

Research on Service Marketing Strategy of Property Management Enterprises

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Abstract: Property management service is a new emerging industry in the development of modern society. With the continuous improvement of people's living standards, people's requirements are also increasing on the property management services quality, which makes the marketing strategy of modern property management services more and more important. Property management is an activity that includes management and service, while the essence of property management is service. How to do a good job in property management service marketing has become the core strategy for property service enterprises. This paper scientifically analyses the characteristics of modern property management services, and then it discusses satisfaction analysis in detail. Finally, some strategies are put forward.

1. Introduction

With the promulgation of Property Law and Property Management Regulations and other related laws and regulations, the market environment is constantly standardized and rational. With the improvement of consumers' awareness of rights protection, property management services are gradually moving towards a harmonious and unified development trend. Property management service marketing has become a competitive means for property service enterprises to open up markets and shape brands. Property management is a new form of industrial structure.

The main characteristics of the property industry are labor-intensive. Property management enterprises have no normative guidance in the market operation, so there are obvious differences in the degree of marketization. With the service playing an increasingly important role in social and economic life, China's property management industry market-oriented reform is further developed. Property enterprises begin to operate their services under the environment of market economy. Therefore, Real Estate Airlines Association inevitably encounters challenges from competitors, including competing for resources, customers and market share, which will intensify the form of enterprise competition. How to use the research method of service competition strategy to formulate enterprise management competition strategy is the most critical issue.

2. A survey of owners' satisfaction with property enterprises

A total of 3000 questionnaires were issued, and 2810 questionnaires were valid, with an effective rate of 93.7%. The specific analysis is as follows.

2.1 Owners' satisfaction with customer service of property enterprises

Customer service is a window for property service to face owners. In addition to providing a single service for the owners, we should also communicate with the owners, exchange and deal with complaints. The convenient service and appearance service of customer service are most satisfied, respectively accounting for 60.8% and 59.0%. The detailed results are shown in Figure 1.

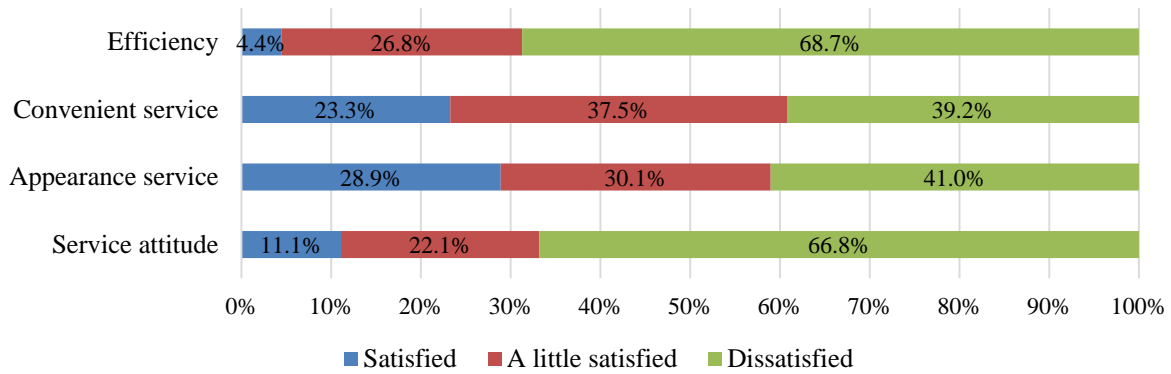


Figure 1: Owners' satisfaction with customer service of property enterprises

2.2 Owners' satisfaction with environmental health of property enterprises

Environmental hygiene is an important factor for owners to consider whether to live and work here. It is not only related to the overall image of the whole community and office buildings, but also the first impression of the property enterprises service. The house keeping and green conservation of environmental health are most satisfied, respectively accounting for 95.3% and 80.7%. The detailed results are shown in Figure 2.

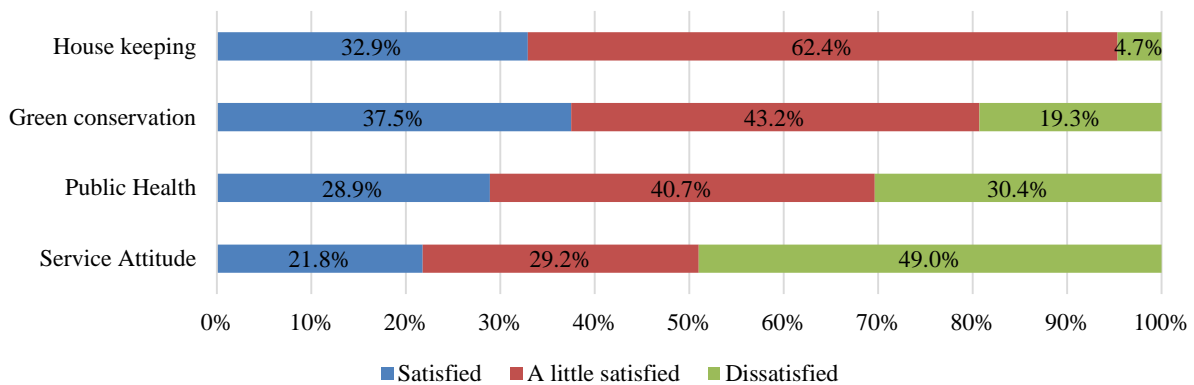


Figure 2: Owners' satisfaction with environmental health of property enterprises

2.3 Owners' satisfaction with maintenance service of property enterprises

Maintenance is one of the most extensive services in property management. Property should not only be responsible for the maintenance of facilities and elevators in public areas, but also provide household maintenance services for owners. The service attitude and public facilities maintenance of maintenance service are most satisfied, respectively accounting for 36.8% and 31.3%. The detailed results are shown in Figure 3.

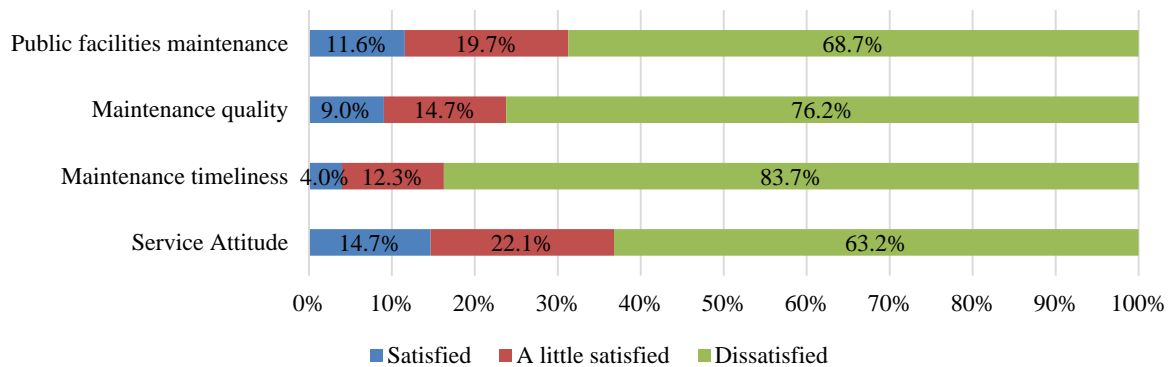


Figure 3: Owners' satisfaction with maintenance service of property enterprises

3. Marketing Strategy of Property Management Enterprises

3.1 Establishing the brand of property management service

Brand effect is not only the intangible assets of enterprises, but also the edge to win the market. Property management is a new industry, which is not perfect at present. Today, with the increasingly fierce competition in property management market, brand strategy is particularly important. Brand can keep people loyal and fully trusted. A good brand can convey the value, culture and personality of an enterprise. Property management enterprises should make great efforts in brand shaping to comprehensively enhance brand image and visibility. Establishing a first-class property management enterprise in China is an important guarantee to win the market, which is a systematic project. In the process of brand building, property enterprises should have a complete understanding of the market and consumers, and at the same time, they should improve all-round in order to form a complete brand strategy. In the process of brand building, we should not only have a complete understanding of the market and consumers, but also improve the enterprise's visibility in an all-round way. Only in this way can we form a complete brand strategy.

3.2 Implementing People-Oriented Marketing Strategy

The object of property management is property, and the object of service is people with emotional color. Property management service is not only good management of things, but also good service for people. The object of property management is property, and the object of service is people with emotional color. Property management service is not only good management of things, but also good service for people. Under the condition of socialist market economy, property management service should conform to socialist production purpose. Property enterprises should not only obtain the economic benefits of operation and management, but also provide good space conditions. Only in this way can we meet the needs of people's survival, development and enjoyment. Property management enterprises must establish humanistic thinking, and property personnel must increase the sense of human service when doing basic services well. Property personnel must obtain the trust of owners with high-quality and efficient services. Only in this way can property enterprises achieve good social and economic benefits.

3.3 Improving service performance-price ratio

With the continuous improvement of people's working and living environment, people have

gradually pursued high-quality and humanized services. The non-standard management behavior leads to the low rate of property management fees, which in turn affects the normal business activities of property management enterprises. Property management enterprises should work hard on services. Residential area construction \$year valid, property management will continue \$year. According to the owner's consumption demand, property enterprises can provide services that are really suitable for the owner's needs, and pay attention to service performance-price ratio. Property enterprises can only organize high-quality service projects which are popular with owners and raise the rate of property management fees. In this way, the property enterprises can achieve the economic benefits of service and charging quality and price.

4. Conclusions

With the maturity of China's property management market, high-quality services and appropriate prices are the basic conditions for property management, which do not constitute the core competitiveness of products. Marketing strategy will bring a unique asset to property management enterprises. Through the marketing strategy theory, enterprises can establish a solid relationship with existing customers, and enterprises can maximize market value. Based on the marketing strategy, the development of property management enterprises brings sustained and powerful impetus.

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