

Case Name**The Original Grocery Basket-Hangzhou Grocery Market****Theory**

Value Co-creation; Internet Marketing

Keywords

Grocery Market

Background

Hangzhou's food markets are well known to tourists from home and abroad, not only they offer fresh ingredients and delicious restaurants to the local people, but also, they show the authentic life and simple society to visitors. The most famous among these markets is the Xiaohe Grocery Market in the north of the city, located at 99 Guyun Road (east of the Guyun building). Especially after the upgrade of the Wise Management System, Chengbei Grocery Market has been positioned as a local boutique market, and its original business model of "market-oriented operation and supermarket-oriented management" has made Hangzhou Chengbei Market a business card that attracts domestic and foreign tourists and spreads the local market culture.

Marketing strategy

Take the Chengbei Xiahe Grocery Market as an example, it aims to create a market as "comprehensive grocery market for community folks" and provide a new intelligent service experience for community residents. Firstly, it is decorated in an old-fashioned style, recovering the old Hangzhou marketplace. At the same time, a gourmet food court has been opened to present specialties of food from all over the country to fulfill the requirements of daily life and dining to the residents. In addition, several lifestyle facilities have been introduced here for the convenience of the neighborhood, such as hairdressing and manicure salons, etc. Most importantly for the city, the Xiaohe Grocery Market has introduced a smart management system that makes it possible to trace the origin of the groceries. Every morning when the merchants bring in their groceries, the market management will collect information related to the groceries which the residents can check in real time. For office workers who do not have time to buy groceries at the market. The Xiaohe Grocery Market has also developed an online app for buying groceries for them so that orders can be placed online, and they can wait for the "collection" of groceries at home.

Outcomes

1. Digging the local culture and telling good historical stories. The local grocery market has existed for a long history since the Beijing-Hangzhou Grand Canal was opened. Although it has been moved and renovated several times, its character as trading goods from north to south has never changed. Evidently it has been seeing the culture of canal transportation in the northern part of Hangzhou. When it is switched to a tourist attraction, it has added the connotation of being a cultural and creative distribution center. With its cultural and creative products and activities, it presents the production and lifestyle of different periods in history and provides a new dimension to the traditional grocery market.

2. Multi-format complex development. The various products and the trading methods spoke of the need and appreciation of the lives of the people in a certain place. It is the

most striking expression in terms of tourism at the market. Differentiation is at the core reason why tourism products and market development are mostly welcomed. By visiting a local grocery market, visitors can discover the insight of the place that they are visiting and thus have a deeper travel experience.

Implications & Challenges

By the upgrade and introduction of intelligent systems, Hangzhou Chengbei Grocery Market achieved the function of trading mass data collection and agricultural products tracking. At the same time, its innovative design and powerful functional configuration match the rich local culture of Hangzhou and makes it a model for new city planning of tourism destinations.

Reference list:

One-stop shopping + food experience (2019), Retrieved 18 March 2023 from https://www.sohu.com/a/348806173_349183.

案例名称

原汁原味的菜篮子-杭州农贸市场

理论依据

价值共创；网络营销

关键词

农贸市场

背景资料

杭州的菜市场在国内外的游客中的拥有很高的知名度，不仅因为它给当地民众 提供的新鲜食材、美味餐馆，还有它为 游客展示了当地的本色生活和质朴社交。在这其中最有名气是市场位于古运路 99 号（古运大厦东侧）城北小河农贸市场。特别是在智慧升级后，城北菜市场定位为本地精品市场，更独创的“市场化运作，超市化管理”的经营模式，使杭州城北菜市场成为杭州市的吸引国内外游客，传播本地市井文化的名片

营销策略

以城北小河农贸市场为例，它以打造“社区乡亲综合农贸市场”为目标，为社区居民提供全新智能化服务体验。首先，它古色古香的装修风格，再现了杭州老底子市井风情。同时，市场内还开辟了美食区，将来自全国各地的特色美食集中呈现，满足当地居民的日常生活和就餐要求。此外，这里还引入了美发、美甲等一些方便周边居民的生活配套。最重要的市，小河农贸市场引进了智慧管理系统，使得菜品可以进行溯源。每天早上当商户将菜品运来时，市场管理人员会对菜品的相关信息采集，居民可实时查询。对于来不及买菜的上班族来说，小河农贸市场还开发了在线买菜的 APP，可在线下单，在家就能等“收菜”。

成果

1. 挖掘当地文化，讲好历史故事。杭州本地的农贸菜市场有很长的历史，从京杭大运河开通时期就一直存在，虽然经过几次搬迁改造，但是其流通南北货源的特色从未改变。它是杭州城北漕运文化的见证。在旅游化改造的过程中，加入了文创集散地的内涵，通过文创商品和文创活动来展现历史上不同时期的生产和生活方式，为传统的农贸市场添加了新的维度。
2. 多业态复合发展。菜市场以丰富的产品和售卖方式在一定属地范围内表现出人们对生活的丰富追求和满足，人间烟火气就是菜市场旅游化最突出的概括。差异化，正是旅游产品和市场开发能够广受欢迎的核心。通过参观本地的菜市场，游客可以深入了解旅游所在地的特色，从而拥有更深的旅行体验。

反思与挑战

通过智能系统的升级和引进，杭州城北菜市场实现农贸大数据采集、农产品可溯源的功能。同时，它创新的设计风格，强大的功能配置，与杭州本地浓厚的本土文化相匹配，成为一个新型的旅游目的地城市规划的样板