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A Study on Competitiveness of Non Brand Bedding

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Abstract

Comfortable sleeping itself is thought to be very much important to have great influence upon remaining lives. Bed-clothes can be an essential factor of comfortable bedding. Korea that has four seasons requires different blanket each season. The Koreans make change of use of the quilt at least 2 to 3 times a year. The quilt may vary depending upon use of either Ondol or bed. Brand bedding governs quilt market. Brand bedding shops have good cognition of customers to be located at the place easy to find out and to have various kinds of products and excellent designs and to take the lead in all of the areas. Non-brand bedding products are difficult to compete with brand products at the bedding market. This study investigated cases of not only management of non brand bedding but also competition between brand bedding and non brand bedding. First, How does non brand bedding elevate competitiveness to win at competition with brand bedding? Second, How dose non brand quilt's approach to consumers and sales strategies?

Keywords : Bohwa Bedding, non brand bedding, competitiveness

1. Introduction

Men go to bed once a day, in other words, about one third their whole lives. Comfortable sleeping itself is thought to be very much important to have great influence upon remaining lives. Bed-clothes

can be an essential factor of comfortable bedding. Korea that has four seasons requires different blanket each season. The Koreans make change of use of the quilt at least 2 to 3 times a year. The quilt may vary depending upon use of either Ondol or bed. In a word, quilt market of Korea has very much consumption considering scale of the population to compete keenly each other. Brand bedding governs quilt market. Brand bedding shops have good cognition of customers to be located at the place easy to find out and to have various kinds of products and excellent designs and to take the lead in all of the areas. Non-brand bedding products are difficult to compete with brand products at the bedding market. This study investigated cases of not only management of non brand bedding but also competition between brand bedding and non brand bedding.

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2. Main Text

2.1. How does non brand bedding elevate competitiveness to win at competition with brand bedding?

2.1.1. Features of Brand Bedding

Evezary, a representative brand bedding, did business: First, Evezary opened more than 400 shops in the nation; Second, a variety of commodities by steady and constant R&D; Third, customer control by events each season; Fourth, customer center controls bedding to give customers after sales services and information that small businesses of non brand bedding are unable to follow.

Brand bedding products with good design are sold out at department stores and/or shops having good location to have excellent display and selling methods owing to professionals' consulting. But, brand bedding products have rather expensive prices due to expensive shop place, franchisor's royalty and advertising expenses.

2.1.2. Features of Non Brand Quilt

Non brand quilt products with very much inferior conditions are unable to compete with brand quilt products at commodity assortment, customer events and customer centers, and should have features

to overcome and to survive at competition with brand quilt products.

First, non brand quilt products have good price competitiveness. Non brand quilt product has no more than about 60 percent price of brand quilt products at same kind of quilt. Non brand quilt product shops can save royalty paid to franchisor, rental charge of shop place and operating costs. Brand quilt product shops keep fixed price system, while non brand quilt product shops sell more products to ordinary citizens at low cost to raise price competitiveness.

Second, non brand quilt products have made change as well. Small sized merchants often sell non brand quilt products. So, they are unable to satisfy consumers by shop management, services and other conditions, and have much enlightened their views than before owing to mass communication media and online public relations to make change of product displays, services and others.

Third, non brand quilt products have kept their quality. Environment friendly bedding, for instance, prevention of atopy and/or environment hormone, was used by some of brand bedding with a lot of R&D expenses in the past, and it has been recently used by some of non brand bedding to satisfy consumers very much.

Fourth, design competitiveness. Bedding designs rely upon smart design of the fabrics, sewing and overall quilt design. Non brand bedding also make use of good quality fabrics as good as brand bedding to have not only high quality fabric and sewing with reasonable price but also excellent quilt design to be loved by many customers.

Fifth, a variety of consumer layers. These days, a lot of foreign labor workers reside at metropolitan areas. Foreign labor workers prefer Korean made quilt much for a long time and want to buy inexpensive non brand quilt considering shortage of economic ability and to buy for gift to homeland acquaintance and to occupy large portion of the sales.

2.2. Non brand quilt's approach to consumers and sales strategies (Jungang Market's Bohwa Bedding).

Jungang Market's Bohwa Bedding at Seongnam showed non brand quilt. First, Bohwa Bedding has been placed at shopping facilities area. The central government and local governments supported local business as well as traditional market that had difficulties at competition with big discount stores and department stores. Bohwa Bedding at shopping facilities promotion area organized network by using smile app to let local residents make use of its information and QR code for customers' convenience. In the past, communication with customers as well as supply of information was thought to be done not small business but brand business: At the moment, traditional market can do it to let

Bohwa Bedding make use of it actively.

Second, Bohwa Bedding makes use of power blogger on Internet actively. Bohwa Bedding at the entrance of Jungang Market, Seongnam has large-scaled shop with large selling space in the rear despite appearance of small-scaled shop. Previous owner of the shop who was current owner managed the shop more than 30 years and wanted at the age of eighty to let her daughter manage it who attended big company. When the mother of current owner was in hospital, current owner was forced to inherit the shop. At that time, current owner had no information on the market and managed the shop after visiting Dongdaemun Market and other quilt market in the nation. Current owner who had experienced sales in the market no more than 2 years had more confidence than 20-years quilt merchant had. (reported by photographer at Bundang Ggongji Happiness).

Reporter from Bundang Ggongji Smile Club visited Bohwa Bedding to register photographs and writings on Daum Blogger to display good photographs and writings concerning the shop by entering 'Bohwa Bedding' on Internet. Customers who got information from blogger often visited the shop and called over telephone. Non brand businesses are allowed to join area that was thought to belong to famous brand only in the past.





(see writings of the photograph)

Lee Jong-Im who was owner of Bohwa Bedding to attend graduate school of Merchant College could know characteristics of conventional market with help of members of the Association of Jungang Market to learn sales methods at the class of service education and/or shop control of the college: She said with laugh that she would develop her shop much more further to her mother's sales business.

[Source] Lee Jong-Im's Bohwa Bedding in the second generation at Jungang Market, Seongnam

Prepared by [Smile village keeper](#)

Third, various kinds of gift certificates can be used. The government has released 'Onnuri gift certificate' with help of public government-owned corporation and/or major large businesses to revive traditional market and to let employees buy specific quantity of the certificate with obligation. Traditional markets only were allowed to handle the certificate and to increase sales every year and to contribute to sales record of the shop greatly. 'Seongnam love gift certificate' that Seongnam city government had released has been used in same way as 'Onnuri gift certificate'.

Fourth, credit card payment is permitted. These days, most of shops allow credit card payment. In fact, considerable number of shops at traditional market have no credit card payment terminal to let customers often think of no use of credit card at traditional market: Bohwa Bedding has accepted active use of credit card payment to give customers convenience. Sales by credit card has occupied considerable portion to compete with brand businesses.

3. Conclusion

These days, almost of all of commercial activities including bedding have been influenced by large-scaled and/or brand business to weaken small business and local business. Non brand quilt with less competitiveness at all of areas may have difficulties at competition with brand quilt.

Non brand bedding shops may have plenty of ways to win competition with brand bedding shops, and consumers from China and South East Asia have occupied more than 50% of the sales owing to rapid increase of population, and diversification of commodities, differentiated prices and eye-level design for not only domestic market but also Asian markets may increase marketability of non brand quilt very much.

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