

Weilong: Journey From Regional Delicacy to Global Brand

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EXECUTIVE SUMMARY

This case study explores the rise of Weilong, a leading player in China's spicy snack market, examining its transformation from a regional brand to a national and international powerhouse. Led by CEO Liu Weiping and CFO Peng Hongzhi, Weilong strategically navigated challenges like intense market competition and low brand loyalty through innovative branding, extensive market expansion, and effective cultural promotion. The case details Weilong's journey from localized marketing strategies in Henan province to national prominence, leveraging digital platforms and cultural resonance to engage a youthful consumer base. It highlights key strategies such as product innovation, diversified marketing campaigns, and CSR initiatives, showcasing how Weilong capitalized on China's spicy snack craze while promoting traditional Chinese culture globally. Through meticulous market positioning and operational optimization, Weilong exemplifies effective growth strategies in the dynamic Chinese consumer goods sector.

INTRODUCTION

Weilong Company, located in Luohe, Henan Province, is a modern firm that focuses on producing spicy snacks. The organization aims to promote Chinese culture globally by distributing traditional and delicious food while promoting a healthy lifestyle. The organization also seeks to use digital intelligence and eventually build

a prosperous enterprise that offers joy and satisfaction to people. Looking ahead, Weilong aims to be a pivotal player in developing and enhancing industry ecosystems. The company's ethos is rooted in consumer-centricity and innovation, and it is committed to fostering transparency, fairness, and equity within the Weilong ecosystem. This approach is designed to accelerate the growth of the company's exceptional team and empower partners to participate actively in the platform and ecosystem development. In that endeavor, Weilong has proactively addressed public concerns about the cleanliness of its spicy strips production process. By employing a fully automated aseptic manufacturing workshop and having professional photographers document the process, the company effectively showcases the hygiene and modernity of its operations. This strategy has been fruitful, with the photos gaining considerable traction on Weibo and attracting an expanding customer base.

UNICORN DESCRIPTION

Brief History of the Unicorn

Every region has its unique way of catering to its inhabitants. The inception of Weilong can be traced back to the creator's experience in Henan, where the distinct and delightful flavor of beef gluten noodles inspired him. This led to developing Weilong spicy strips, using carefully selected raw ingredients to capture and enhance the unique taste (Liu, 2023). Initially, Weilong was only available in Henan. However, by 2010, the brand had grown significantly and began to leverage celebrity endorsements to boost product sales. Recognizing the potential of e-commerce, Weilong established its online presence on JD.com in 2017, resulting in a substantial increase in product sales online. In 2019, Weilong strategically integrated its online and offline sales channels to reach a broader market. The brand's growth trajectory continued, and by 2022, Weilong was officially listed on the Hong Kong Stock Exchange, enhancing its reputation and corporate value (Weilong, 2021). With the advancement of technology, Weilong has successfully expanded globally. It has secured a leading position in the spicy strip sector, attributed to its effective use of the Internet, continuous innovation, and efficient marketing strategies (Gao, 2015).

Business Model

Weilong is predominantly known for its trendy and casual goods. The company's primary target demographic is the younger generation. Its comprehensive sales strategy encompasses offline stores, online proprietary stores, and online dealer distribution. Weilong actively engages with customers, agents, wholesalers, convenience stores,

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