

Power marketing strategy of power supply company

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ABSTRACT

With the gradual advancement of power market reform, power supply enterprises are facing more and more fierce market competition pressure. In order to make power supply enterprises obtain sustainable development in the fierce competition, it is very important to put forward scientific and reasonable marketing strategy. From the perspective of marketing, based on the current power marketing situation of power supply companies, this paper puts forward the marketing strategies of power supply enterprises under the new situation, aiming at providing reference for the sustainable and benign development of power supply companies in the industry market in the future.

KEYWORDS

Power supply company; Electric power products; Marketing

1 Introduction

In the process of the development of the modern national power grid, with the continuous improvement of the power grid construction and the continuous updating of the technical system, the characteristics of the power demand of the people have gradually changed from "how to ensure adequate power supply" to "how to obtain high-quality power supply services"^[1]. This change has brought a direct impact on the market development ideas of power supply enterprises. It must be analyzed around the core point of "how to provide quality power supply service". At present, the power market is no longer a monopolize market structure dominated by power supply enterprises. Under the market economy, power supply enterprises are facing greater market competition pressure, which prompts each power supply enterprise to constantly adjust its marketing strategy in the direction of power market marketing to ensure its own market competitiveness. China Power Grid is now three major state-owned enterprises: the State Grid, China Southern Power Grid (Guangdong, Guangxi, Guizhou, Yunnan, Hainan, Hong Kong, and Macao), and Inner Mongolia Grid (covering half of Inner Mongolia).

2 Overview of power marketing for power supply enterprises

The power market is a part of the socialist market economy and a special market with strong internal competitiveness formed under the development of China's power system modernization. At present, from the perspective of the power market as a whole, with power supply enterprises as the center, electric energy output, electric energy transmission and electric energy sales activities are the main content of the "seller" of the power market, and in the relevant process, to ensure that power users enjoy reliable power services with reasonable electricity prices, stable and safe power

supply is the content that the power supply unit must guarantee. Electricity marketing is the economic activity carried out by electric power enterprises to improve their own economic benefits in the whole process of electric energy production, electric energy transmission and electric energy use^[2].

3 Power marketing problems of power supply enterprises

3.1 Unclear marketing positioning

Power supply enterprises provide power supply services, and many have not fully recognized the specific content of "service" to this day. It is believed that the work of power supply enterprises is to generate electricity, such a wrong understanding has affected the marketing work of power supply enterprises for a long time, because this kind of unclear understanding of its positioning will directly affect the quality of power supply service, and there are various flaws in power supply supporting services. Many power supply enterprises think that they only need to provide the corresponding products, the reality is that the power supply enterprise used to be a monopoly, and the SASAC determined the price pricing, the power supply enterprise had no competitors and no control. But now, coupled with many emerging electricity-selling enterprises entering the market, this undoubtedly intensifies the pressure on power supply enterprises' marketing competition. These lead to the power users not being satisfied with the power supply service of the power supply enterprises, which directly affects the competitiveness of the power supply enterprises in the power market.

3.2 Lack of marketing awareness

As a part of the national power grid, most of the power supply enterprises are relatively unfamiliar with the word "marketing", and many people's ideas still remain in the monopoly period of the power market, and they do not understand the marketing needs of the power market in the new era^[3]. In their work, they do not have a clear understanding of the commodity characteristics of electric energy, and do not include the sales of electric energy into the category of commodity sales. Therefore, power supply enterprises generally lack the necessary marketing awareness.

3.3 Imperfect marketing price system

At present, China's power supply enterprises still lack the right to speak in price pricing. As an important part of power price, on-grid price adopts the way of government pricing. In terms of transmission and distribution electricity price, transmission and distribution electricity price is obviously relatively low, and reasonable income cannot be guaranteed. No matter what kind of user's electricity price, the principle of reasonable profit should be observed in the process of making electricity price. The influence of some abnormal factors on electricity price is an important reason for unreasonable electricity price. At present, there are still some special electricity price imbalance problems in some areas. This is also an important issue facing power marketing.

3.4 Marketing plans lag behind

At present, many power supply enterprises still do not have their own position, do not recognize the current power marketing process should be customer-centric principle. Moreover, some power supply enterprises do not realize the guiding role of marketing work for other work of power supply enterprises, and simply think that marketing work is sales work. Moreover, in the organizational

framework of power supply enterprises, there is no department specifically responsible for marketing research, and the entire marketing work relies on the scattered opinions of all management personnel, which leads to the lack of scientific organization and control of power marketing work, and cannot play a good role in enhancing the overall market competitiveness of power supply enterprises.

4 Power marketing strategies of power supply enterprises under the new situation

4.1 Clearly positioning optimization services.

For power supply enterprises, if they want to play the hand of marketing, they must further clarify their positioning and improve the service level. From the perspective of positioning, power supply enterprises should be clear that they have the characteristics of both production and service, power supply enterprises are not only the output of electric energy enterprises, its power transmission, electricity tariff formulation, power security and other aspects have the corresponding service industry characteristics, power supply service is the core work of power supply enterprises must recognize, since there are corresponding service characteristics, it must be clear about the concept of service. Taking the customer as the center and actively doing the investigation and research of customer needs is the key to improve the service satisfaction and strengthen the service level. Any customer has their own ideas and opinions in the process of electricity consumption, and a comprehensive analysis of the user's opinions can be used as the basis for future adjustment to ensure that the power supply enterprise will have better user compatibility in the future.

4.2 Change ideas and enhance awareness

The marketing work should not only let the marketing group understand the specific product content, but also have the role of promoting the adjustment of the marketing demand. The promotion of marketing awareness should start from the management level. The State Grid should organize the management personnel of power supply enterprises in all regions to learn marketing concepts, first enhance the marketing awareness of the leadership, and gradually improve the overall marketing awareness of the enterprise through the decline of the awareness of the leadership level, recognize the fact that marketing can improve the overall efficiency of the enterprise, and correct the attitude towards marketing work. The influence of marketing work on the overall operation of power supply enterprises is strengthened through the establishment of corresponding marketing departments. After the Marketing Department has taken shape, the overall operation of enterprises is planned and adjusted according to the results of the investigation and research of the Marketing Department.

4.3 Innovate and improve the price system

Under the principle of market economy, China should further open the power market, the online price can take a fair bidding method to return the choice to the electricity customers, which can further stimulate the power supply enterprises' competitive psychology, through a series of adjustment measures to win the choice of users. In order to ensure the rationality and reasonable interests of power transmission and distribution prices, the composition mechanism of electricity should be further adjusted, and the form of plant network separation and transmission and distribution separation should be adopted to protect the interests of all parties, so as to avoid adverse interaction between different marketing models of different units, and the operating units

can obtain reasonable economic benefits in accordance with relevant regulations after separate operation. The use of economic and scientific and technological methods to transfer the actual needs of users, through the reasonable and effective use of electric energy, guide customers to take the initiative to choose the form of electricity, and expand the actual marketing of electric energy market, so as to lay a good guarantee for the improvement of social and economic benefits of power supply enterprises.

4.4 Strengthen data analysis

With the rapid development of information technology and digital technology, data has become an important basis for enterprise competition. In the marketing process of power supply enterprises, data analysis can provide accurate market information and user needs, and help enterprises understand the market environment and competitors, as well as the consumption habits and behavior characteristics of users. In terms of data analysis, power supply enterprises need to strengthen data collection, sorting and analysis capabilities, through big data analysis, data mining and other means, to find market changes and changes in user demand, to provide scientific decision-making basis for enterprises. For example, through the analysis of the user's electricity consumption data, you can understand the user's electricity consumption habits and electricity demand, so as to provide more accurate services for enterprises. In addition, data analysis can also improve market forecasting capabilities, help enterprises predict market changes and demand trends, and develop more scientific and reasonable marketing plans.

4.5 Improve the marketing system

A perfect marketing system should be established on the basis of perfect market research, so power supply enterprises should further deploy personnel to conduct power market research and judgment, analyze market demand and establish a corresponding marketing system according to demand, and try to analyze the favorable impact of marketing work on the overall benefit of enterprises on the basis of establishing an independent Marketing Department. The Marketing Department should not only understand the market demand, but also judge the market development and change trend, rely on big data technology to carry out data analysis, clarify the electricity load in different periods of their own load area, analyze the future power distribution situation and the development of power generation technology combined with their own power generation. At the same time, attention should be paid to the comprehensive adjustment of the power grid according to the information obtained from the marketing work, further broaden the market width of the power supply enterprises, integrate the new energy generation system into the current power grid system, maximize the energy supply capacity, meet the regional power consumption demand, and focus on the direction of green development to meet the needs of sustainable development. Besides improving the marketing system, the recruitment of marketing graduates should be implemented, because they can bring new thoughts and creative ideas to the electricity market. Also, they should be put in the right place instead of engaging in some professionally irrelevant work, which will harm their innovation ability.

5 Conclusion

As an important guarantee for the benefit of power supply enterprises, power marketing must be paid attention to. This paper analyzes in detail the problems existing in the current power supply enterprises in the marketing work, and puts forward specific marketing strategies, hoping to

contribute to the scientific development of China's electric power market.

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