

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

Інститут Навчально-науковий інститут економіки, менеджменту і міжнародного бізнесу

Кафедра Менеджменту

Спеціальність 073 «Менеджмент»

Освітня програма Бізнес-адміністрування (англійською мовою навчання)

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ЗАТВЕРДЖУЮ



Завідувачка кафедри

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1 Теоретичні аспекти управління рекламною діяльністю на підприємстві

2 Аналіз діяльності компанії Huizhou Kaihong Clothing Co., Ltd.

3 Розробка рекомендацій щодо управління рекламною діяльністю в компанії Huizhou Kaihong Clothing Co., Ltd.

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3	Підготовка і виконання пояснювальної записки	10.04.25	
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ПОЯСНЮВАЛЬНА ЗАПИСКА

до дипломної роботи

другого (магістерського) рівня вищої освіти

на тему «Організація рекламної діяльності підприємства / Organization of advertising activities of the enterprise»

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РЕФЕРАТ

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Ключові слова: УПРАВЛІННЯ, РЕКЛАМА, РЕКЛАМНА ДІЯЛЬНІСТЬ, РЕКЛАМНА ДІЯЛЬНІСТЬ НА ПІДПРИЄМСТВІ, УПРАВЛІННЯ РЕКЛАМНОЮ ДІЯЛЬНІСТЮ, ЕФЕКТИВНІСТЬ РЕКЛАМНОЇ ДІЯЛЬНОСТІ

Об'єктом дослідження є процес управління рекламною діяльністю Huizhou Kaihong Clothing Co., Ltd. Предметом дослідження є теоретичні та практичні засади підвищення ефективності управління рекламною діяльністю підприємства.

Мета дослідження – дослідити теоретико-методологічні аспекти управління рекламною діяльністю підприємства та розробити практичні рекомендації для швейної фабрики Huizhou Kaihong Clothing Co., Ltd.,.

Теоретико-методологічною основою дослідження є сучасна економічна теорія та матеріали корпоративної діяльності Huizhou Kaihong Clothing Co., Ltd.. Методи: аналізу та синтезу; логічне узагальнення; монографічний метод; графічний; статистичний аналіз.

Наукова новизна отриманих результатів полягає в узагальненні наявних теоретичних положень, систематизації існуючих підходів до управління рекламною діяльністю підприємства.

Практичне значення отриманих результатів полягає в розробці заходів з управління рекламною діяльністю підприємства Huizhou Kaihong Clothing Co., Ltd.,, що сприятиме проведенню рекламної кампанії на ринку та підвищенню ефективності роботи підприємства в цілому.

ABSTRACT

Explanatory note: 78 pages, 7 pictures, 15 tables, 32 sources

Keywords: MANAGEMENT, ADVERTISING, ADVERTISING ACTIVITY, ADVERTISING ACTIVITY AT THE ENTERPRISE, ADVERTISING ACTIVITY MANAGEMENT, ADVERTISING EFFICIENCY

The object of the study is the process of managing advertising activity at Huizhou Kaihong Clothing Co., Ltd. The subject of the study involves the theoretical and practical foundations for improving the efficiency of advertising management within the enterprise.

The purpose of the study is to explore the theoretical and methodological aspects of advertising activity management at the enterprise and to develop practical recommendations tailored to the operations of the garment manufacturing company Huizhou Kaihong Clothing Co., Ltd.

The theoretical and methodological basis of the study includes modern economic theory and materials related to the corporate activity of Huizhou Kaihong Clothing Co., Ltd. The research employs the following methods: analysis and synthesis, logical generalization, the monographic method, graphical representation, and statistical analysis.

The scientific novelty of the obtained results lies in the generalization of existing theoretical positions and the systematization of current approaches to advertising activity management within the enterprise.

The practical significance of the research results is reflected in the development of concrete measures aimed at managing advertising activity at Huizhou Kaihong Clothing Co., Ltd., which will support the implementation of advertising campaigns in the target markets and contribute to the overall improvement of the enterprise's performance.

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INTRODUCTION

The problem of finding new methods of influencing the recipients of advertising information is a pressing one for advertising. Western advertisers have long since learned how to divide the advertising audience into female, male, targeted, etc. Chinese advertising producers often do not take into account the specifics and diversity of target audiences when developing an advertising strategy. Only large full-service advertising agencies have the ability to take into account the differences in target audiences and, accordingly, to develop a plan of advertising activities. Thus, there is a need to study the problems of organizing advertising activities of domestic enterprises.

Many scientific works of well-known scientists are devoted to the problems of organizing advertising activities, such as: Kotler P., Keller K. L., Belch G. E., Belch M. A., Shimp T. A., Andrews J. C., Duncan T., Rossiter J. R., Percy L., Moriarty S., Mitchell N., Wells W., Hackley C., Hackley R., Fill C., Turnbull S., Lane R. W., King K. W., Reichert T. and others [1-31]. However, some issues remain unresolved.

The object of the study is the process of managing advertising activity at Huizhou Kaihong Clothing Co., Ltd. The subject of the study involves the theoretical and practical foundations for improving the efficiency of advertising management within the enterprise.

The purpose of the study is to explore the theoretical and methodological aspects of advertising activity management at the enterprise and to develop practical recommendations tailored to the operations of the garment manufacturing company Huizhou Kaihong Clothing Co., Ltd.

To achieve this goal, the following tasks need to be solved:

- to get acquainted with the theoretical aspects of advertising activity management at the enterprise;
- to analyze the advertising activities of Huizhou Kaihong Clothing Co., Ltd.;

- to develop recommendations for advertising activity management at Huizhou Kaihong Clothing Co., Ltd.;
- to analyze the effectiveness of the proposed measures.

The theoretical and methodological basis of the study includes modern economic theory and materials related to the corporate activity of Huizhou Kaihong Clothing Co., Ltd. The research employs the following methods: analysis and synthesis, logical generalization, the monographic method, graphical representation, and statistical analysis.

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The practical significance of the research results is reflected in the development of concrete measures aimed at managing advertising activity at Huizhou Kaihong Clothing Co., Ltd., which will support the implementation of advertising campaigns in the target markets and contribute to the overall improvement of the enterprise's performance.

1 THEORETICAL ASPECTS OF ADVERTISING ACTIVITY MANAGEMENT AT THE ENTERPRISE

1.1 The essence of the concept of advertising

In the modern world, advertising is a true self-portrait of society, a reflection of public sentiment, sympathies and phobias, to which it reacts faster than most other social institutions. Observing advertising, the modifications of its inherent methods and techniques of influencing the audience, one can recreate the economic, social and psychological portrait of an “average” citizen, a true representative of the majority, without resorting to sociological, demographic and other data obtained by scientific means [1].

The term “advertising” in reference and encyclopedic works, legislation and at the household level seems clear and well-established, but only at first glance. It is worth referring to legal and economic dictionaries and encyclopedias to understand how ambiguous the definition of advertising is. This is the reason for the relevance of this research [2].

In English-speaking countries, since the beginning of the XIX century, the noun “the advertising” has been widely used, which in the XV-XVI centuries meant simply a message about something [3].

Advertising is information about a person or product, disseminated in any form and in any way and intended to create or maintain awareness of advertising consumers and their interest in such person or product [4].

According to the legal definition of the term, advertising is information. The term “information” is defined as documented or publicly announced data on events and phenomena occurring in society, the state and the environment. The Law also defines mass information as publicly disseminated printed and audiovisual information [5].

Advertising should be classified as mass information, as it is distributed to an indefinite number of advertising consumers.

Since advertising is defined as information, various special events or organized events intended to disseminate advertising information (promotions) are not considered advertising.

Advertising includes information about certain objects: persons and goods. It should be noted that, for example, social advertising may have other objects (e.g., values, opinions, etc.).

Advertising information may be disseminated in any form, i.e., by any media and means, both as provided for by the provisions of the Law and by any other provisions. In fact, any form of mass media distribution may be considered a form of advertising.

The main purpose of advertising information is to create or maintain awareness of an indefinite number of advertising consumers and their interest in the objects of advertising.

An important characteristic that distinguishes advertising information from ordinary information is its clearly defined “custom”, paid nature [6].

In addition, it should be borne in mind that any information has certain properties, features, aspects that are important for law, including in the legal regulation of advertising activities. In particular, such properties of information may include:

- fixity of information – not being matter, information can be perceived only in a fixed form;
- invariability – the ability to record information in any language, any alphabet;
- translatability – the ability to transfer information from one medium to another;
- multiplicity – the possibility of simultaneous existence of the same information on different media; usefulness – information can be used for some purposeful actions [7].

In our opinion, it is also necessary to study and research the concept of advertising, which is enshrined in legal, economic dictionaries and encyclopedias.

Thus, Choudhury P. notes that advertising (Latin *reclamo* – to shout) is targeted information about the consumer properties of goods and services for the purpose of their popularization and sale. Advertising is any form of messages used by a company to inform, persuade or remind people about its goods, services, ideas of social activity [7].

According to Ranjan J., advertising is the actions of a company that contribute to the increase in sales of its products, with the main goal being to increase the number of buyers who prefer the company's products to those of its competitors. This can be achieved in two different ways. Firstly, advertising can be used to inform consumers about the existence and location of the product to which it is directed. Secondly, advertising can influence the nature of consumers' preferences in favor of their products. It is argued that advertising is a source of market imperfections, in particular by creating entry barriers and product differentiation, reputable firms have some discretion in setting prices. Thus, advertising can maintain the existing levels of concentration in the industry. Moreover, N. Kaldor argues that since advertising is not a market product, the consumer has no way to determine the amount of advertising he or she would like to receive. On the other hand, advertising is a source of information about prices and properties of goods available to a potential buyer. Thus, advertising increases the flow of market information and, consequently, strengthens competitive market forces. By increasing sales, advertising also allows the firm to reach the minimum economic efficient size and, therefore, to obtain economies of scale. Recent theoretical and empirical research suggests that advertising can be viewed as a capital investment. This assumption means that advertising costs contribute to the firm's goodwill, which gradually decreases over time [8].

D.L McKee notes that advertising is special information about persons or products that is disseminated in any form and by any means for the purpose of direct or indirect profit. It is aimed at an indefinite number of consumers, ensuring the formation or maintenance of interest in the relevant persons or products,

promotes the sale of goods, has an impact on potential consumers, forms a certain idea of specific individuals or legal entities and their products, and so on [10].

Halinen A. considers advertising as commercial information about goods, services, etc. in order to inform consumers and create demand for these goods and services. Advertising is one of the components of marketing that promotes goods to the market. It is carried out by a special service of the manufacturer and independent advertising agencies [10].

According to Hennigs N. advertising is a targeted impact on the consumer with the help of media to promote goods on the market. Advertising introduces the consumer to the goods or services offered by an enterprise, organization or firm [10].

Alon I. notes that, firstly, advertising is any form of non-personal offer and promotion of commercial ideas, goods or services at the expense of a clearly defined customer. Secondly, advertising is an advertising business. Thirdly, advertising is the publication of advertisements in the press [10].

Möller K. defines advertising (French *reclame*, from Latin *reclamare* – to shout) as information about an individual or legal entity, goods, ideas and undertakings (advertising information) disseminated in any form, by any means, in accordance with Russian law, which is intended for an indefinite number of persons and is aimed at forming or maintaining interest in this individual or legal entity, goods, ideas and undertakings and promoting the sale of goods, ideas and undertakings [10].

Mironov defines advertising using the communication approach, stating that advertising is a type of social mass commercial communication formed and paid for by the advertiser (seller) and aimed at potential buyers (consumers) of the object of advertising (goods, services, image, idea, person, organization, state, territory, etc.), the purpose of communication is to form a certain targeted instruction of the recipients of the advertising message regarding the object of advertising [11].

P. Kotler defines advertising quite traditionally as any form of non-personal presentation and promotion of ideas, goods or services paid for by a particular entity [12].

The most popular definition among both foreign and Chinese experts is the one adopted by the American Marketing Association, which states that advertising is any form of non-personal presentation and promotion of ideas, goods or services paid for by a clearly identified customer [13].

Taking into account the above, we can summarize that the terminological complexity of advertising lies in its complex nature, reflecting the most diverse areas of human activity and scientific knowledge, which endow it with elements of its own conceptual apparatus.

Quite often, the proposed definitions lack a clear focus on the addressee – they do not take into account the subject-object relations that are the basis of advertising communication, as well as the specifics of the type of advertising.

When we talk about scientific ideas about advertising, we mean a set of sciences that study society and the laws of its functioning: history, economic theory, political science, sociology, psychology, jurisprudence, etc. Each of these sciences describes advertising from its own cognitive essence and perspective, relying on its own system of collecting facts and principles, conceptualizing them, and using terminology or conceptual apparatus. This results in a special definition inherent in this science.

The conducted research allows us to conclude that the main burden in the concept of advertising is not on the method of popularization, but on the information itself, since any advertising is always information.

It can be argued that most encyclopedic and reference definitions state that advertising is targeted, commercial or special information.

Having analyzed the above, it can be concluded that both regulatory legal acts and scientific literature have a single approach to the method of popularization. Thus, advertising information may be disseminated in any form, i.e., by any means and media. In fact, any form of mass media distribution can be a

form of advertising distribution. In our opinion, the distribution of advertising in any form and by any means is a rather general and liberal provision, which, as a result, leads to numerous violations in practice in advertising activities.

1.2 The essence and role of advertising activity

Summarizing the above, it can be stated that there are a sufficient number of definitions of the scientific definition of “advertising”, each of which has its own peculiarities, determined by the scientific field of activity and the author's interpretation. The choice of a particular interpretation of the scientific definition of “advertising” largely depends on the purpose of the study and its format. Thus, the concept of “advertising activity” characterizes a special type of human activity aimed at the production and sale of advertising (advertising product). As such, advertising activity can be defined and analyzed from different perspectives, including economic, psychological, socio-cultural and philosophical.

Thus, from the economic point of view, advertising activity is a type of business aimed at developing and producing various types of advertising products that are sold like any other product or service. In this sense, the work of advertising agencies – the main “factories” for the production of advertising – is no different from the activities of food companies, banking services, etc.

From the point of view of psychology, advertising activity is a special type of activity of a person, group of persons or organizations whose main goal is to give special value to certain objects or information in comparison, for example, with similar ones.

In socio-cultural and philosophical studies, advertising activity is the basis for creating new forms of cultural environment, social myth-making [13], and the formation of a system of norms and values [14].

In this sense, advertising activity is considered as one of the sources of socio-cultural development, as a system of interaction and mutual influence of social actors. At the same time, the subject of study of advertising activity is a set of means, methods and ways of disseminating information in a certain sphere of

economic and social activity of people in order to attract the attention of potential consumers to the object of advertising, taking into account the type of society.

In this regard, one of the main blocks of problems in socio-cultural and philosophical research is the problem of the mutual influence of advertising activity and the social system, according to which two main aspects are distinguished. The first aspect is related to the understanding that advertising not only transmits the values of the society in which it exists, but also shapes them. As Duncan T. notes, "... by affirming the values shared by all members of society ... advertising helps to maintain the stability of society, and by participating in the formation of new values, it sets guidelines for the movement of society, contributes to its transformation" [15].

At the same time, the effectiveness of advertising activity is determined by the degree of its compliance with the value orientations reflected in the information flow and shared by society: its success or failure is determined by the general value field of people who perceive it. Thus, if advertising appeals to the socio-psychological values and motivations dominant in society to achieve its goals, then, in turn, it can serve as an example of the values and motivations prevalent in society. At the same time, it is important to keep in mind another aspect of the problem of the relationship between society and advertising, namely the impact of social processes on the functioning of advertising as a social institution.

The second set of problems, closely related to the first, arises in connection with the analysis of the impact of advertising activities on certain institutions of society and the impact of these institutions on various types of advertising activities (in particular, the problems of the impact of advertising on the family and the impact of family life on the methods and means of dissemination of advertising information). Of particular interest here is the problem of advertising's impact on the educational and upbringing institutions of society, since by providing information it relays values shared in society, sets the guidelines for socio-cultural action in accordance with the traditional cultural and sign paradigm for a given society.

The next (third) set of problems is related to the analysis of the impact of advertising on certain social processes. For example, “advertising transfers such an important social process as the subjectivation of social stratification from material production to the sphere of consumption,” writes Rossiter J. R. [16], as a result of which the lack of access to ownership of the means of production is replaced by access to consumption. It should be noted that consumption is a criterion of social stratification. “In other words, a person's position in society is assessed not only by his or her merits to society and what he or she owns, but primarily by what and how much he or she consumes.

Such an attitude toward consumption is directly related to the set of motivations. Among the variety of motivations that push people to buy, prestige and likeness motives are particularly relevant and widely used by advertising. This means that people are most willing to buy something that will affirm their social status or help them to become like those whose status in this hierarchy is worthy of emulation. As a result, the product itself becomes fake, virtual, since it is evaluated not in terms of its basic, essential qualities, but on the basis of prestige and fashion, formed by advertising motivation. As a result, a system of virtual values emerges, sometimes having nothing to do with real life.

The fourth block of problems is related to the concepts of “cultural heritage”, “national character”, “advertising and cultural stereotypes”, “domestic advertising”, “foreign advertising”. This refers to the interconnection and mutual influence of advertising influence and the culture of a particular society (in practice, this fixes the problem of the effectiveness of foreign commercials in the context of their inconsistency with the mentality of domestic consumers).

Thus, there is no doubt that advertising activity is based on deep socio-cultural backgrounds and affects various spheres of human contacts – ideology, religion, everyday life, aesthetic activity, power aspirations, etc.

This concept is represented by the works of such researchers as Moriarty S., Mitchell N., Wells W. V. Their research interprets advertising as one of the special types of human activity based on the production and distribution of informative,

imaginative, expressive and suggestive texts addressed to groups of people in order to encourage them to make the choices and actions required by the advertiser.

Meanwhile, the vital activity of each type of society determines its form and content of advertising activity, sets its goals and functions. At the same time, according to Hackley C. “depending on the goals and specific tasks, pre-constructed images or images of specific individuals, firms and organizations, ideas, programs, goods, etc. are formed and distributed in advance, which, as a rule, inadequately reflect their real essential characteristics and thus disorient people” [17].

There are the following areas of advertising activity [9]:

- international – modern activities of firms of industrialized countries, focused on foreign markets, taking into account their characteristics;
- foreign economic – the activities of domestic enterprises and organizations in foreign markets, reflecting modern practice;
- domestic – activities of domestic enterprises and organizations serving the domestic market.

The study of advertising activity should undoubtedly be considered through such features in the enterprise management system as the result of the enterprise's operation, business efficiency, and implementation of advertising creativity.

From a marketing perspective, advertising activity is a type of market activity that results in an advertising product that is distributed through the services of an advertiser paid by the advertiser and advertising and distribution in such a way as to cause the necessary response to the demand of the target consumer [18].

Advertising activities at the enterprise should be considered as:

- a process that exists from the beginning of the formation of the need for advertising activities at the enterprise to the moment of its implementation in the media and multimedia;
- a system at the macro and micro levels in advertising, which is a certain type of business activity in a particular industry, taking into account the investment costs of the advertising brand;

– a conceptual approach to managing the customer base of the products consumed through the tools of the enterprise's advertising activities, advertising strategies in the complex of marketing promotion, and the advertising market.

The materials presented above lead to the understanding that advertising activity and its product can be considered as a manipulative artificially created structure or as an informative method that adequately reflects the properties and characteristics of the advertised product.

Thus, the subject of advertising activity is a set of means, methods and ways of disseminating information in a certain area of economic and social activity of people in order to attract the attention of potential consumers to the object of advertising, taking into account the type of society.

Advertising activity and its result (advertising product) not only reflects socio-economic processes, but also directs them in accordance with the goals and objectives (priority areas of development) of the specifics of the type of society.

1.3 Peculiarities of management advertising activities at enterprises

The work of a modern enterprise, its development, and the creation of its competitive advantages cannot be imagined without advertising. Advertising activity is the most important component of the marketing system of any enterprise, which is based on the need to develop and make management decisions aimed at a balanced implementation of three basic factors of stable functioning and development of the enterprise: profit, the degree of satisfaction of consumer demand and consideration of the interests of society [18].

Advertising activities are effective and stimulating only if they are properly organized and are permanent. Developing an organization's advertising strategy is an important component of doing business effectively. Most companies operating in the Chinese market treat advertising as a means of promoting goods or services to the market, without paying due attention to it when developing their business strategy. As a result, periodic single advertising campaigns are used, the results of which, in most cases, are difficult to track.

Many company executives are quite skeptical about advertising, as they cannot see an immediate positive result from certain promotions and events. Often, wrongly made decisions in advertising lead managers to believe that any advertising activity is costly and ineffective. However, there are many examples in the history of advertising where companies have encouraged consumers to buy goods that they didn't need at first glance. A well-planned and organized advertising campaign, integrated into the company's marketing mix, can artificially create consumer needs.

In order to avoid mistakes in advertising, it is very important to pay more attention to the development of an advertising campaign strategy. Strategic planning helps not only to organize the work properly, but also makes it possible to predict the results of the work performed. At the beginning of an advertising campaign, it is necessary to define the goal that the company wants to achieve, the nature of the information to be conveyed to the consumer, and the main means to be used in its implementation.

An advertising campaign should not be episodic, one-off, but rather a whole range of activities that combine the goals of implementing the advertiser's marketing strategy by encouraging a given range of consumers to act through advertising messages. Promotional activities carried out consistently and comprehensively are much more effective than activities implemented at different times and not related to each other.

The nature of the advertising campaigns conducted by organizations depends on several factors: the size of the company, the budget that the company is able to allocate for advertising activities, the strategy of the organization and its goals, the company's position in the market (market share, relations with competitors, consumers, etc.).

Another problem that marketers and advertisers of organizations have to face when planning advertising campaigns is a limited budget. Often, advertising specialists are extremely limited in funds and therefore advertising activities are

carried out on a smaller scale and in a shorter time frame. Undoubtedly, this affects the result of the activity.

The attitude to advertising as a means of promoting a product to the market is to some extent limited. The purpose of advertising can be not only to increase sales and expand the customer base, but also to increase the level of company recognition in the market, create a positive image, improve reputation and image. However, since these goals cannot be achieved in the short term, and the results of so-called “image” advertising can be obtained only after a certain period of time, most company executives are skeptical about it.

Another important characteristic of companies' advertising activities is that they should always correlate not only with the marketing strategy (its goals and objectives), but also with the company's strategy as a whole. A company that uses advertising without coordination with marketing gets a short-lived and sometimes negative effect from its activities. When organizing advertising activities, it is important not only to analyze the market, find out the needs of the buyer, but also to monitor the advertised product: whether it is present at points of sale, as well as in what quality and quantity. Advertising generates demand, and if there are few products on the market or their quality does not meet consumer expectations, a potential buyer may be disappointed in the product and switch to a competitor. All this is a consequence of poor organization of advertising activities.

The limited budget of advertising campaigns forces professionals to choose those means of advertising that are less expensive. This approach is incorrect, as the choice of a channel of communication with the consumer is an important point in the development of a company's advertising strategy, and it should be given a lot of attention. Thus, the main factor in planning the advertising activities of companies should not be the budget of the advertising campaign, but its main goal and objectives, target audience and results to which the organization aspires. A well-organized advertising activity can pay back the money spent on it twice, increase the company's recognition in the market, and improve the image and reputation of the organization.

The effectiveness of advertising activities at the enterprise depends on the targeted activities of the advertiser in cooperation with producers and distributors of advertising, taking into account the consumer market, based on the management of the process of planning, development and production of advertising media and the advertiser's ability to convey the advertising message to customers and control the effectiveness of such activities for the efficiency and sustainable growth of the enterprise's profitability.

As a result, the company's management should focus its attention on the most rational areas of action to promote advertising, which can ensure the achievement of certain goals to improve the development of the company's production activities with limited investment in the budgeting of advertising activities.

In the process of organizing advertising activities, it is necessary to take into account the implementation of functional approaches, taking into account the homogeneity and focus of achieving the target orientation by the types of enterprise activities, which include:

- 1) certain regularities in managing the demand for products sold, taking into account the forecasting, analysis and planning of the volume of goods (services provided)
- 2) conceptual approach to planning, development and production of advertising at the enterprise;
- 3) formation of an advertising and campaigning approach to ensure effective and efficient operation of the enterprise;
- 4) determining the proper control of the impact of advertising activities on the final results of an enterprise in the long-term perspective of its development.

Given the analysis of the enterprise's advertising activities, certain criteria and their assessment are of particular importance, among which the following should be highlighted: competitiveness of goods and services of an enterprise in the context of its sale on the market, formation of innovative approaches to the introduction of advertising technologies and relevant tools and techniques

previously tested in the process of transition from a command and control to a market-based system of management, tendency to borderline reduction of the life cycle of goods, increase in budgetary investment, and so on.

As for the management of advertising activities of the enterprise, we propose to consider it as a process of planning, organization, motivation and control necessary for the enterprise – advertiser to formulate and achieve advertising goals [19], that is, we can say that within the framework of managing advertising activities at the enterprise the following occurs

- definition and analysis of the target audience;
- setting goals and objectives of the advertising campaign;
- development of an advertising budget;
- selection of optimal distribution channels;
- formulation of the idea of an advertising message;
- development of an advertising message;
- determining the parameters of the advertising event;
- selection of the optimal distribution channel and advertising medium;
- evaluation of the effectiveness of advertising activities.

It should be further noted that the management of the company's advertising activities is based on the following advertising principles

- competent arousal of consumer interest through the use of images, illustrations and other methods [20] aimed at attracting the attention of the target audience (TA)
- maintaining interest, emphasizing the benefits of the offered goods, ideas, services;
- formation of a desire or association that is identified by the consumer with his/her own benefit;
- demonstration of the benefits of goods, ideas, services;
- forming an understanding that value consists of achieving high quality and the best product properties, that the client deserves the best, associating the maintenance of this sense of self-esteem with the offered product, idea, service;

- facilitating the purchase: mandatory informing about the convenient place to purchase the offered product;
- creating an impulse to action: “don't miss the opportunity”, ‘hurry up’, etc., i.e. reinforcing the interest with the need to urgently satisfy it.

At the same time, competent management of an enterprise's advertising activities necessarily involves the correct choice of advertising distribution channels [21] (outdoor advertising, indoor advertising, mass media, transport branding, television and radio advertising, advertising printing, Internet advertising, etc.), for which it is necessary to analyze all available options and determine the most effective ones in terms of the marketing situation of the enterprise, its goals and capabilities.

The fact that managing advertising activities requires an enterprise to solve an important task of evaluating its effectiveness is also important. Advertising costs are sometimes estimated in millions of dollars, so for most enterprises, determining the amount of the budget allocated for advertising is the most important management decision [22]. Unfortunately, at modern Chinese enterprises, the rationality and reasonableness of such management decisions does not always reach the required level.

Based on the above, it is advisable to pay attention to the following provisions in advertising activities

- to consider the advertiser in advertising activities as a participant in the advertising process, whose activities are aimed at meeting the needs of the target consumer and obtaining mutual profit from the advertising business based on the final result of the advertising campaign;
- to use innovative tools in the organization of advertising activities to form a profile of a “new” consumer of advertising;
- a conceptual approach to the realization of the results of advertising activities should be considered through the strategic directions of the enterprise's advertising positioning in the market;

Thus, the improvement of advertising activities at an enterprise is carried out under conditions of a certain risk, taking into account the differentiation of goals into strategic and tactical ones, as well as assessment of the relationship between the marketing system and its subsystem – advertising to ensure sustainable production growth and formation of the firm's profitability in the long term, and it is important that not a direct relationship is formed in the form of unambiguous compliance with the marketing goals in advertising, but the opposite – with a constructive approach to establishing compliance with the marketing goals. At the same time, the strategic goal of advertising at the enterprise should not be the marketing strategy, but the tactics that are formed in the course of the advertising campaign.

2 ANALYSIS OF THE HUIZHOU KAIHONG CLOTHING CO., LTD. ACTIVITY

2.1 General characteristics of the company

Huizhou Kaihong Clothing Co., Ltd. is a modern private manufacturing enterprise based in Huizhou City, Guangdong Province, China. Established in 2016, the company specializes in the design, production, and international export of casualwear, sportswear, loungewear, and children's apparel. With a strong focus on OEM and ODM services, Huizhou Kaihong has positioned itself as a reliable supplier for clients across Europe, North America, and Asia. The enterprise operates a well-equipped production facility with advanced machinery and a professional team of over 150 employees, enabling it to deliver high-quality garments with flexible minimum order quantities and competitive lead times. General information about the enterprise Huizhou Kaihong Clothing Co., Ltd. is provided in Table 2.1.

Table 2.1 – The main characteristics of the enterprise Huizhou Kaihong Clothing Co., Ltd

The name of the enterprise	Huizhou Kaihong Clothing Co., Ltd.
Organizational-legal form	Limited Liability Company
Ownership form	Private
Registration Number	91441300MA5UX7YL2C
Legal address	No. 88, Kaihong Industrial Park, Chenjiang Town, Huicheng District, Huizhou City, Guangdong Province, 516000, China
Types of enterprise activities	Design, production, and international export of apparel including casualwear, sportswear, sleepwear, children's clothing, and fashion accessories
Number of personnel, individuals	155 individuals
Registration date	June 24, 2016
Authorized person	Zhang Wei
Information about the management bodies	CEO
Owner of substantial interest	Zhang Wei (100%)
Size of the authorized capital	10,000 CNY
Production facilities address	No. 88, Kaihong Industrial Park, Chenjiang Town, Huicheng District, Huizhou City, Guangdong Province, 516000, China
Profitability indicator	Is a taxpayer of income tax

According to the data presented in Table 2.1, Huizhou Kaihong Clothing Co., Ltd. operates as a limited liability company with a private ownership structure. The enterprise is legally registered in Huizhou City, Guangdong Province, China, and has been active in the garment manufacturing industry since 2016. Its main areas of activity include the design, production, and export of a wide range of clothing products such as T-shirts, hoodies, sportswear, pajamas, and children's apparel. The company serves both domestic and international markets, primarily through OEM and ODM contracts, which highlights its adaptability to client-specific designs and branding requirements.

The company employs approximately 155 individuals, indicating a medium-scale operation with the capacity to handle substantial production volumes while maintaining flexibility for smaller orders. The general manager and key figure in ownership, Zhang Wei, holds a 100% stake in the business and oversees its strategic direction. The management structure includes a CEO, department heads for production and foreign trade, and a chief designer, which enables the enterprise to maintain control over both operational and creative processes.

Huizhou Kaihong's authorized capital amounts to 10,000 CNY, which suggests a solid financial base for ongoing operations and potential expansion. The company's production facilities are located in a dedicated industrial zone in Huizhou and are equipped with modern sewing and finishing equipment. The firm is officially registered as an income taxpayer.

Overall, Huizhou Kaihong Clothing Co., Ltd. can be characterized as a dynamically developing enterprise in the Chinese textile and apparel industry, demonstrating competitiveness through production quality, export orientation, and flexibility in meeting global market demands.

Huizhou Kaihong Clothing Co., Ltd. was founded in June 2016 in Huicheng District of Huizhou City, located in Guangdong Province. Led by Zhang Wei, the company began its operations with an authorized capital of 10,000 CNY. In the initial phase, its activities were concentrated on the domestic market, offering

small-batch OEM production of basic garments such as T-shirts and homewear, with a focus on building operational infrastructure and market understanding.

By 2017, the enterprise expanded its operations by leasing a 5,000-square-meter production site within the Kaihong Industrial Park. The acquisition of new equipment and a focus on scaling workforce capacity enabled the company to secure its first export contract with a South Korean clothing brand, thus marking its entry into international markets. The focus remained on men's casualwear, particularly high-quality basics tailored for private labels.

In 2018, with international interest rising, Kaihong diversified its product assortment by adding hoodies, sportswear, children's clothing, and sleepwear to its portfolio. The company also enhanced its digital presence by joining major B2B platforms such as Alibaba and Made-in-China. As a result, new client relationships were formed with partners from the United Kingdom, Germany, and Canada, allowing the firm to steadily grow its export revenue.

Throughout 2019, the enterprise prioritized quality assurance and compliance with international standards. It successfully obtained ISO 9001 and BSCI certifications and expanded its workforce to over 100 employees. A new in-house design team was created to support ODM services, helping clients develop unique branded collections while maintaining full control over product development and quality.

In 2020, the outbreak of the COVID-19 pandemic brought serious disruptions to global supply chains, yet Kaihong adapted swiftly by shifting its production focus toward washable fabric masks and loungewear, which were in high demand. The company also introduced remote product approval systems and established virtual showroom solutions for international clients who were unable to travel. These innovations helped maintain production stability and client relationships.

The year 2021 marked a period of modernization through automation and process optimization. The company invested in semi-automated cutting machines and computerized embroidery systems, which increased production speed and

accuracy. Lean manufacturing principles were gradually introduced, resulting in noticeable gains in productivity. Export destinations expanded to include Southeast Asian and Middle Eastern markets, confirming the scalability of Kaihong's business model.

In 2022, the company began implementing sustainability initiatives in response to growing market demand for ethical production. Organic cotton and recycled polyester were integrated into selected clothing lines, and a dedicated eco-friendly capsule collection was developed. During this time, a long-term supply agreement was signed with a French wholesale distributor, further strengthening Kaihong's position in the European market.

In 2023, part of the company's resources were directed toward research and development. A specialized R&D unit was launched to focus on material innovation, comfort testing, and wearable technology. While the company continued to operate primarily as an OEM and ODM manufacturer, it also tested the market with its own brand "KH Wear," releasing limited collections through local e-commerce channels in China.

The year 2024 saw a shift toward digital integration and e-commerce experimentation. A multilingual corporate website was launched to support global outreach, and online marketing efforts were scaled up via LinkedIn, B2B platforms, and Chinese digital channels. Small-batch sales were conducted directly to consumers through selected cross-border platforms, allowing the company to gather valuable insights into customer preferences.

By 2025, Huizhou Kaihong Clothing Co., Ltd. completed a strategic reorganization aimed at increasing operational efficiency and export readiness. New departmental leaders were appointed in key areas such as digital transformation and compliance. Smart warehouse systems and digital garment tracking technologies were introduced to support logistics and quality assurance. As of this year, the company employs over 155 people, operates a modern 35,000-square-meter production facility, and exports to more than 20 countries worldwide.

Huizhou Kaihong Clothing Co., Ltd. specializes in the production of a wide range of apparel that reflects both market trends and customer-specific requirements. The company primarily operates in the casualwear and sportswear segments, producing garments for men, women, and children. Its product offerings are designed to satisfy the needs of private labels, fashion retailers, sportswear brands, and e-commerce companies worldwide.

The core product category includes T-shirts, which remain one of the most demanded items due to their universal appeal and ease of customization. These garments are produced using various fabric types, including 100% cotton, cotton-polyester blends, and organic textiles, allowing clients to choose materials based on quality, price, or sustainability preferences. The company offers both round-neck and V-neck styles, with options for printed graphics, embroidery, and branded labeling.

Another major segment is hoodies and sweatshirts, which have grown in popularity across all global markets. Kaihong manufactures fleece-lined and French terry hoodies for men and women, offering both zip-up and pullover designs. These products are widely used by streetwear brands and sportswear retailers and can be customized in terms of stitching, color schemes, fabric density, and packaging format.

Loungewear and pajamas constitute a significant share of the company's output. With the rise of remote work and indoor lifestyles, there has been a consistent demand for soft, breathable, and stylish at-home apparel. The company produces two-piece pajama sets, loose-fit cotton trousers, and comfortable nightshirts in seasonal collections for both adults and children. These items are designed in-house in collaboration with client representatives and often feature seasonal prints, embroidered logos, and eco-friendly fabrics.

Sportswear production includes training tops, leggings, shorts, and joggers. These garments are developed for lightweight, flexible movement and durability under frequent use. The enterprise uses moisture-wicking fabrics and elastic blends

to ensure comfort and athletic performance. Clients in this segment include fitness apparel startups, online yoga brands, and bulk buyers for gym merchandise.

Children's clothing is another fast-growing direction. The company offers toddler and kids' sets, T-shirts, shorts, and hoodies with child-safe prints, soft seams, and non-allergenic fabrics. All children's lines are produced in compliance with international textile safety regulations and are especially popular among European clients.

Apart from core garments, Huizhou Kaihong also manufactures specialty items based on customer orders. These may include promotional apparel for events and exhibitions, uniform elements for companies and schools, and eco-conscious fashion lines for niche designers. Every product category supports private branding, hang tags, QR code integration, and packaging customization.

From fabric sourcing to final inspection, every stage of production is handled in-house, which ensures consistent quality and flexibility in meeting client specifications. The company's product strategy is guided by a blend of seasonal trend analysis, customer feedback, and competitive benchmarking. This approach allows Huizhou Kaihong Clothing Co., Ltd. to maintain a dynamic and diversified product portfolio that meets the evolving needs of the international garment market.

The mission of Huizhou Kaihong Clothing Co., Ltd. is to deliver high-quality, comfortable, and stylish apparel to clients worldwide while maintaining flexibility, ethical production standards, and customer-oriented service. The company positions itself not merely as a manufacturer but as a long-term partner that supports clients through every stage of product development, from initial design concepts to final delivery. This mission reflects a commitment to excellence, adaptability, and collaboration.

The company's vision is to become one of the leading private-label apparel manufacturers in Southern China, known for its agility, sustainability practices, and technological innovation. Over the next decade, Huizhou Kaihong aims to expand its footprint in international markets, strengthen its e-commerce

integration, and introduce smart clothing technologies in response to evolving consumer demands. The vision encompasses a clear aspiration to move beyond traditional garment production and become a benchmark enterprise in responsible and modern textile manufacturing.

The strategic objectives of the company include continuous expansion into new geographic markets, diversification of product categories, and long-term investments in automation and R&D. These objectives are supported by key performance indicators such as production output growth, client retention rate, reduction of lead times, and sustainable sourcing ratios. Huizhou Kaihong places a strong emphasis on digitalization, aiming to optimize supply chain management and strengthen its position in global B2B platforms.

The core corporate values of the company are based on integrity, quality, responsibility, and innovation. Integrity is demonstrated through transparency in contracts and long-standing customer relationships. Quality is at the center of all production activities, with rigorous quality control systems and certified processes. Responsibility is reflected in the company's adherence to international labor standards and environmental sustainability policies. Innovation drives the continuous refinement of products and processes, ensuring that the enterprise remains responsive to global fashion and consumer behavior shifts.

Huizhou Kaihong's competitive advantages stem from several factors. First, the company offers flexible minimum order quantities and rapid sample development, which is particularly attractive to small and mid-size fashion businesses. Second, its vertically integrated structure, combining fabric sourcing, design, manufacturing, and packaging, allows for consistent quality control and operational efficiency. Third, the firm's location in Guangdong, a hub for textile manufacturing, grants access to advanced materials, skilled labor, and logistics infrastructure. Additionally, the company has demonstrated resilience by adapting quickly to market disruptions and maintaining a steady record of export performance.

By aligning its mission, vision, and strategic actions with core values and market expectations, Huizhou Kaihong Clothing Co., Ltd. has built a solid foundation for long-term success in the global apparel industry.

Huizhou Kaihong Clothing Co., Ltd. functions with a compact yet well-structured organizational framework that aligns with the operational requirements of a medium-sized apparel manufacturing and export enterprise. With a workforce of 155 employees, the company maintains an effective balance between production specialization, customer responsiveness, and international compliance. The structure is designed to support both OEM and ODM business models, while also facilitating internal innovation and operational efficiency. Table 2.2 outlines the key departments within the company, detailing their core responsibilities, leadership roles, and reporting lines.

Table 2.2 – Characteristics of the main structural units of Huizhou Kaihong Clothing Co., Ltd.

Department Name	Main Functions	Department Head	Reports To
Production Department	Fabric cutting, sewing, embroidery, finishing, line inspection, daily output tracking, efficiency optimization.	Head of Production	Chief Operating Officer
Quality Assurance Department	Final product inspection, inline quality checks, client specification verification, ISO and BSCI compliance audits.	QA Director	Chief Operating Officer
Design & Sampling Department	Pattern making, prototype development, sample coordination, size grading, seasonal collection adaptation.	Lead Designer	Chief Executive Officer
Export & Logistics Department	International shipping coordination, customs clearance, packaging compliance, warehouse operations.	Export & Logistics Manager	Director of Operations
Sales and Client Relations	OEM/ODM client coordination, order negotiation, lead generation, portfolio presentation, client feedback loop.	Sales Director	Chief Executive Officer
Marketing Department	Online promotion, B2B platform management, catalog design, participation in fashion expos, social media content.	Marketing Manager	Sales Director
Finance Department	Cost calculation, product pricing models, profit tracking, export invoicing, monthly financial reporting.	Finance Director	Chief Executive Officer
Human Resources Department	Recruitment, employee onboarding, performance evaluations, payroll coordination, compliance with labor	HR Manager	Chief Executive Officer

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End of Table 2.2

Department Name	Main Functions	Department Head	Reports To
IT & Systems Management	ERP software support, production data entry, digital order tracking, cybersecurity protocols.	IT Manager	Chief Operating Officer
Sustainability & Compliance Unit	Fabric certification (organic/recycled), environmental audits, waste reduction monitoring, workplace safety training.	Sustainability Officer	QA Director
Procurement Department	Raw material sourcing, supplier vetting, inventory planning, fabric quality verification, purchasing agreements.	Procurement Manager	Head of Production

The organizational structure of Huizhou Kaihong Clothing Co., Ltd., as detailed in Table 2.2, reflects a balanced and functionally integrated model suited to the dynamics of a mid-sized garment manufacturing and export enterprise. With a total of 155 employees, the company successfully maintains operational clarity and task specialization while preserving the flexibility needed to meet diverse client demands and changing market conditions.

The production department plays a central role in ensuring daily output efficiency and quality consistency, supported by a separate quality assurance unit that is responsible for systematic product control and certification compliance. This separation of responsibilities allows for objective evaluation at all stages of manufacturing and fosters adherence to both client specifications and international standards such as ISO and BSCI.

The existence of a dedicated design and sampling department demonstrates the company's commitment to innovation and responsiveness in the OEM/ODM apparel space. By internalizing pattern development and sample creation, Huizhou Kaihong reduces lead times and increases its ability to respond quickly to seasonal trends or client-specific requests. The export and logistics department ensures timely fulfillment of international orders while managing the complexities of global customs documentation, packaging norms, and inventory logistics, thus reinforcing the firm's competitiveness in the global supply chain.

The sales and client relations unit is closely aligned with the marketing department, allowing for coordinated communication strategies, brand promotion efforts, and the development of long-term client partnerships. These departments act as the primary interface between the company and external stakeholders, helping to build and sustain its international presence through active engagement on digital platforms and at industry events.

Financial operations are centralized within a specialized department that handles cost control, pricing strategy, and financial compliance, providing the executive leadership with accurate data for strategic planning. The human resources department ensures that recruitment, training, and internal evaluation processes align with the company's development goals, contributing to the formation of a skilled and motivated workforce.

The presence of an IT and systems management unit further supports the company's digital infrastructure, enabling real-time production monitoring, ERP implementation, and cybersecurity controls. In line with global textile trends, the company also maintains a sustainability and compliance unit focused on environmental responsibility, raw material certification, and workplace safety, a feature that enhances both its ethical profile and client trust.

Finally, the procurement department maintains supply chain stability by sourcing high-quality raw materials, negotiating with suppliers, and ensuring that the inputs meet both cost and quality expectations. This structural configuration illustrates the company's focus on vertical integration and internal process control, which are key enablers of its long-term operational efficiency and market resilience.

In summary, the organizational structure of Huizhou Kaihong Clothing Co., Ltd. is purposefully aligned with its strategic objectives. It supports product diversification, international expansion, and client-focused service while enabling consistent quality and regulatory compliance across all operational areas. Such a structure not only reflects best practices in modern apparel manufacturing but also provides the foundation for sustainable and scalable growth.

Huizhou Kaihong Clothing Co., Ltd. demonstrates financial stability characteristic of a steadily growing mid-sized enterprise in the garment sector. The company maintains a healthy balance between production costs, reinvestment in innovation, and operating profit. Financial management is centralized through a dedicated finance department, which oversees budgeting, cost accounting, export invoicing, and currency risk mitigation. Despite operating in a highly competitive sector, the company has consistently shown positive net margins, largely due to lean production practices, long-term supplier agreements, and precise cost allocation. Its pricing strategy reflects a combination of value-driven competitiveness and brand-specific customization, enabling the firm to serve clients across different market tiers. Investment in equipment modernization and digital infrastructure has been financed gradually from retained earnings, without reliance on external borrowing, which indicates strong internal capital discipline. Furthermore, the company is a registered corporate income taxpayer and adheres to Chinese national tax regulations and international trade reporting standards.

The sales geography of Huizhou Kaihong Clothing Co., Ltd. spans over 20 countries across three continents, with its main export destinations including the United States, Germany, the United Kingdom, France, Canada, and Australia. The company's market strategy is built around private-label manufacturing, making it particularly attractive to fashion retailers, e-commerce brands, and boutique lines seeking reliable OEM and ODM partnerships. The European market remains a primary focus due to the high demand for ethically produced, well-crafted garments, while North America provides opportunities for fast-moving casualwear and sportswear distribution. Recently, the company has expanded its presence in Southeast Asia and the Middle East, leveraging trade agreements and low shipping costs to offer competitive delivery terms and regional product customization. B2B platforms such as Alibaba and Made-in-China serve as initial points of client acquisition, while long-term partnerships are built through direct negotiations, trade show participation, and digital marketing campaigns. The company's

flexibility in order volumes and customization, alongside stable logistics coordination, supports its sustainable presence in these competitive export markets.

Huizhou Kaihong Clothing Co., Ltd. embraces a clear philosophy of corporate social responsibility that extends beyond compliance to include proactive ethical practices. In terms of labor standards, the company follows all national employment regulations and has adopted key principles outlined by the BSCI and Sedex social auditing frameworks. All factory workers are employed under formal contracts with legally compliant wages, safe working conditions, and access to health insurance. Regular training sessions are conducted to enhance occupational safety and strengthen internal awareness of workers' rights.

Environmental responsibility is also integrated into the company's daily operations. Fabric selection increasingly favors organic cotton and recycled fibers sourced from certified suppliers. The firm monitors water and energy consumption, applies fabric-cutting techniques that reduce material waste, and uses environmentally friendly dyes and packaging solutions wherever possible. Solid waste generated during the production process is sorted and recycled according to local regulations, and efforts are underway to introduce solar energy to partially power the manufacturing facility by 2026.

On a community level, Huizhou Kaihong supports local educational initiatives, donates unused fabric stock to textile education programs, and participates in charitable clothing distribution events. During the COVID-19 pandemic, the company also produced and donated fabric masks to frontline workers and under-resourced schools in the region. These actions reflect the company's understanding of its role not only as a manufacturer, but also as a responsible participant in social and environmental ecosystems.

Overall, Huizhou Kaihong Clothing Co., Ltd. represents a modern and adaptive model of a medium-sized enterprise operating in the global apparel manufacturing industry. Since its establishment in 2016, the company has demonstrated a consistent trajectory of growth, modernization, and internationalization. With a workforce of 155 employees, it effectively combines

production efficiency with design innovation and client-centric flexibility. The company's structure is clearly aligned with its strategic objectives, allowing for coordinated operation across key departments such as production, quality assurance, design, sales, logistics, and compliance. The enterprise maintains a stable financial position, supported by a well-managed cost structure, prudent capital use, and ongoing reinvestment in technology and staff development. Export remains the primary focus of its commercial activities, with garments supplied to over 20 countries, predominantly in Europe, North America, and the Asia-Pacific region. The company's ability to adapt its offer to the needs of OEM and ODM clients, while meeting strict deadlines and customization requirements, positions it favorably in highly competitive international markets. Beyond operational metrics, Huizhou Kaihong demonstrates a mature and socially responsible corporate philosophy. It integrates international labor and environmental standards into its daily practice, promotes ethical sourcing, and contributes to its local community through educational and charitable initiatives. This balance between commercial discipline and ethical integrity enhances the company's reputation and long-term sustainability. Overall, Huizhou Kaihong Clothing Co., Ltd. can be characterized as a dynamic and forward-looking manufacturing firm that exemplifies best practices in China's modern textile sector. Its commitment to quality, customer service, sustainable development, and innovation makes it not only a competitive supplier but also a socially engaged and strategically resilient enterprise in the global value chain of the apparel industry.

2.2 Analysis of the external environment of the enterprise

The apparel industry is an important component of the global economy, and China holds a leading position in this industry. However, besides China, there are several other countries that are also significant players in the global apparel market.

The world's leading light industry players are listed below.

1 China

China remains the largest producer of textiles and clothing in the world. Exports of textile products exceed USD 100 billion per year. Due to its production scale and low labor costs, China continues to dominate the global market.

Chinese companies are actively introducing new technologies, which allows them to improve product quality and reduce costs.

2 Bangladesh

Bangladesh is the second largest exporter of apparel in the world after China. The bulk of exports are made up of ready-to-wear garments, accounting for approximately 80% of the country's total exports.

Low labor costs make Bangladesh attractive to international brands.

3 Turkey

Turkey is the sixth largest textile exporter in the world and the third in Europe. In 2024, clothing exports from Turkey amounted to about \$17 billion.

Thanks to government support and protectionist policies, the Turkish apparel industry has been able to grow significantly in recent decades.

4 India

India is known for its diverse light industry products, including textiles, apparel and accessories. The country is actively developing its export capabilities.

The growing middle class in India is creating new demand for textile products.

5 Pakistan

Pakistan is also an important player in the light industry, particularly in textiles. The country provides a significant amount of cotton fabrics for the global market.

Competition in the consumer goods industry is increasing due to globalization and changes in consumer preferences. The main factors affecting competitiveness:

1 Price

Low production costs in Asian countries (China, Bangladesh, India) make them competitive.

2 Product quality

Manufacturers from Turkey and Europe often offer high quality products, which can justify a higher price.

3 Environmental standards

The growing demand for environmentally friendly products is forcing manufacturers to adapt their processes to new standards.

The light industry is a dynamic and rapidly changing industry with intense competition between producing countries. China continues to be the leader due to its scale and innovation, but other countries such as Turkey and Bangladesh are actively developing and occupying important positions in the global market. Changes in consumer preferences and technological innovations are creating new challenges and opportunities for all industry players.

China's light industry, in particular the apparel and textile sector, is one of the largest in the world. The country holds leading positions in the production and export of textiles and clothing, making it a key player in the global market.

China is the largest textile producer, accounting for about 1/4 of the world's cotton fabrics and 1/10 of chemical fiber fabrics. In 2024, China's textile and apparel exports exceeded USD 100 billion, which confirms the stable demand for Chinese products in international markets.

The main centers of textile production in China are the provinces of Zhongshan, Zhejiang, Jiangsu and Guangdong. These regions specialize in various types of products, including fast fashion, designer clothing, and home textiles.

The growth of the middle class in China is driving domestic demand for textiles and apparel. The per capita consumption of clothing is constantly growing, which opens up new opportunities for manufacturers. The domestic market is also changing under the influence of new trends in fashion and technology.

China is actively investing in the latest technologies to maintain the competitiveness of its light industry. This includes the automation of production, the introduction of environmental technologies and the improvement of quality

control processes. Many factories receive international quality certificates, which increases their reputation in the global market.

Sustainability is becoming an important aspect of the Chinese light industry. Manufacturers are increasingly focusing on environmentally friendly production methods and obtaining certificates confirming their compliance with international standards [29].

China's light industry, in particular the textile and apparel sector, is represented by numerous enterprises that hold leading positions in the global market. Here are some of the most well-known companies in the industry:

1 Shenzhen MTC Garment Co., Ltd.

Location: Shenzhen.

Specializes in the production of women's and men's clothing, actively exports products to Europe and North America. Known for its high level of quality control and fast sample production.

2 D&J Garment

Location: Guangzhou.

Founded in 1995, D&J Garment specializes in the production of women's clothing. The factory has experience of cooperation with international brands and offers fast sample production.

3 Zhongshan ARLISMAN Garment Factory

Location: Zhongshan.

Produces a wide range of products, including knitwear and casual wear. ARLISMAN is known for its individualized approach to orders.

4 Yiwu Max Apparel Co., Ltd.

Location: Yiwu.

Max Apparel is an apparel manufacturer focused on the American market, with a focus on women's clothing, including pullovers and dresses.

5 Shenzhen Doven Garments Co., Ltd.

Location: Shenzhen.

Founded in 2013, Doven specializes in functional and sportswear. The company is ISO9001 and BSCI certified.

Consequently, the Chinese apparel industry is facing competition from other manufacturing countries such as Bangladesh, Turkey, and India. These countries are also actively developing their garment production capacities and offer competitive prices for their products. China's light industry is represented by numerous successful enterprises that hold leading positions in the global market due to their production scale, innovation and high quality control. However, competition from other countries requires Chinese manufacturers to constantly improve and adapt to new market conditions. If we analyze the light industry, namely the garment industry, we can identify a lot of competition among enterprises, as all large factories and plants produce the same products, such as hats, shoes, clothing, workwear, gowns, etc.

Next, we will conduct a PEST analysis and a SWOT analysis of Huizhou Kaihong Clothing Co., Ltd. to identify opportunities and threats, as well as strengths and weaknesses of the enterprise under study.

The PEST-analysis of Huizhou Kaihong Clothing Co., Ltd. is presented in Table 2.3.

Table 2.3 – PEST-analysis of Huizhou Kaihong Clothing Co., Ltd.

Factors	Impact
Political factors (P)	
Stability of the political system	It helps to plan long-term strategies.
Regulation of international trade	Trade agreements reduce customs barriers and facilitate exports.
State support for the textile industry	Privileges and subsidies facilitate the growth of export-oriented enterprises.
Environmental regulation	Strict requirements stimulate innovative approaches to production and environmental responsibility.
Labor legislation	Ensures protection of workers' rights and compliance with standards.
International trade conflicts	May create risks to the stability of export operations.
Economic factors (E)	
Level of economic growth	Promotes the development of the domestic market and export potential.

Exchange rates	Affect pricing and product competitiveness.
Inflation	May affect the cost of materials and production costs.
Access to financing	Government lending programs facilitate investment in production.
Stability of raw material prices	Predictable costs ensure production stability.
Demand for textile products	Growing due to globalization and changing consumer preferences.
Social factors (S)	
Popularity of ecological fashion	Promotes the development of environmentally responsible products.
Demographic trends	Focus on youth audience increases market share.
Changes in consumer preferences	Increased demand for branded clothing and product quality.
Social responsibility	Supporting local communities and creating comfortable working conditions helps to build a positive image.
Rising living standards	It creates the basis for increased demand for quality clothing.
Behavioral features of the market	Taking into account cultural peculiarities increases competitiveness.

End of Table 2.3

Factors	Impact
Technological factors (T)	
Automated cutting systems	Reduces costs, increases the accuracy and efficiency of production.
Innovations in the textile industry	The use of new materials and processing methods allows us to create unique products.
Digitalization of production processes	Optimizes production management and ensures quality control at every stage.
3D design technologies	Reduce model development time and improve design.
Energy saving technologies	Reduce production costs and reduce environmental impact.
Internet sales	Contribute to revenue growth through direct contact with the consumer.

Political factors have an important impact on the operation of Huizhou Kaihong Clothing Co., Ltd., forming the framework conditions for its activities. The stability of China's political system provides a favorable environment for long-term planning and investment. The company can predict future changes in legislation and policy, which allows it to avoid unnecessary risks and prepare for new challenges.

International trade regulation also plays a key role in the factory's operations. Trade agreements and reduced customs barriers help simplify export procedures and expand sales geography. For example, China's participation in the World Trade Organization (WTO) provides better access to other countries' markets and opens up new opportunities for the company's growth.

Government support for the textile industry, including privileges, subsidies and export promotion programs, helps to reduce production costs and increase competitiveness. Such measures help Huizhou Kaihong Clothing Co., Ltd., to invest in the modernization of its production facilities and the development of innovations.

Environmental regulation, while posing certain challenges to the company, also encourages it to introduce innovative approaches to production. Adherence to strict environmental standards helps the factory gain a reputation as a responsible

manufacturer and attract international partners who place high demands on the environmental responsibility of suppliers.

China's labor laws aimed at protecting workers' rights ensure that high standards of working conditions are met. This not only helps to increase employee loyalty, but also creates a positive image of the company in the international market, especially among European and American customers who pay considerable attention to the social responsibility of suppliers.

Finally, international trade conflicts can pose risks to the stability of export operations. For example, trade wars or sanctions can increase export costs, change market access conditions, or cause unpredictable changes in demand. This forces Huizhou Kaihong Clothing Co., Ltd. to diversify its markets and focus on minimizing dependence on certain regions.

Economic factors are fundamental to determining the success of Huizhou Kaihong Clothing Co., Ltd.'s operations in both the domestic and international markets. The level of economic growth in China, as one of the world's largest economies, creates stable conditions for the company's development. The growth of household incomes contributes to an increase in demand for textile products, which opens up additional sales opportunities both in the domestic market and abroad. China's high export potential also helps to expand the company's presence in new markets.

Currency exchange rates have a significant impact on the pricing of Huizhou Kaihong Clothing Co., Ltd. products. Fluctuations in exchange rates can both create additional costs and increase the competitiveness of goods in international markets. For example, the depreciation of the yuan can make the company's products cheaper for foreign customers, but at the same time increase the cost of imported materials.

Inflation is another significant factor that affects factory operations. It can increase the cost of raw materials, energy, and transportation, which in turn affects the price of the final product. Huizhou Kaihong Clothing Co., Ltd. has to take

inflationary risks into account when formulating long-term plans and optimizing costs.

Access to finance is an important factor for the implementation of innovative projects and modernization of production facilities. Government lending programs and subsidies allow the company to invest in advanced technologies, which ensures its international competitiveness.

Stable raw material prices are of great importance for textile production. Predictable costs for fabrics and materials allow the company to maintain stability in production processes and ensure competitive prices for finished products. In the event of sudden changes in the cost of raw materials, the company may face difficulties related to the need to revise its pricing policy.

Demand for textile products is growing due to globalization and changes in consumer preferences. Global trends, such as the popularization of sportswear and sustainable fashion, are opening up new opportunities for Huizhou Kaihong Clothing Co., Ltd.. The company is using these trends to expand its products, adapting to the needs of the modern consumer and strengthening its position in the market.

Social factors play a significant role in shaping the strategies of Huizhou Kaihong Clothing Co., Ltd., as they determine the nature of the company's interaction with consumers, society and the market as a whole. Today, the popularity of eco-friendly fashion is becoming a determining factor in consumer behavior. Many customers prefer environmentally responsible brands, which encourages Huizhou Kaihong Clothing Co., Ltd. to develop products using sustainable materials and technologies. This not only meets modern demands but also helps the company to stand out in a competitive market.

Demographic trends, in particular the growing share of young people among consumers, contribute to the focus on the youth audience. Huizhou Kaihong Clothing Co., Ltd. actively integrates modern fashion trends into its collections, which attracts young customers who value style, quality and individuality.

Changes in consumer preferences, such as the growing demand for branded clothing, create new opportunities for the company. Huizhou Kaihong Clothing Co., Ltd. invests in the creation of its own premium brands that meet high quality standards while maintaining accessibility to different consumer segments.

The company's social responsibility contributes to its positive image among the public and partners. Huizhou Kaihong Clothing Co., Ltd. actively supports local communities, provides employees with comfortable working conditions and adheres to ethical standards in its operations. This not only builds trust in the brand, but also helps to attract qualified employees.

Rising living standards in different regions also contribute to the growing demand for quality clothing. Consumers are increasingly choosing products that combine style, comfort and durability. Huizhou Kaihong Clothing Co., Ltd. responds to these demands by offering a wide range of premium quality products.

Market behavioral characteristics, including cultural and regional differences, are an important aspect of the company's work. Huizhou Kaihong Clothing Co., Ltd. takes these peculiarities into account by adapting design, marketing strategies and sales methods to the needs of specific markets. This approach allows the company to compete effectively on a global scale, meeting the specific needs of consumers in each region.

Technological factors play a key role in Huizhou Kaihong Clothing Co., Ltd.'s operations, allowing the company to remain competitive and meet modern market challenges. The use of automated cutting systems significantly optimizes the production process, reducing the cost of raw materials and human resources. The high accuracy of material processing minimizes errors, which has a positive impact on the quality of the final product.

Innovations in the textile industry open up new opportunities for creating unique products. The introduction of the latest materials, such as waterproof membranes or antibacterial fabrics, allows Huizhou Kaihong Clothing Co., Ltd. to meet the specific needs of consumers and expand its product range. Innovative

methods of material processing, including dyeing and protective coatings, add value to the products, which contributes to their popularity among customers.

Digitalization of production processes allows the company to ensure a high level of quality control at every stage of production. Thanks to its integrated digital platforms, Huizhou Kaihong Clothing Co., Ltd. can quickly respond to changes in orders, optimize resource utilization, and increase productivity.

3D design technologies help reduce the time required to develop new models and improve the prototyping process. This technology allows you to visualize the final product before production begins, which reduces the risk of errors and shortens the time for revisions. It also helps to improve product design, making it more attractive to customers.

Energy-saving technologies are an important element of the company's sustainable development strategy. The use of energy-efficient equipment not only reduces production costs, but also reduces the environmental impact of the factory. This is in line with modern market requirements for environmental responsibility of manufacturers.

Online sales open up new channels for interaction with consumers. Thanks to online platforms, Huizhou Kaihong Clothing Co., Ltd. is able to establish direct contact with customers, which contributes to revenue growth and expansion of the company's presence in the global market. This approach allows the company to respond quickly to changes in consumer preferences and increase the effectiveness of marketing efforts.

Technological innovations of Huizhou Kaihong Clothing Co., Ltd. not only contribute to the improvement of internal processes, but also strengthen the company's position in the international market, allowing it to meet modern quality standards and customer expectations.

The PEST analysis demonstrates that Huizhou Kaihong Clothing Co., Ltd. successfully operates under the influence of numerous political, economic, social and technological factors. Political stability and regulatory support for the textile industry create favorable conditions for long-term planning and investment, while

economic factors such as stable raw material prices and growing demand for textile products provide cost predictability and encourage production expansion. Social trends, including the popularity of eco-friendly fashion and rising living standards, are opening up new opportunities to adapt the company's product portfolio to the needs of modern consumers. Technological innovations, such as automation of production processes and implementation of energy-saving solutions, allow Huizhou Kaihong Clothing Co., Ltd. to remain competitive and increase production efficiency. Taking these factors into account in strategic planning allows the company not only to strengthen its position in the domestic and international markets, but also to develop confidently in the face of global economic and social changes.

Next, we will conduct a SWOT analysis of Huizhou Kaihong Clothing Co., Ltd. SWOT analysis of Huizhou Kaihong Clothing Co., Ltd. not only assesses threats, opportunities, weaknesses and strengths, but also helps to take timely measures to eliminate these shortcomings. conducting a SWOT analysis is an important step in the strategic management of Huizhou Kaihong Clothing Co., Ltd., as it provides a comprehensive overview of internal and external factors affecting the enterprise's activities and allows you to make informed decisions to ensure its competitiveness in today's market. Table 2.5 shows the results of the SWOT analysis of Huizhou Kaihong Clothing Co., Ltd.

Huizhou Kaihong Clothing Co., Ltd. demonstrates a strong potential for expanding its operations due to its strengths and open opportunities. The company has modern equipment and highly qualified personnel, which allows it to quickly adapt to new market conditions and implement ambitious projects. The growing demand for environmentally friendly products opens up opportunities to create new clothing lines that meet modern sustainability trends. The development of e-commerce and participation in international exhibitions strengthen the company's reputation and help it reach new market segments. The high level of production and expansion of premium brands create conditions for strengthening the company's position in the international market and increasing brand awareness.

The company has sustainable strengths that help it respond effectively to threats. Leveraging its international reputation and developing its own brands helps reduce the impact of competition and market volatility. Thanks to long-term contracts and stable partnerships, the company is able to avoid sudden changes caused by fluctuations in raw material prices or economic crises. The development of new products and the introduction of innovative technologies allow the company to adapt to changes in consumer preferences and maintain compliance with environmental standards.

Table 2.5 – SWOT analysis of Huizhou Kaihong Clothing Co., Ltd.

	Opportunities (O)	Threats (T)
	1 Entering new markets (South America, Africa) 2 Expanding the line of eco-friendly clothing 3 Development of e-commerce 4 Introduction of innovative materials 5 Attracting new partners among international brands 6 Participation in international exhibitions and fashion events 7 Increasing the popularity of own brands	1 International trade conflicts and sanctions 2 Instability in the global economy 3 Increased competitive pressure 4 Changes in international export legislation 5 Increase in the cost of raw materials 6 Strict environmental requirements in key regions 7 Changes in consumer preferences
Strengths (S) 1 Highly qualified employees 2 Modern technological equipment 3 International reputation and cooperation with well-known brands 4 Environmental responsibility in production 5 Extended network of suppliers 6 Own brands for the premium segment 7 Flexibility in fulfilling individual orders	1 Use of modern equipment to develop new markets 2 Highly qualified employees to implement innovations 3 Expansion of eco-friendly products due to growing demand 4 Flexible production to adapt to new market conditions 5 Expansion of e-commerce to enter new market segments 6 Participation in exhibitions to increase reputation 7 Development of premium brands to expand the range of products	1 Use of international reputation to reduce the influence of competitors 2 Expanding own brands to mitigate the impact of economic instability 3 Use of long-term contracts to stabilize during fluctuations in raw materials 4 Developing new products to reduce the risk of changing consumer preferences 5 Environmental responsibility to meet international standards 6 Attracting new partners to diversify risks 7 Use of innovations to reduce dependence on traditional raw materials
Weaknesses (W) 1 Dependence on fluctuations in international exchange rates	1 Investing in advertising to promote in new markets 2 Attracting investors to	1 Risk from currency fluctuations for international operations 2 Dependence on raw material

2 High dependence on international suppliers	modernize equipment	suppliers during crises
3 Costs of environmental initiatives may limit profitability	3 Developing strategies to reduce dependence on international partners	3 Difficulties in adapting to changes in international legislation
4 Lack of large-scale presence in new regions	4 Strengthening advertising campaigns to increase brand awareness	4 Increased costs of meeting strict environmental requirements
5 The need to constantly adapt to international standards	5 Increase investment in employee training	5 Increased competition in the global textile market
6 High competition in the textile sector	6 Expanding sales geography to stabilize revenues	6 Inflation and rising production costs
7 Limited investment in advertising campaigns at the global level	7 Adapting products to the cultural characteristics of new markets	7 Risk of losing markets due to changes in consumer preferences

All of this allows Huizhou Kaihong Clothing Co., Ltd. to remain competitive even in the challenging international market.

Despite certain weaknesses, the company has real room for improvement. Investments in advertising and marketing campaigns will help to increase brand awareness, which is important for expansion into new markets. Modernization of equipment and attraction of investors will help improve the efficiency of production processes and reduce costs. Special attention should be paid to diversifying sales channels to reduce dependence on individual partners. Training employees and expanding the geography of sales will allow the company not only to maintain revenue stability but also to enter new regions. Adapting products to the cultural characteristics of local markets will also help strengthen the company's position in the face of global competition.

Weaknesses of Huizhou Kaihong Clothing Co., Ltd. may pose risks in the face of external threats, but they can be minimized through effective strategies. Exchange rate fluctuations and inflation can complicate financial planning, so it is important to work on diversifying markets and strengthening relationships with suppliers. Dependence on traditional raw materials and suppliers can become a critical factor in times of crisis, so the company should invest in alternative sources of raw materials and innovative materials. Stricter international environmental requirements may increase costs, but it also encourages companies to improve their production processes and strengthen their environmental image. Competing in the

global market remains a serious challenge, but thanks to innovation and customer focus, Huizhou Kaihong Clothing Co., Ltd. can effectively adapt to changes.

The SWOT analysis of Huizhou Kaihong Clothing Co., Ltd. shows that the company has a strong potential for growth, but at the same time faces a number of challenges that require active action. Strengths and opportunities allow the company to strengthen its position in the international market, while threats and weaknesses can be neutralized by investing in innovation, modernizing equipment, expanding markets, and adapting to change. This creates a solid foundation for the company's sustainable development and successful integration into the global textile industry.

The external environment analysis and the subsequent SWOT analysis of Huizhou Kaihong Clothing Co., Ltd. reveal a dynamic interplay of strengths, weaknesses, opportunities, and threats that define its operational landscape. The company's strengths, such as its advanced technological equipment, highly qualified workforce, strong international reputation, and environmental responsibility, position it as a competitive player in the global textile market. These factors enable the company to respond effectively to growing demand for sustainable and high-quality products, leveraging opportunities like expanding into new regions, developing eco-friendly clothing lines, and strengthening its e-commerce presence. However, the factory operates within an industry fraught with intense competition, fluctuating international trade regulations, and rising production costs driven by inflation and raw material price instability. These challenges, coupled with internal constraints such as limited advertising investments and a dependency on international suppliers, highlight areas requiring strategic attention. Nonetheless, Huizhou Kaihong Clothing Co., Ltd.'s ability to adapt through innovations, diversify markets, and align with global environmental and quality standards equips it to navigate external threats. By strategically addressing its weaknesses and capitalizing on opportunities, the company stands poised to maintain its competitive edge, sustain growth, and solidify its position in the global apparel industry. This comprehensive understanding of its internal and

external environment will guide Huizhou Kaihong Clothing Co., Ltd. in optimizing its strategies for long-term success.

2.3 Analysis of the effectiveness of advertising management at the enterprise

Analyzing the structure of marketing costs of enterprises in terms of areas of activity, we conclude that the annual costs of market research of Huizhou Kaihong Clothing Co., Ltd. range from 1,890 thousand yuan to 2,100 thousand yuan, sales costs are at the level of 2,213 thousand yuan – 2,231 thousand yuan (Table 2.6).

Table 2.6 – Types of costs of marketing activities of Huizhou Kaihong Clothing Co., Ltd. during 2023-2024, thousand yuan.

Indicators	2023	2024
Marketing research of the market	1,899	2,104
New product development	1,990	1,599
Branding	3,305	3,332
Sales and marketing	2,213	2,231
Advertising	1,059	1,110

Thus, analyzing the above data, we can see that the dynamics of Huizhou Kaihong Clothing Co., Ltd.'s advertising costs shows an increase from 1,059 thousand yuan in 2023 to 1,110 thousand yuan in 2024, see more details in Figure 2.1.

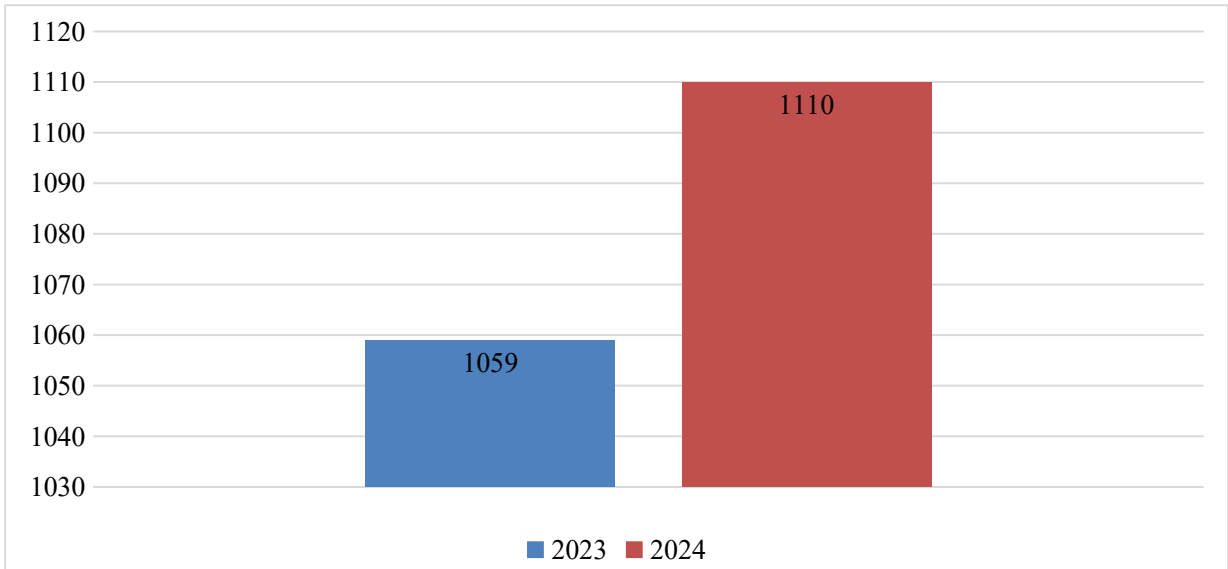


Figure 2.1 – Dynamics of Huizhou Kaihong Clothing Co., Ltd.'s advertising expenses in 2023-2024, thousand yuan

If we analyze the dynamics of advertising costs of Huizhou Kaihong Clothing Co., Ltd. in foreign markets, we see that the cost of such advertising is also growing from 611 thousand yuan in 2023 to 738 thousand yuan in 2024, see Figure 2.2 for more details.

Let's analyze the advertising budget of the enterprise during 2023-2024, in more detail in Table 2.7.

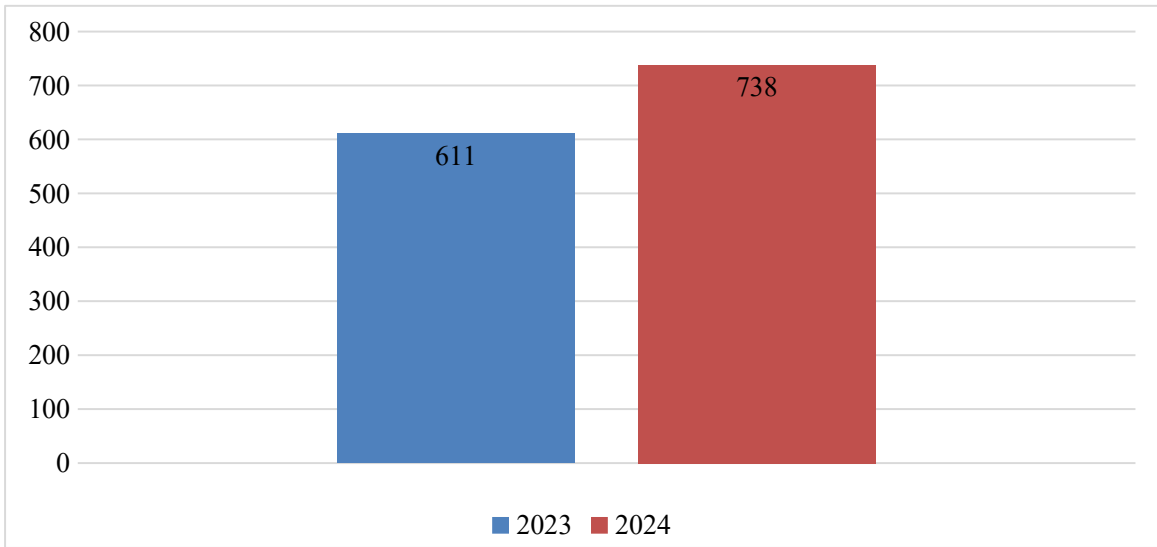


Figure 2.2 – Dynamics of Huizhou Kaihong Clothing Co., Ltd.'s expenses in foreign markets during 2023-2024, thousand yuan

Table 2.7 – Advertising budget of Huizhou Kaihong Clothing Co., Ltd. during 2023-2024, thousand yuan.

Name of the event	2023	2024
Budget for direct advertising		
TV	519	503
Press	268	270
Radio	45	66
Budget for promotions and PR		
Advertising campaigns	123	133
PR	104	128
TOTAL	1,059	1,100

Thus, Table 2.7 shows that for Huizhou Kaihong Clothing Co., Ltd., the largest share in the structure of the advertising campaign in 2024 is television advertising – 503 thousand yuan, a slightly smaller share is press advertising – 270 thousand yuan, and the financing of advertising campaigns – 130 thousand yuan and PR campaigns – 128 thousand yuan are at the same level. Radio advertising costs amounted to 66 thousand yuan, see Figure 2.3 for more details.

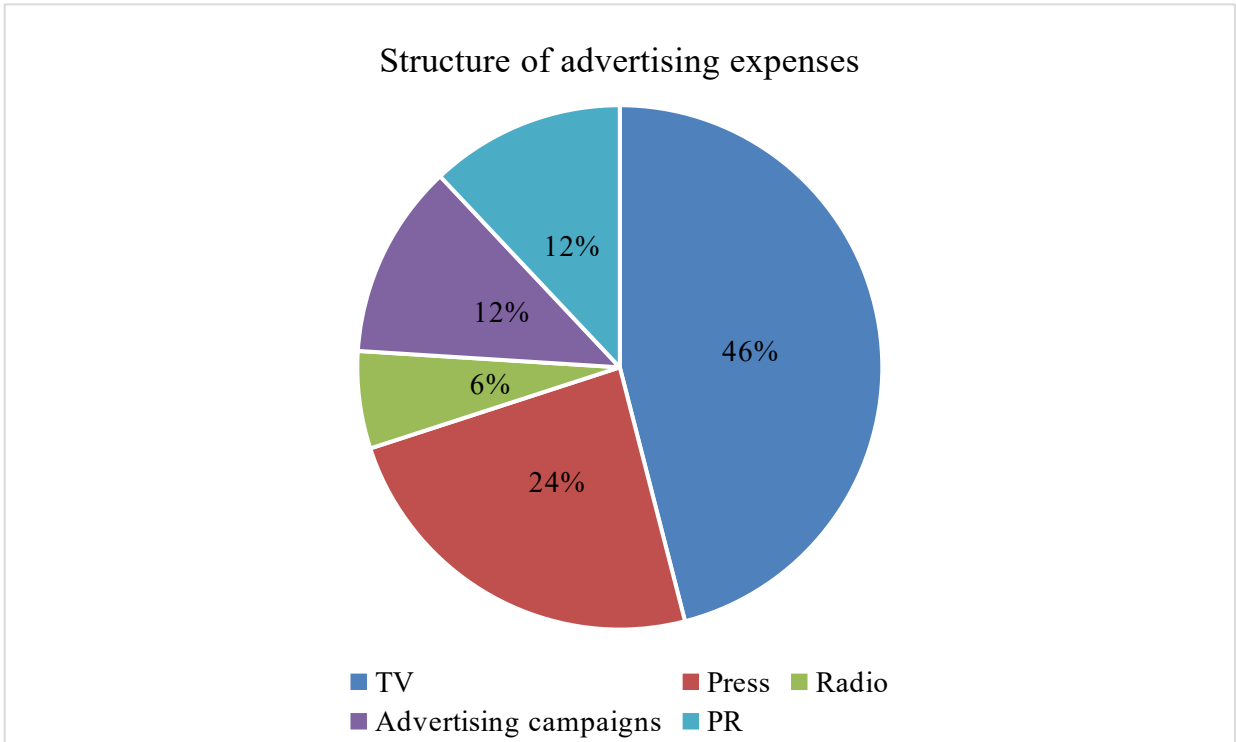


Figure 2.3 – Structure of advertising costs of Huizhou Kaihong Clothing Co., Ltd. in 2024, thousand yuan

Thus, the most popular advertising is on television and in the press.

Next, let's analyze the company's profitability indicators. In general, the study of a group of profitability indicators is important in analyzing the company's advertising activities. Let's analyze the profitability of the company's activities during 2023-2024, for more details see Table 2.8.

Table 2.8 – Dynamics of profitability indicators of Huizhou Kaihong Clothing Co., Ltd. during 2023-2024

Indicators	2023	2024	Absolute deviation, (+,-)	Relative deviation, %
Return on equity (assets) from net income,%	10.62	9.6	+1.02	+6.39%
Return on equity by net income, %	22.75	14.44	-8.31	-14.25%
Profitability of production assets %	13.9	14.13	+0.23	+14.89%
Sustainability ratio of economic growth	0.55	0.13	-0.42	-13.29%
Payback period of capital	9.41	10.42	+1.01	+6%
Payback period of equity capital	4.4	6.93	+2.53	+16.61%

Thus, analyzing the company's profitability, it can be argued that the return on equity decreases from 10.62 to 9.6 in 2024. Return on equity also decreases from 22.75 to 14.44. Instead, the return on production assets increased from 13.9 to 14.13.

Next, we will analyze the efficiency of the company's advertising activities, as detailed in Table 2.9.

Table 2.9 – Efficiency of advertising activities of Huizhou Kaihong Clothing Co., Ltd. during 2023-2024

Indicators	2023	2024
Income of the company	24,988	29,406
Advertising expenses	1,059	1,110
Advertising profitability, %.	2.8	2.3
Economic effect of advertising	449	488

Additional turnover of goods	395	452
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Thus, by advertising the company's products on the foreign and domestic markets, the company managed to create an additional turnover of 395 thousand yuan in 2023, and an additional turnover of 452 thousand yuan in 2024. The economic effect of advertising in 2023 is 449 thousand yuan, and in 2024 – 488 thousand yuan.

Next, let's analyze the effectiveness of the advertising activities of Huizhou Kaihong Clothing Co., Ltd. in foreign markets during 2023-2024, for more details see Table 2.10).

Thus, due to the company's advertising activities in the foreign market, the company managed to create an additional turnover of 201.0 thousand yuan in 2023, and an additional turnover of 272 thousand yuan in 2024. The economic effect of advertising in 2023 is 216 thousand yuan, and in 2024 – 313 thousand yuan.

The analysis of the advertising activities of Huizhou Kaihong Clothing Co., Ltd. reveals an evolving landscape marked by both challenges and achievements. Over 2023-2024, the company demonstrated consistent investment in advertising efforts, with expenses increasing from 1,059 thousand yuan in 2023 to 1,110 thousand yuan in 2024. This growth is accompanied by a rise in advertising effectiveness, evidenced by the additional turnover of 395 thousand yuan in 2023 and 452 thousand yuan in 2024, showcasing a 57 thousand yuan increase. Moreover, the economic effect of advertising improved from 449 thousand yuan to 488 thousand yuan over the same period, underscoring the value-added potential of targeted promotional activities.

Table 2.10 – The effectiveness of Huizhou Kaihong Clothing Co., Ltd.'s advertising activities in foreign markets in 2023-2024

Indicators	2023	2024
Income of the company	8,964	10,034

Advertising expenses	611	738
Advertising profitability, %.	3	3
Economic effect of advertising	216	313
Additional turnover of goods	201	272

The company's advertising strategies, particularly in the foreign market, also reflect substantial progress. With advertising expenses increasing from 611 thousand yuan in 2023 to 738 thousand yuan in 2024, the company successfully achieved a higher additional turnover in international markets, climbing from 201 thousand yuan to 272 thousand yuan. Similarly, the economic effect rose from 216 thousand yuan to 313 thousand yuan, illustrating a significant return on investment and effective utilization of resources to bolster its global presence.

However, the profitability of advertising activities experienced a slight decline, with advertising profitability decreasing from 2.8% in 2023 to 2.3% in 2024, signaling a need for optimization in resource allocation. In foreign markets, profitability remained constant at 3%, which is commendable but may require innovative approaches to capitalize further on international opportunities.

The allocation of advertising budgets reveals a strategic emphasis on television and press advertising, complemented by PR and radio campaigns. While this diversified approach has contributed to stable performance, further enhancement in digital advertising and promotional campaigns could address shifts in consumer behavior, particularly with the increasing relevance of online platforms.

Overall, Huizhou Kaihong Clothing Co., Ltd.'s advertising activities exhibit strong foundations and effective outcomes, but there is room for refinement to maximize profitability and strengthen market positioning. Recommendations for 2025 should focus on increasing digital engagement, optimizing advertising mix for higher ROI, and exploring innovative methods to enhance global outreach and competitiveness.

3 DEVELOPMENT OF RECOMMENDATIONS FOR ADVERTISING ACTIVITY MANAGEMENT AT HUIZHOU KAIHONG CLOTHING CO., LTD.

3.1 Ways to improve the advertising activity

Before outlining possible ways to improve the advertising activities of Huizhou Kaihong Clothing Co., Ltd., it is advisable to consider the factors that influence the organization of advertising activities in the modern world.

The emergence and rapid development of advertising was facilitated by both global economic factors and advertising factors. The constant growth of information in modern society, the massive influence of modern media, the growing sophistication of the consumer, and the rising cost of marketing are just a few of the factors that make research in the field of advertising campaigns relevant.

The main condition for a successful advertising campaign is the launch of continuously circulating advertising that the buyer remembers and identifies with a particular product. This issue is especially relevant in the international market, where there is global and much more powerful competition.

Modern advertising depends on the main economic trend that exists in the world today – global integration, which is taking place in the world economy. Accordingly, the goal of the advertising campaign of any enterprise, including Huizhou Kaihong Clothing Co., Ltd., should be to present the product in the domestic and foreign markets in a way that will make it known and attractive to consumers.

It should be emphasized that there are significant differences between the external environment of Huizhou Kaihong Clothing Co., Ltd., i.e. the Chinese light industry market, and the international market, which make the process of operating in the international market and advertising activities on it much more complicated. Creating international trademarks and standardized advertising campaigns offers many guaranteed benefits. But, as a rule, the differences between countries in terms of market competition, culture, economic development and consumer

behavior are so great that they make full standardization either unprofitable or impossible. Despite the increasing overall convergence and integration of national markets, consumers and media channels, significant differences between them still remain.

In this regard, a large part of advertising campaigns is based on finding mutually beneficial conditions between local conditions and global goals. For this purpose, a scheme of centralized creation of strategies and creative concepts is mainly used to solve tactical tasks. Therefore, it is necessary to determine the peculiarities of the market functioning and choose the most appropriate strategy for Huizhou Kaihong Clothing Co., Ltd. and determine the tools for its implementation.

The global market is characterized by a wide range of competing products, and supply exceeds demand. Therefore, companies operating in foreign markets are forced not only to look for niches not occupied by competitors, but also to intensify their advertising activities, organize and conduct campaigns more professionally, manage the advertising process and introduce innovations.

One of the characteristic features of modern advertising is not just demand generation, but demand management within the target consumer group. The study of market demands has been replaced by the study of preferences, motives for purchasing products, and how customers use their profits.

The priority goal of advertising on the international market is to fully facilitate the renewal of existing contracts and search for new ones for the supply of export products. To achieve this goal, international companies use the following means:

- advertising on printed materials;
- advertising in mass media;
- outdoor advertising in the form of banners, signs, etc;
- offers from manufacturers sent to the buyer;
- direct trial sales of goods;
- demonstrations of goods at various international fairs and exhibitions;

- production and trade directories;
- Internet advertising;
- advertising on transport.

It should be noted that in order to determine the specifics of advertising, a complete understanding of the socio-economic, national and cultural conditions prevailing in the country where the company's advertising activities are related is required. All countries have their own distinctive features in the field of advertising perception, as well as differences in consumer behavior patterns.

Therefore, we should focus on some of the reasons why it is impossible to conduct uniform advertising.

1 Cultural and behavioral differences between consumers in different countries are a serious obstacle to the widespread use of global (multi-continent) advertising campaigns. Therefore, in order to develop an effective international advertising campaign, it is necessary to understand and take into account the peculiarities of the local culture, as it may differ significantly from the one that is common in the domestic market. These differences are mainly determined by different habits, tastes and preferences. It follows that advertising professionals should take into account the multinational structure that exists within even a single large country.

2 Different levels of economic development in different countries help to understand many issues in the field of advertising, such as why consumers have different ways of making purchasing decisions, different levels of interest in the same product category, different priorities for some products over others, why consumers in different countries show different attitudes towards the same advertising, and others.

3 Specific regulation and differences in legislation in different countries contribute to the fact that the information capabilities of individual markets often vary significantly. The degree and nature of these legal restrictions vary from country to country, but they affect the capabilities of a foreign advertiser, which makes the success of an advertising campaign questionable.

For example, international advertising campaigns aimed at a large number of markets at once have a number of obvious disadvantages if the interests of a particular market were not taken into account when creating them. This is due to the fact that advertising uses alphabetic and symbolic designations of product properties, which are usually perceived and interpreted differently in different cultures.

It is very difficult to find an advertising message that would be equally effective for the markets of countries with different cultures without additional refinement. The main features of international advertising are related to the need for a multilateral study of the “cultural factor” in a comparative context, assessment and analysis of market opportunities and limitations that the phenomenon of culture carries in almost all areas of a company's activities abroad.

Thus, the main features of international advertising are related to the need for a multilateral study of the “cultural factor” in a comparative context, assessment and analysis of market opportunities and limitations that the phenomenon of culture carries in almost all areas of a company's activities abroad.

From all of this, we can conclude that all of the above elements of advertising communication are directly related to national specifics in foreign markets, which means that in order to implement a successful international advertising campaign, attention should be paid to a thorough study of all elements of advertising communication.

Speaking about the ways to improve the advertising activities of Huizhou Kaihong Clothing Co., Ltd., it is worth noting the crucial role of the advertising campaign.

The goals of the advertising campaign of Huizhou Kaihong Clothing Co., Ltd.:

- create an image of the product;
- reduce the cost of developing, producing and delivering advertising;
- accelerate the simultaneous entry into the markets of different countries;

- avoid mixing messages in the case of media overlap and the movement of consumers from one country to another;
- increase the effectiveness of advertising impact, as the benefits of a product or service are equally perceived in all countries.

To conduct a high-quality advertising campaign, Huizhou Kaihong Clothing Co., Ltd. should build an effective advertising campaign management system.

International marketing theory distinguishes three methods of managing international advertising campaigns:

- centralized
- decentralized;
- mixed.

Centralized management implies strategic, creative and tactical decision-making in an advertising agency, which is assigned by the advertiser to act as the center of the advertising campaign management. The decisions of such an agency are implemented by its branches, as well as local advertising organizations in the countries or regions where the campaign is being conducted.

When using centralized management, it becomes possible to allocate more funds for preliminary research, to coordinate the company's advertising campaigns with the advertising activities of its branches and commercial agents in different regions.

The main advantages of this method include the uniformity of the visual and textual presentation of advertising, as well as compliance at all levels and at all points of sale with the proven concept of the advertising campaign and ensuring the integrity of the advertising plan.

At the same time, if the degree of centralization increases, there is a risk that advertising campaigns may become detached from reality, which may result in failure to properly take into account specific sales conditions on the ground that would facilitate more reasonable and efficient measures.

The decentralized method of management implies that decisions are made autonomously by advertising agencies that carry out advertising activities in

countries and regions. The branches of the manufacturer's company and its commercial agents independently or through local advertising agencies create separate advertising programs that are combined into a general program approved by the company's management. In this case, attention is paid to the specific features of sales in certain regions. The ways in which these programs are created at the headquarters, branches, and commercial agents differ. Consequently, it is difficult to analyze and adjust such advertising campaigns.

The decentralization method is usually used when private changes in market conditions are taken into account. In this case, the parent company manages only profit and the return on investment.

The peculiarity of this method is that branches and subsidiaries are given the right to choose an advertising policy, create advertising materials, and conduct advertising campaigns. It should be noted that this freedom is often limited to product advertising and does not apply to prestige advertising. The advantage of decentralization is the prompt response to innovations in certain markets, while the disadvantage is the high cost of research preceding advertising campaigns, as well as the preparation and creation of advertising materials, since the funds allocated for this purpose are distributed among branches, branches, and commercial agents.

Mixed management is a method of management in which advertising agents make decisions locally but coordinate them with the center. In this method, according to the marketing plan-program, common goals and objectives of advertising activities for the company, its branches and commercial agents and, consequently, advertising campaigns are identified and developed, and certain programs of advertising performances are developed on the ground.

It can be concluded that the mixed management of advertising activities, on the one hand, takes into account the specific focus of individual markets, and on the other hand, eliminates the negative consequences of sudden actions in the field, since the firm manages the advertising activities of its branches, branches, and agents. If a company has chosen a mixed method of managing advertising

campaigns, it responds quickly enough to changes in the market, but there is a risk of a significant increase in local advertising costs.

The optimal management method is considered to be the one that reduces the cost of advertising in several regions and at the same time allows for the consideration of sales conditions in different markets.

The choice of the advertising campaign management method determines the unification of advertising products, the degree of which is determined by the marketing strategy, which determines the methods of influencing the advertising audience.

So, in order to improve the advertising activities of Huizhou Kaihong Clothing Co., Ltd., let's define the goals of its implementation. They can usually be summarized into two large groups:

- sales goals that lead to a tangible increase in sales or encourage consumers to purchase goods;
- communication goals aimed at conveying ideas, shaping the company's image, and changing consumer habits.

We believe that the best option is to combine the two approaches with a shift in emphasis to improving the company's communications while generating profit.

3.2 Justification of proposals for improving advertising management at the enterprise

In the process of improving the management of the international advertising activity of Huizhou Kaihong Clothing Co., Ltd., the following stages can be distinguished, which are shown in Fig. 3.1. First of all, when improving the marketing service, it is necessary to determine the desired system of its organization.

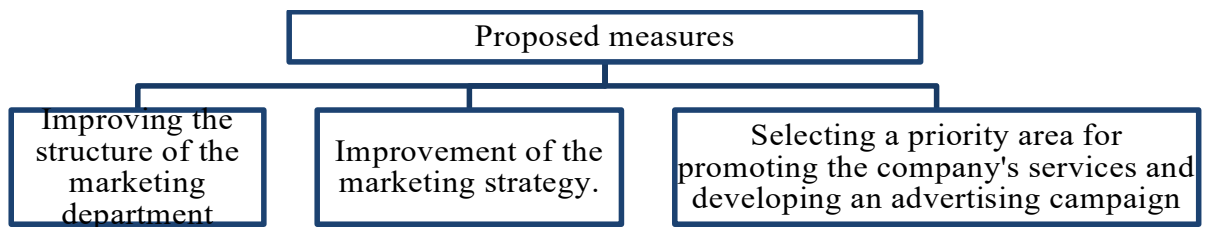


Figure 3.1 – Stages of the process of improving the advertising activities of Huizhou Kaihong Clothing Co., Ltd.

When choosing an organizational structure of marketing, one should adhere to the basic principles of its construction:

- the presence of clearly defined goals and objectives set for the enterprise;
- ensuring the prompt transfer of information between marketing services;
- absence of “double subordination”;
- limiting the number of staff;
- limitation of the number of links in the management;
- clear definition and coordination of tasks of line management and functional services;
- overall coordination of actions by top management.

The marketing department should both maintain existing markets and develop them and the company's brands. To do this, it should effectively implement the company's strategy to achieve long-term plans. A market-based organization of the marketing service best meets these requirements. It allows the company to take into account the needs of consumers in specific market segments.

Thus, the proposed organizational structure of the marketing service is as follows, as shown in more detail in Figure 3.2.

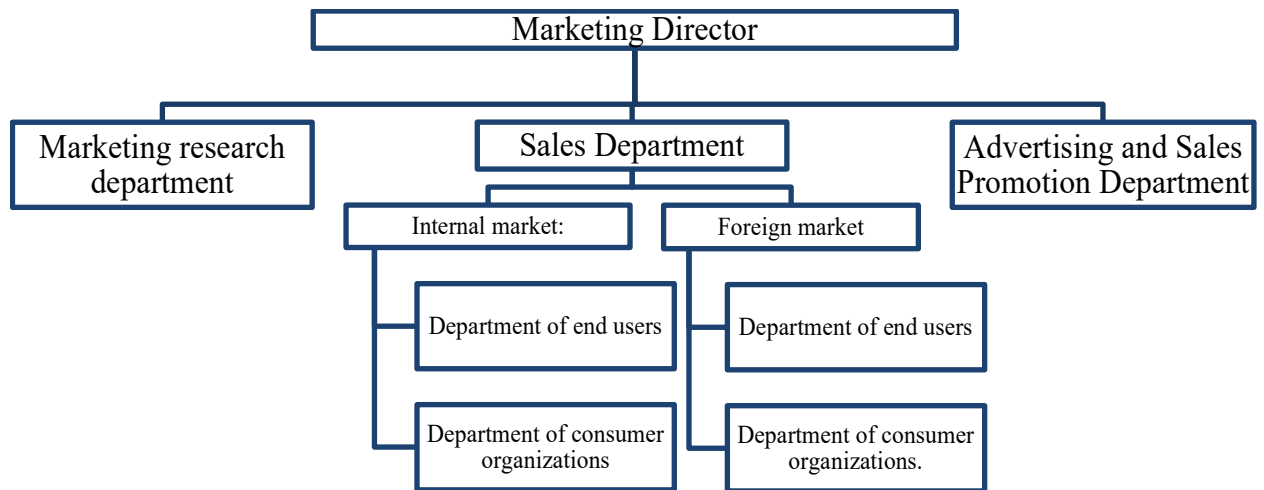


Figure 3.2 – Proposed structure of the marketing service of Huizhou Kaihong Clothing Co., Ltd.

In this case, specialists involved in the promotion of specific types of core services offered by the company or other related products or services will be able to communicate effectively with each other, will not have to perform unnecessary duties and will be able to focus on specific tasks. The duties of the specialists responsible for each market will be as follows.

1 Developing measures for the sale of goods that are in the greatest demand in the sales market assigned to the specialist.

2 Promoting balanced production of products, preparing proposals for expanding or changing the directions of development of the product range, production, economic and business activities, developing marketing policy, participating in price setting, creating conditions for the systematic sale of goods and expansion of services, satisfying customer demand for services and goods in the assigned market.

3 Study of related markets for goods and services (analysis of demand and consumption, their motivations and fluctuations, competitors' activities) and trends in their development for a deeper understanding of the development processes of the market assigned to the specialist.

4 Forecasting sales and consumer demand for goods and services, identifying requirements for the quality characteristics of the company's products.

5 Research of factors influencing the sale of goods and important for the successful sale of services, types of demand (steady, excitement, short-term, etc.), reasons for its increase and decrease, differentiation of purchasing power of the population.

6 Improving information support for market research conducted by both this department and a specialized marketing research department (cooperation between departments).

7 Determining measures, preparing proposals and developing recommendations to improve the quality and consumer properties of goods and services, prospects for the development of new products and markets, taking into account the socio-demographic characteristics of different groups of the population, the state and dynamics of their income, traditions and tastes, as well as the necessary expenditure of all types of resources.

8 Maintaining control over sales, comparing the planned data with the results obtained in terms of volume, revenue, time of sales (provision of services) and territory of their distribution, identifying deviations and changes in the market conditions assigned to the specialist.

9 Execution of individual official assignments from his/her direct department head and higher-ranking marketing managers. Accordingly, such changes will require additional costs for training, retraining, and staff expansion. Correct prioritization and work of the company on advertising and sales promotion will allow it to work more efficiently, resulting in an increase in gross income, and the marketing department will cover the costs of its improvement. A detailed assessment of the level of costs and economic effect of this change will be made in subsection 3.3.

Next, let's define the strategies that should be chosen at this stage of the company's life cycle, as detailed in Table 3.1.

Table 3.1 – Enterprise strategies

Enterprise strategy	A type of strategy
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General strategy of the enterprise (company)	Maximizing current profits
Marketing strategy of the enterprise	Protecting your market share
Communication strategy	Active promotion of the product through intermediaries, drawing consumers' attention to certain original attributes of the product and providing intermediaries and consumers with discounts and certain services (even free of charge)
Advertising strategy	Creating loyalty to a brand that is in maximum demand
Pricing strategy	Price leader strategy
Strategy for changing communication costs	Reducing overall communication costs

Consequently, Huizhou Kaihong Clothing Co., Ltd. should choose a defensive marketing strategy to protect the markets it has already won in this difficult time. It is necessary to take into account the sharp decline in wages, the increase in the number of unemployed and the transition to austerity mode of users during wartime.

The next step is to choose a priority area and develop an advertising campaign.

Two areas can be prioritized: Internet marketing as the future of marketing technologies and traditional means of promotion, primarily television advertising, as the most effective way to promote light industry products today.

Today, digital marketing, i.e. the promotion of products and services of an enterprise through the Internet – its own website and social networks – is vital and critically important for every commercial enterprise.

Huizhou Kaihong Clothing Co., Ltd. has its own information website, but it does not have a presence on Facebook and Instagram, nor does it have a YouTube channel, which provide a more complete and objective picture than traditional research methods. Social networks have a huge advantage: you can easily study how people feel about brands, what effect advertising campaigns have, and even get ideas for new products.

It is also advisable to add a language switch to the website and translate all available information into English to facilitate communication with stakeholders.

Depending on the goals and objectives of the company when developing an online product promotion program, different indicators may serve as criteria for the effectiveness of this program. For example, if the goal of the program is to increase sales, the following indicators may serve as performance criteria

- actual increase in sales
- increase in the number of new customers, etc.

There are several stages of the communication process between an advertiser and an Internet user. At each of these stages, the optimal set of indicators is selected that best characterize the effectiveness of the Internet promotion program.

There are four main stages of the communication process between an advertiser and Internet users: demonstration of an advertising message; interest; site visits; specific actions.

One of the main ways to increase the effectiveness of online advertising for Huizhou Kaihong Clothing Co., Ltd. is to conduct a well-planned online advertising campaign. Let's define the main goals of Huizhou Kaihong Clothing Co., Ltd.'s online advertising campaign, see Figure 3.3 for more details.

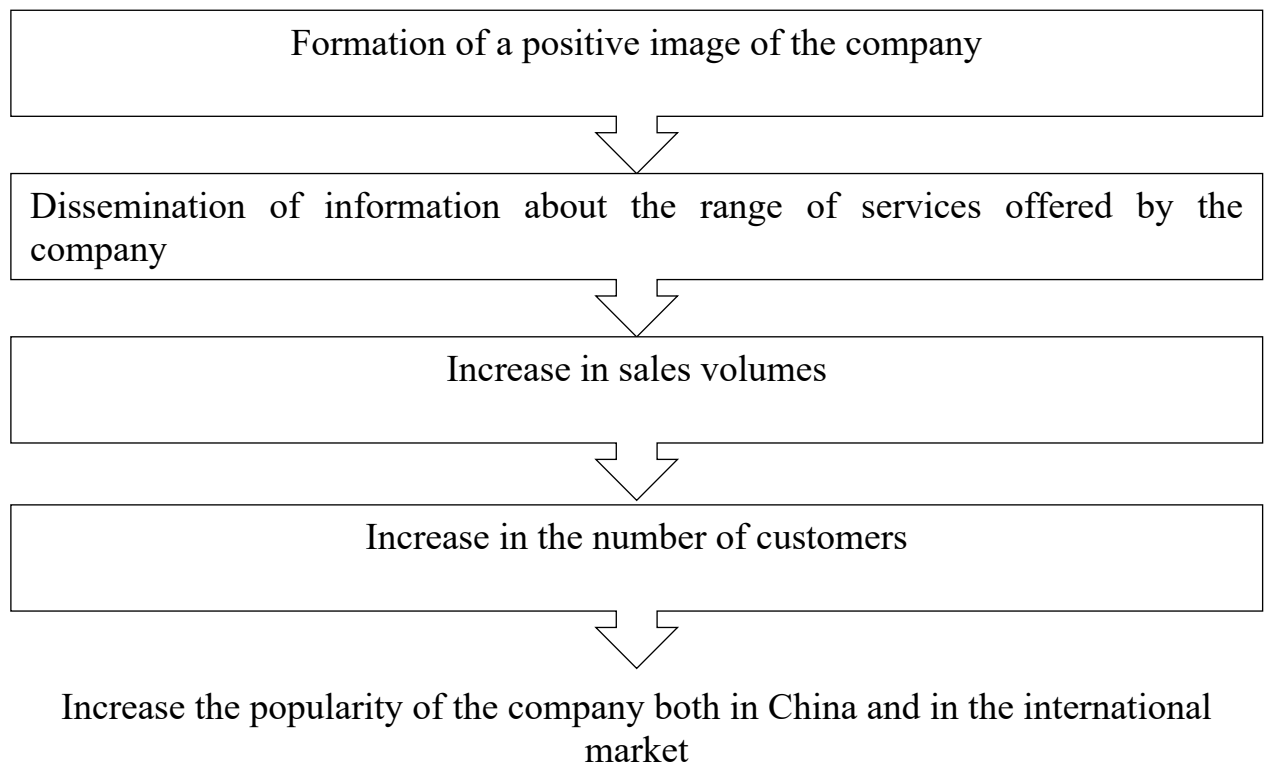


Figure 3.3 – Objectives of the Huizhou Kaihong Clothing Co., Ltd.'s online advertising campaign

In order to develop the Internet marketing base of the researched enterprise, the marketing department employees will monitor the website traffic, citation index, relevance on a weekly basis in order to develop measures to improve the website performance. Monthly market research will be conducted on the Internet, and messages about various company promotions will be posted on a regular basis. Together with an SEO specialist, search engine optimization measures will be developed on a regular basis.

It is also suggested that the marketing department should study the visibility of the Huizhou Kaihong Clothing Co., Ltd. website in Google search engines on a monthly basis. Based on the data obtained as a result of the analysis, you can actively promote the company's website in search engines. To develop Internet marketing in Huizhou Kaihong Clothing Co., Ltd., it is proposed to conduct regular (at least once a month) marketing research on the Internet on various topics.

These studies should be conducted by the marketing department in order to obtain certain information on the children's entertainment market, competitors, market position and prospects. In addition, marketing research on the Huizhou Kaihong Clothing Co., Ltd. website will draw additional attention to the site, increasing its traffic, as well as the number of potential customers of the company.

One part of digital marketing is social media marketing (SMM), which uses social media platforms as a tool to promote a product or service. Most of these social media platforms have their own built-in data analysis tools that allow companies to track the progress, success, and engagement of their advertising campaigns. On a strategic level, social media marketing includes managing the implementation of a marketing campaign, creating the necessary media “culture” and “tone” for the company. To use social media effectively, companies must allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.).

The main tasks of the SMM are:

- managing the audience's opinions about the product and the brand;
- generating positive customer recommendations;
- improving the image of the company; increasing the audience's knowledge of the product;
- building trust with customers; brand promotion;
- correcting negative reviews, negative impressions of the company, product, brand.

To do this, you need to create company pages on at least the most popular social networks (Facebook and Instagram) and work effectively on their content and development. It is advisable to develop a content plan whereby these pages will publish daily posts on certain topics: educational content (videos, audio, articles), selling content (description of the service, promotions and discounts, event calendar), communicative content (discussions, tips, games, polls, voting), news content (news of the company, friends, market, vacancies), image content (discussions, reviews), and entertainment content (humor, interesting photos and

videos, tests). All created content should be duplicated in English to cover both the local and international markets.

In addition, to effectively promote goods and services, enhance the image, and announce events, it is advisable to create your own page on other social networks, such as X (ex-Twitter), as well as a channel on the popular Telegram messenger.

The planned result of the proposed marketing changes will be an increase in the flow of visitors and their loyalty (an increase in the number of regular customers). In the future, it is possible to create a customer database that will provide convenience (when filling out the questionnaire for the first time, the visitor is entered into the database, and when the visitor returns, the cashier gives only a data confirmation check, on which the visitor signs the consent). In addition, the visitor subscribes to a personalized newsletter with personalized promotions and discounts, which will secure a long-term relationship with the client.

The following advertising media were chosen for the Huizhou Kaihong Clothing Co., Ltd. advertising campaign:

- Internet advertising;
- outdoor advertising (billboards, TV screens, transport);
- print advertising (newspapers, leaflets);
- radio advertising.

Internet advertising will include contextual advertising, targeted advertising, and measures to promote the company's social networks. Special attention should also be paid to the weak positions of the Instagram social network, for which a certain budget and an SMM specialist should be additionally allocated to ensure the quality of the page in this social network. Table 3.2 shows the characteristics of the advertising plan of Huizhou Kaihong Clothing Co., Ltd..

Table 3.2 – General plan of advertising activities of Huizhou Kaihong Clothing Co., Ltd.

Life	The purpose of	Type of advertising	Areas of work
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cycle of a company	advertising		with the public
The stage of maturity	image formation of the enterprise; formation of the preferred choice of the brand.	Eminder; Image.	Prestigious advertising.

The advertising campaign starts on January 1 and lasts throughout 2025, see Table 3.3 for details.

Table 3.3 – Media plan of the company's work on displaying advertising messages in the media in 2025

Advertising medium	Number of filings	Months					
		7	8	9	10	11	12
Internet advertising	12900	+	+	+	+	+	+
Billboards	9600	+	+	+	+	+	+
Television screens	6000	+	+	+	+	+	+
Advertising in national newspapers	4800	+	+	+	+	+	+
Advertising in free newspapers	12000	+	+	+	+	+	+
Advertising on national radio	2400	+	+	+	+	+	+
Advertising in buses	8400	+	+	+	+	+	+
Advertising in fixed-route taxis	6000	+	+	+	+	+	+
Advertising posters	12000	+	+	+	+	+	+
Advertising leaflets	6000	+	+	+	+	+	+

We can also suggest the following measures aimed at adjusting the positioning of Huizhou Kaihong Clothing Co., Ltd..

1 On advertising:

- use interesting stories as the basis for advertising;
- to shoot advertising in a long series, as this arouses the interest of potential consumers to continue it.

2 By the cost of services – to increase the number of regular customers and reduce prices by cutting costs.

3 In terms of quality of services – to continue the strategy of improving the quality of basic and related services.

The effectiveness of the proposed measures will be assessed in subsection 3.3.

Thus, a set of actions has been developed to improve the advertising activities of Huizhou Kaihong Clothing Co., Ltd.. To do this, measures to improve the organizational structure of the marketing department are proposed, a protective marketing strategy is chosen, the introduction of modern digital marketing tools is proposed, and a comprehensive advertising campaign is developed, including various types of advertising appeals. It is proposed to improve the company's website by duplicating all available information in English to facilitate communication with stakeholders, and it is also proposed to create pages on social networks – Instagram, Facebook, X (Twitter) and a channel in Telegram, the content of which should be in two languages – Chinese and English, to reach audiences in domestic and foreign markets.

3.3 Assessing the effectiveness of the proposed recommendations

In order to determine whether a given program will be effective, a clear action plan should be drawn up, the cost of each stage should be determined, and the possible economic benefits of implementing this program should be calculated. The action plan, which indicates the essence of the measure, the timeframe for implementation, the persons responsible for implementation, and the cost of the measure, is presented in Table 3.4. In order for the proposed measures to be considered effective, the company must earn a profit in the forecast year (taking into account the amount of costs of implementing the measures) that is higher than in the analyzed year.

Table 3.4 – Schedule of measures to implement proposals for improving the advertising activities of Huizhou Kaihong Clothing Co., Ltd.

Event.	The term execution	Responsible person	Cost, yuan
Improvement of the organizational	3 months	Director of marketing	–

structure			
Recruitment, training and retraining of employees	2 months	Director of Marketing; HR managers	25,000
Development and implementation of a marketing strategy	2 months	Marketing Director; Marketing research department	–
Development and implementation of measures to improve Internet communications, including		Public relations department	
Website improvement	2 months	Director of marketing	24,000
Creating pages on Facebook, Instagram and X (ex-Twitter) and launching a YouTube channel	3 months		–
Content for the pages	by the end of the year		–
Budget for promotions and sales promotion	by the end of the year	Public relations department	112,000
TOTAL			161,000

Thus, this set of measures will cost an additional 161 thousand yuan in 2025. For Huizhou Kaihong Clothing Co., Ltd., this amount is quite acceptable, and the company can finance it from its own funds. Increased sales and additional profits due to the introduction of a more efficient model for managing international advertising activities will not only offset these costs, but also bring a significant increase in profits. Let's try to calculate the economic effect of its implementation.

The main material for analyzing the economic efficiency of the results of an advertising campaign is statistical and accounting data on the growth of turnover. Based on this data, you can study the economic efficiency of the advertising medium, the advertising campaign, and the entire advertising campaign of the entire company.

Measuring the economic effectiveness of advertising campaigns can be difficult, as measures often do not have a full effect immediately. In addition, the increase in turnover is often caused by other (non-advertising) factors, such as changes in the purchasing power of the population due to rising prices, so it is almost impossible to obtain absolutely accurate data on the economic effectiveness

of business improvement measures. style. We can roughly calculate the economic effect.

To assess the effectiveness of advertising campaigns, in addition to the method, the following areas of advertising effectiveness research should be taken into account.

1 Researching the effectiveness and popularity of individual advertising media among different target audiences.

2 Researching the effectiveness of the company's overall advertising policy. The popularity of the company and its products is studied based on the results of advertising campaigns over a certain period of time.

3 To study the effectiveness of individual advertising campaigns, especially with regard to special experiments.

4 To study the attractiveness of advertising to the audience and the degree of influence on human behavior.

5 To study the synergistic effect of using several advertising media together.

Next, we present the planned advertising costs of Huizhou Kaihong Clothing Co., Ltd. for 2024-2025, as detailed in Table 3.5.

Table 3.5 – Comparison of Huizhou Kaihong Clothing Co., Ltd.'s advertising costs in 2024 and 2025, thousand yuan

Indicators	2024	2025	Change
Advertising expenses	1,110	1,271	161
Including advertising costs in foreign markets	738	846	108

Thus, the advertising budget of Huizhou Kaihong Clothing Co., Ltd. in 2024 amounted to 1110 thousand yuan, and in 2025 is 1271 thousand yuan The planned advertising budget of Huizhou Kaihong Clothing Co., Ltd. in foreign markets in 2024 amounted to 738 thousand yuan, in 2025 is 846 thousand yuan

Next, we will forecast the net profit of Huizhou Kaihong Clothing Co., Ltd. from the implementation of the proposed measures.

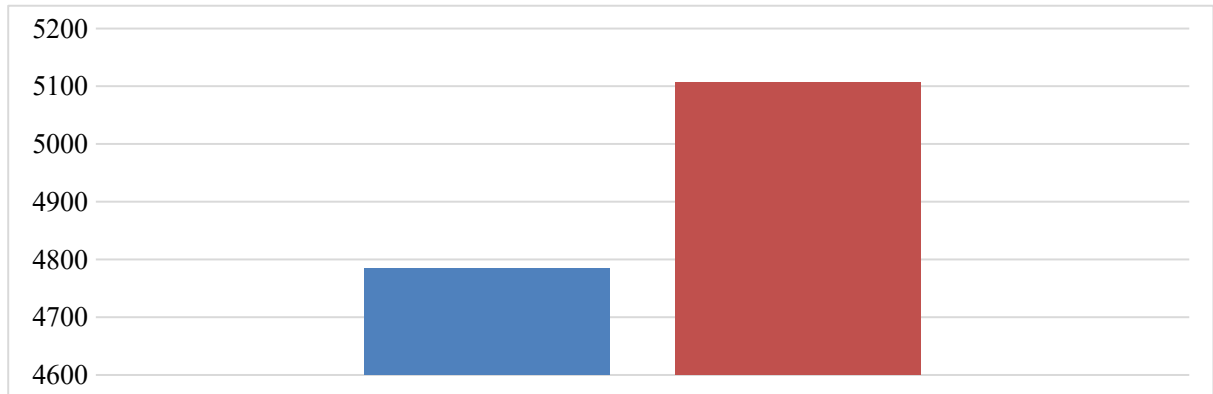


Figure 3.4 – Comparison of the net profit of Huizhou Kaihong Clothing Co., Ltd. in 2024 and 2025 after the implementation of the recommended measures

Thus, according to the forecast, we see that the current net profit of the enterprise increases by 321 thousand yuan (pessimistic scenario).

The economic efficiency of the proposed measures is calculated. It is found that the proposed project is profitable and is recommended for implementation at Huizhou Kaihong Clothing Co., Ltd.. It has been found that by advertising the company's products in the foreign market, the company will be able to increase its own income, which will lead to an increase in net profit by 321 thousand yuan.

The evaluation of the effectiveness of the proposed recommendations for improving the advertising activities of Huizhou Kaihong Clothing Co., Ltd. reveals significant opportunities for the company to enhance its market presence and profitability. The proposed measures include improvements in organizational structure, training and retraining of employees, development of a comprehensive marketing strategy, and significant enhancements to internet communication channels, including website improvements and the establishment of a presence on major social media platforms such as Facebook, Instagram, and YouTube. These initiatives, supported by an advertising and sales promotion budget, reflect a comprehensive approach to modernizing the company's promotional activities. With a total planned expenditure of 161,000 yuan in 2025, these measures are

financially feasible within the company's budget and align with its strategic growth objectives.

The analysis highlights that these investments will directly contribute to increased sales and profits, with the economic effect projected to offset the initial costs and generate significant net gains. A forecasted increase in net profit by 321,000 yuan, even under a pessimistic scenario, underscores the financial viability and potential impact of these initiatives. The enhancement of advertising effectiveness through diversified channels, targeted content strategies, and improved audience engagement further positions the company to capture a larger market share, particularly in foreign markets, where advertising expenses are expected to grow from 738,000 yuan in 2024 to 846,000 yuan in 2025.

Moreover, the broader approach to assessing advertising effectiveness, including audience research, synergy between media platforms, and analysis of behavioral impacts, provides a robust framework for understanding and refining marketing strategies. The alignment of advertising with global market trends, coupled with innovative use of digital platforms, positions Huizhou Kaihong Clothing Co., Ltd. to strengthen its brand image, attract new customers, and foster sustainable growth. The proposed recommendations, supported by data-driven forecasting and strategic planning, present a compelling case for their implementation, ensuring the company's continued success in an increasingly competitive global apparel market.

CONCLUSIONS

The article examines the theoretical and methodological aspects of advertising activity management at the enterprise and develops practical recommendations for the company Huizhou Kaihong Clothing Co., Ltd.

It is found that advertising activity and its result (advertising product) not only reflects socio-economic processes, but also directs them in accordance with the goals and objectives (priority areas of development) of the specific type of society. The work of a modern enterprise, its development, and the creation of its competitive advantages cannot be imagined without advertising. Advertising activity is the most important component of the marketing system of any enterprise, which is based on the need to develop and make management decisions aimed at a balanced implementation of three basic factors of stable functioning and development of the enterprise: profit, the degree of satisfaction of consumer demand and consideration of the interests of society. Advertising activities are effective and stimulating only if they are properly organized and are permanent.

Thus, Huizhou Kaihong Clothing Co., Ltd. is the embodiment of a modern approach to textile production that harmoniously combines innovation, high quality and environmental responsibility. The company has come a long way from a local manufacturer of basic clothing to an international player that works with the world's leading brands and serves customers in more than 20 countries. High technological equipment of the factory, multi-level quality control and focus on individual customer needs are the key factors that ensure Huizhou Kaihong Clothing Co., Ltd.'s competitive advantages in the global market.

The company's environmental responsibility, expressed in the implementation of sustainable practices and the use of environmentally friendly materials, reflects the desire for harmonious coexistence with nature and the preservation of resources for future generations. Investments in social programs and creation of comfortable working conditions for employees confirm Huizhou

Kaihong Clothing Co., Ltd.'s commitment to the principles of social responsibility, which contributes to the formation of a positive image of the company.

Innovative solutions and flexibility in production processes allow Huizhou Kaihong Clothing Co., Ltd. to respond quickly to dynamic changes in the fashion industry, meeting the needs of both mass and premium market segments. Launching its own brands and expanding its product range demonstrate the company's commitment to continuous improvement and expansion of its influence. Huizhou Kaihong Clothing Co., Ltd.'s business strategies aimed at strengthening partnerships, expanding markets and maintaining high quality standards ensure the company's sustainable development and competitiveness.

Thus, Huizhou Kaihong Clothing Co., Ltd. is an example of a successful company that builds its future on innovation, quality and responsible attitude towards customers and the environment, remaining a reliable partner for international brands and consumers around the world.

The external environment analysis and the subsequent SWOT analysis of Huizhou Kaihong Clothing Co., Ltd. reveal a dynamic interplay of strengths, weaknesses, opportunities, and threats that define its operational landscape. The company's strengths, such as its advanced technological equipment, highly qualified workforce, strong international reputation, and environmental responsibility, position it as a competitive player in the global textile market. These factors enable the company to respond effectively to growing demand for sustainable and high-quality products, leveraging opportunities like expanding into new regions, developing eco-friendly clothing lines, and strengthening its e-commerce presence. However, the factory operates within an industry fraught with intense competition, fluctuating international trade regulations, and rising production costs driven by inflation and raw material price instability. These challenges, coupled with internal constraints such as limited advertising investments and a dependency on international suppliers, highlight areas requiring strategic attention. Nonetheless, Huizhou Kaihong Clothing Co., Ltd.'s ability to adapt through innovations, diversify markets, and align with global environmental

and quality standards equips it to navigate external threats. By strategically addressing its weaknesses and capitalizing on opportunities, the company stands poised to maintain its competitive edge, sustain growth, and solidify its position in the global apparel industry. This comprehensive understanding of its internal and external environment will guide Huizhou Kaihong Clothing Co., Ltd. in optimizing its strategies for long-term success.

The company's advertising strategies, particularly in the foreign market, also reflect substantial progress. With advertising expenses increasing from 611 thousand yuan in 2023 to 738 thousand yuan in 2024, the company successfully achieved a higher additional turnover in international markets, climbing from 201 thousand yuan to 272 thousand yuan. Similarly, the economic effect rose from 216 thousand yuan to 313 thousand yuan, illustrating a significant return on investment and effective utilization of resources to bolster its global presence.

However, the profitability of advertising activities experienced a slight decline, with advertising profitability decreasing from 2.8% in 2023 to 2.3% in 2024, signaling a need for optimization in resource allocation. In foreign markets, profitability remained constant at 3%, which is commendable but may require innovative approaches to capitalize further on international opportunities.

The allocation of advertising budgets reveals a strategic emphasis on television and press advertising, complemented by PR and radio campaigns. While this diversified approach has contributed to stable performance, further enhancement in digital advertising and promotional campaigns could address shifts in consumer behavior, particularly with the increasing relevance of online platforms.

Overall, Huizhou Kaihong Clothing Co., Ltd.'s advertising activities exhibit strong foundations and effective outcomes, but there is room for refinement to maximize profitability and strengthen market positioning. Recommendations for 2025 should focus on increasing digital engagement, optimizing advertising mix for higher ROI, and exploring innovative methods to enhance global outreach and competitiveness.

The third section of the paper outlines the directions of development of advertising activities of Huizhou Kaihong Clothing Co., Ltd.. The general trends in advertising are identified, the factors influencing the organization of international advertising activities in the modern world are considered, the purpose, goal and budget of the advertising activities of Huizhou Kaihong Clothing Co., Ltd. are determined.

A set of actions to improve the advertising activities of Huizhou Kaihong Clothing Co., Ltd. has been developed. For this purpose, measures to improve the organizational structure of the marketing department are proposed, a protective marketing strategy is chosen, the introduction of modern digital marketing tools is proposed, and a comprehensive advertising campaign is developed, including various types of advertising appeals. It is proposed to improve the enterprise's website by duplicating all available information in English to facilitate communication with stakeholders, and it is also proposed to create pages on social networks – Instagram, Facebook, X (ex-Twitter) and a channel in Telegram, the content of which should be in two languages – Chinese and English, to reach audiences in domestic and foreign markets.

The economic efficiency of the proposed measures is calculated. It is found that the proposed project is profitable and is recommended for implementation at Huizhou Kaihong Clothing Co., Ltd.. It has been found that by advertising the company's products in the foreign market, the company will be able to increase its own income, which will lead to an increase in net profit by 321 thousand yuan

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