QIAN YUNFANG "BATIK" CLOTHING CULTURE

Jiaqi Wang*

* *Graduate School, Southeast Asia University, Bangkok, Thailand*

*E-mail:411194924@qq.com

ABSTRACT

In recent years, with more and more attention paid to national culture and the rise of national tide, characteristic national costumes are more and more loved by people. Batik in Guizhou has won the favor of more and more people because of its unique quality and mysterious color. At the same time, it also attracts the eyes of many foreign people. Our company is committed to skillfully combining the traditional folk art of Guizhou with today's fashion elements, selling all kinds of seasonal clothes with strong Guizhou national culture with batik as the main feature, so that people living in cities can have a consumption experience like local tourism of ethnic minorities, Let the urban people who live in all kinds of modern life have a feeling of anti Pu and returning to the truth. Therefore, we will launch a brand - qianyunfang - to create a brand store with characteristics of ethnic minorities in Guizhou dominated by batik, sell our characteristic ethnic clothing products through e-commerce platform, promote the unfamiliar excellent traditional culture to the public, and truly carry forward the characteristics of ethnic traditional culture. The financial and feasibility analysis shows that net present value is 103000, Internal Rate of Return is 56.72% and Payback period is 3 years

Keyword: Batik, seasonal clothes, create a brand, ethnic.

INTRODUCTION & COMPANY DESCRIPTION

Qian Yunfang Clothing Culture Co., Ltd. was established in 2021 by the postgraduate entrepreneurial team of Southeast Asia University in Thailand - the "Qian Yunfang" team. With the project tenet of "learning, practice, cooperation, and win-win", the company was established by the project. developing. Relying on the entrepreneurial and employment spirit of college students, the company's purpose is to strive to promote Chinese national characteristic clothing, through the promotion of projects, to promote industrial development, to achieve the goal of mutual benefit and win-win, and to achieve better inheritance and development of Chinese characteristic culture. Qianyunfang Clothing Culture Co., Ltd. is a clothing company integrating "design-production-sales".

INDUSTRY ANALYSIS

From the perspective of the overall development of the industry, online sales of clothing are increasingly becoming the mainstream of the market. In recent years, my country's clothing consumption has shifted from a single consumer demand for shelter to shelter from the cold to the consumption trend of fashion, culture, brand and image. The clothing industry is facing the pressure of transformation and upgrading, and the growth rate of industrial scale has continued to decline.

The profitability of the industry has decreased, Industry structure : fierce competition in East China and South China, There are many participants, each leading the market segment

2.1 STRENGTH

2.1.1 Batik pattern is rough, natural, elegant, simple and unique charm.

It is an endless wonderful flower in printing and dyeing products! The value of Miao batik is not only reflected in the pattern, but also in the dyeing process, which is a kind of natural indigo dyeing.

2.1.2 Focus on quality:

For the long-term development of the company, we strictly control the quality of all products in the store, never inferior, damage the rights and interests of consumers and reassure consumers. In the long run, establish a good corporate image.

2.1.3 There are many kinds and styles of batik products in the store, which provides customers with a broader choice space.

2.1.4 Considerate service: the waiter in the store has a certain cultural heritage.

He not only has a deep understanding of batik culture, but also has unique opinions on the matching of batik clothing and the use of other batik items.

2.1.5 We have been in contact with Guizhou ethnic products for a long time and have a deeper and more comprehensive understanding of Guizhou ethnic products

2.1.6 Strong product innovation ability

we have a professional design team. Professional fashion designers and cultural researchers with national characteristics jointly develop and design products. The products not only have the cultural connotation of national characteristics, but also combine with popular elements of citizens.

2.2 Weaknesse

2.2.1 Less innovation

Due to the lack of intellectual property protection, Ans hun batik is no longer the pride of Central Guizhou. The whole market scene is low-quality, low-quality, low-cost.

2.2.2 Reduction of venture capital

As our entrepreneurs have little capital and the amount of loans is very limited, capital is a very important factor restricting our development.

2.2.3 Lack of experience and contacts

We are all new college students. We have no work experience and no personal contacts, which also has a great impact on our development.

2.2.4 Low influence

Because it is a new enterprise, we will encounter obstacles in the initial stage of cooperation with key customers.

2.3 Opportunity:

2.3.1 The gorgeous design, exquisite design, perfect modeling and exquisite technology

Batik clothing can show the elegant temperament of women; On the other hand, batik has attracted more and more attention in the fashion industry because of its unique temperament.

2.3.2 Our consumer groups are mainly college students with consumption ability, national culture lovers and more and more people pursue novel and tasteful things, so our clothes with national characteristics are a good choice.

2.3.4 Nowadays, the trend of pursuing ancient and national goals is very strong. Today, with the increasing development of science and technology, people pursue more anti ancient emotions.

2.3.5 Protection work has begun. Batik is an important part of national folk culture and a precious asset left to us by our ancestors. It is the responsibility of our generation to inherit and carry forward the excellent national and folk culture.

2.4 Threat:

2.4.1 The soul and life of batik lies in the creation and design of patterns. Nowadays, few people are willing to immerse themselves in design, but there are many imitators.

2.4.2 The backwardness and inefficiency of folk inheritance make it difficult for a large number of cultural and art categories to obtain corresponding social support and resource support in the inheritance and development. Without the support or protection of the government, once the old artist dies, skills will become a kind of stunt.

2.4.3 Competition in online transactions: batik products can now be bought at a low price on Taobao.

2.4.4 Batik is no longer the only way of development in Guizhou. Nowadays, the shadow of batik is all over the country, especially in tourist attractions.

Porter's five forces analysis

1. Bargaining power of suppliers. The batik technology supported by the project is located in the underdeveloped Guizhou region. At present, the commercialization of batik technology is not high, mainly for folk artists, and the bargaining power of batik technology processing part is low. Therefore, the bargaining power of suppliers is very low.

2. The buyer's bargaining power. Buyers mainly affect the profitability of existing enterprises in the industry by reducing prices and requiring higher quality products or services. In terms of online e-commerce channels, there are many stores operating clothing with national characteristics, but there are few stores promoting Guizhou culture and combining batik skills.

3. Threats from potential competitors. The severity of competitive entry threat depends on two factors: the size of barriers to entering new fields and the expected response of existing enterprises to entrants

4. The threat of substitutes. There are many substitutes for brand clothes with national characteristics, such as Tang clothes, Han clothes, etc.

5. The competitiveness of competitors in the industry. Judging from the existing situation, the competition in the Chinese national characteristic brand clothing industry not only comes from various online e-commerce channels

MARKET ANALYSIS

Market demand After extensive investigation and analysis of the crowd, there are currently two types of market demands in this field: Aesthetic requirements of classical image, Demand for high-level cultural connotation

3.1 Specific strategies:

3.1.1 Product Strategy

Get out of the misunderstanding of the changeable image of similar products, and take "the ancient and modern dreams are harmoniously blended, and the culture of Guizhou is fashionable" as the design concept, and various means are mobilized to concertize the product concept.

3.1.2 Packaging factor.

Going out of the large and vulgar form of traditional clothing packaging, it reflects the cultural taste of "Qianyunfang" packaging with a fashionable and elegant style.

3.1.3 Price strategy.

Since the price is inseparable from the image and positioning of the product, we will focus on the consumer's material or emotional thirst rather than the actual price to pay, and implement the concept of "high-quality mid-priced product" Bomb marketing.

3.1.4 Sales channel strategy.

In order to match the purchasing habits of consumers, the "Qianyunfang" e-commerce store was established.

MANAGEMENT TEAM AND COMPANY STRUCTURE

1. Financial management: one person
2. Apparel design: Two people
3. Online sales: One person
4. Advertising and publicity: One person

OPERATIONS PLAN

The products for the project take advantage of the large number of batik workshops and factories in Anshun, Guizhou province, as well as a number of well-known batik artists like Hong Fuyuan. Guizhou Anshun Local batik Co., Ltd. processed our products and added batik technology to produce clothing with national characteristics. Then use multiple channels to vigorously promote the brand image. We Media Matrix launched live promotion and marketing on short video platforms.

FINANCIAL ANALYSIS

ratio analysis					
	2022	**2023**	**2024**	**2025**	**2026**
Sales growth	24.00%	24.00%	20.00%	20.00%	20.00%
gross profit margin	55.00%	55.00%	55.00%	55.00%	55.00%
Proportion of total current assets	20.78%	60.22%	60.22%	60.22%	60.22%
return on equity	60.87%	68.15%	70.14%	79.86%	81.53%
Operating net cash ratio	1	1	1	1	1
Assets and liabilities	30.00%	30.00%	30.00%	30.00%	30.00%
Equity debt ratio	23.33%	23.33%	23.33%	23.33%	23.33%
net present value	103000				
Internal Rate of Return	56.72%				
Payback period	The third year				

The company needs 3 million yuan for initial investment at the beginning of the business. 9.2 Financial estimation criteria

1.Hardware is depreciated using the straight-line method, with a residual value of zero after five years.

2.Other fixed assets are depreciated on a straight-line basis, with a residual value of zero after three years.

3.Software and intangible assets are depreciated using the straight-line method, and the residual value is zero after 5 years.

4.70% of the annual income is paid now and 30% is paid after one year.

5.At the beginning of the company's establishment, the company borrowed a five-year long-term loan, and the interest was paid at the end of each year. The annual interest rate was calculated at 3.5 %, and the repayment was made after five years.

6.Suppose the house price we rent is 78,000 yuan/year.

7.VAT is calculated at 13 % of income,

8.The company does not distribute dividends in the first two years, and in the next three years, 20% of the net profit after the withdrawal of the surplus reserve will be distributed as dividends.

CONCLUSION

Ethnic characteristic clothing products sold in this project are widely used in various art groups, musicians, students, amateur music lovers, mass literary and artistic undertakings, festive activities, etc. The continuous improvement of the music industry, the changes in the mass consumption structure, and the continuous increase in the consumption expenditure of people for spiritual, cultural and entertainment, and the literary and artistic undertakings in various places have become increasingly active. Therefore, the market demand for ethnic musical instruments will also increase rapidly, and there are unlimited business opportunities. There is an urgent need to expand the scale of production and form enterprise scale benefits.

REFERENCE

[1] Guohua, W. (2020). **Research on the scale and personalized customization marketing mode of Hunan ethnic clothing**. Shopping mall modernization, (11), 13-15.

[2] Guoxin, Z. (2021). **National Costume Design Based on Aesthetic Perspective**. Journal of Ezhou University, (06), 71-72.

[3] Tianqi, Z. (2020). **Research on the function and connotation of clothing accessories of ethnic minorities in Southwest China**. Beauty and the Times, (Part 1) (05), 120-121.

[4] Yong, M. (2021). **Inheritance and innovation of national costumes under the multicultural background**. Cotton Textile Technology, (08), 103-104.