believed that in the strong spirit of self-improvement of the disabled, he saw their bright future path. In the future, he would go further to bring the traditional and exquisite purple clay pot to more Chinese people, let the purple clay pot go out of the country, face the world, help those disabled people realize the value of life, and win the respect of others.

2.2. Problems

From all aspects, the potential economic value, culture and art of Kazuo's industry are very valuable, but objectively, because of the initial stage of industrial development and some historical reasons, Kazuo purple sand is facing some problems in the development path. For example, the product appearance is too popular, lacks features, and the enterprise's recognition is impossible to talk about. The product category is single, and the enterprise's development scale is difficult to expand.

3. Design strategy

3.1. Product overview

Kazuo purple clay is a kind of high temperature pottery, which is made from purple clay ore by multiple processes. In addition to cultural and historical reasons, Kazuo County is rich in pottery mineral resources, which is the driving force of development potential. In China, "cultural innovation and helping the disabled" has entered the fast lane, and has increasingly become a focus of helping the disabled to find employment and get rid of poverty in many places. Culture and art is an important means to enrich the spiritual and cultural life of the disabled, participate in and integrate into the society, and also an important way for the disabled to achieve employment, entrepreneurship and sustainable development. Enterprises that are empowered to set up training institutions for the disabled through cultural creative design not only promote Chinese traditional culture, but also improve product recognition so that more people can understand and help the disabled.[2]

3.2. Principle of product structure

The purple sand soil ore series in Kazuo County is produced between permian fine conglomerate. In recent years, the government departments of Liaoning Province and Chaoyang City attach great importance to and support the resource advantages and cultural industries of the red sand in Kazuo

County. However, the current development product market is at the low end and is not confident in its own value. So now we enrich the product styles and varieties through innovative design, change the traditional appearance of the purple clay pot, and attract more people to pay attention to the enterprise, so as to improve competitiveness, integrate the appearance of the purple clay pot into Chinese traditional culture, and inherit and carry forward the traditional culture with a variety of Chinese traditional cultural elements, such as plate clasp, Temple of Heaven, tripod, drum, weiqi, Great Wall, lantern, etc. Which broaden the market and achieve sustainable development. We will optimize the disability assistance plan, help similar purple clay pot enterprises like Kazuo High quality Baosha, improve their competitiveness and expand their influence. We should support the enterprise operation and development empowerment and assistance of the establishment of training institutions for the disabled (As shown in Figure 1).



Figure 1: Drum

3.3. Product advantages

The product has a long cultural history, and the Chinese handicraft art has been inherited and carried forward. Dalian art institute and the 2022 Beijing Olympics charter producers cut left high treasure sand purple pottery art research and development co., LTD., purple sand tea Olympics franchise commodity design work, at present there are two sets of works — traditional clothing elements "plate" element teapot and "temple of heaven" purple sand pot has been selected by the Olympic organizers for franchise goods, proofing forming, mass production. The early winter Olympics purple sand project has accumulated rich experience and foundation for our big innovation project. Slowly from the craft and cultural connotation to find confidence.

4. Operation mode

4.1. Enterprise market planning

In the early stage, 3-5 test run sites will be set up in the region for risk assessment. After the scale is formed, the workshop mode of sub outlets will be promoted orderly to enable more disabled people to participate. In the medium term, it is expected to cover the whole Liaodong region in five years, and realize the financial innovation mode of "employment of disabled people everywhere". In the later stage, it is planned to raise 1 million yuan for equipment, raw material procurement, product development and product promotion, and the cost of online marketing is high. The company's shareholders account for 70% of the company's shares, and 20% of the employees' option pool is expected to be reserved, and 10% of the company's shares are expected to be released for financing.

4.2. Sales strategy

Our aim is to enhance the influence of the purple clay enterprises in Kazuo, Liaoning, and let more

people pay attention to the disabled enterprises in China to expand their influence. Purple clay pot is a kind of art. Its value lies in the culture and knowledge contained in it. In the process of sales, we must fully explore the inherent artistic value of purple clay pot.

(1) Sales channels. First, Internet platform sales: the development of the current "Internet +" industrial model is becoming more and more mature, and a perfect network platform sales model can be established. Second, setting up distributors: we can set up trial run points and sub outlets for direct sales.

(2) Sales steps. First, market penetration: demand targeted customers through disability assistance activities; Second. Sales channel: multi-platform sales mode; Third, developing partnerships: we can establish multiple partners and carry out joint preferential policies.

4.3. Pricing strategy

(1) High price strategy: for the people with high consumption capacity, different purple clay design schemes are introduced to attract the consumption desire of high-end people from the perspective of material technology.

(2) Low price strategy: targeting the mass consumption capacity.

(3) Discount strategy: customize holiday preferential policies or special group preferential policies.

4.4. Operating profit model

(1) Providing innovative solutions: We will continue to provide design solutions that can adapt to market demand and constantly promote new ones.

(2) Branch operation of labor division workshop: through the mature mode of labor division workshop, it can steadily make profits through e-commerce platform and offline sales.

(3) Skills and quality training lectures for the disabled: we can invite well-known domestic lecturers and professors to give lectures, trainings and courses to the disabled to improve their processing skills and cultural literacy.

4.5. Operation team and operation management

(1) Operation management construction. The company uniformly manages product sales channels, product positioning and price strategy. The operation and marketing personnel shall obey the unified scheduling and arrangement of the company, in order to establish risk early warning management to reduce unnecessary losses.

(2) Operation information management. The operation sales personnel must answer the opinions of consumer customers in a timely manner, feed them back to the company, and pay attention to the market dynamics and report to the company regularly. The operation and marketing personnel must timely complete the monthly market research, so as to regularly optimize customer information and improve its management system.

5. Risk analysis

In the process of project implementation, it is very important to better judge the risk of operation Including investment enterprise risk, operation risk, cost control risk and management risk. We will carefully study these risks and take corresponding measures to ensure the successful operation of the project.

6. Conclusion

We should enrich the appearance style of purple clay pot, integrate it into Chinese traditional culture and the use value, cultural value and aesthetic value, in order to achieve new victory, scientifically arrange the operation mode, and expand the enterprise lifeline. We should let more people pay attention to the disabled enterprise companies in China, so as to enable the operation and development of enterprises that set up disabled training institutions.

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