

## Names of competitors and information on them

### Small analysis on the strategy of the top 5 brands in the sector for their online strategy

#### KOHLER

##### *One of the most famous foreign brand of bath and kitchen fixtures*

Arrived in Hong Kong in 1995, Kohler set up its office to kick off its development in Chinese market. 4 years later, Kohler chose Shanghai as its China's headquarter and established its office in Beijing, Guangzhou, Chengdu, Wuhan, Hangzhou, Nanjing, and Shenzhen. As for now, Kohler owns 10 factories, more than 500 show rooms and 10 flagship stores in China.

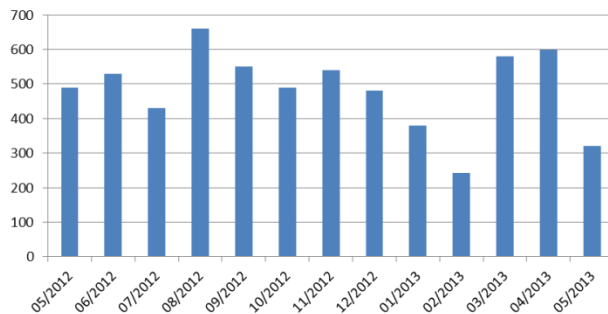
##### *Marketing strategy*

- Position: Middle or high-end
- Supplier for high-grade residence, office building, 5 stars hotel, Shanghai F1 International Circuit, VIP Box of National Stadium, the Water Tube, Diaoyutai State Guesthouse, etc.

Brand	Concept	Target	Product positioning
Kohler	Creates art craft	Affluent group	Art & luxury

##### *Online Marketing*

- The amount of press release contains the key word "Kohler" is about 361,000.
  - Media monitor – publishing trend in the past one year



- Sina Microblog:
  - Establish different verified accounts for different business segments of Kohler in order to divide functions into various channels to deliver to the public. Benefits:
    - Due to its complex business structures, it is a good way to distinguish its business segment to educate customer that Kohler is not only the brand for shower head, or only for tap, or only for bathtub.
    - The account for sales & discount is one of the most attractive accounts with 80 thousand followers and whose weibo are the most-frequently retweeted.

- In order to attract followers, Kohler organized several activities such as “@ 3 of your friends to ask them to follow Kohler” to win a lucky draw.

**科勒 KOHLER** +加关注

上海 <http://weibo.com/kohlermobile> TA的好友

科勒 (中国) 投资有限公司

关注 352 粉丝 112万 微博 4082

简介: #科勒绿色微博#绿色旋风, 强劲登陆! 谁能立于不败之地? 无论你是文艺清新范, 还是节能技术帝, 随手拍下绿色或水元素, 加冕绿色环保达人! 上传你...

标签: 艺术与生活 艺术设计 优雅生活 科勒 电子商务 微博 电影 ...

职业信息: 科勒 (中国) 投资有限公司

Kohler's general account

**科勒 KOHLER** +加关注

上海 <http://weibo.com/kohlermumi> TA的好友

科勒 (中国) 投资有限公司

关注 101 粉丝 29万 微博 3911

简介: 想让浴室充满乐趣? 赶快来涂鸦你的浴缸吧!  
<http://art.kohler.com.cn/sinaapp/>

标签: 生活 艺术 精致 美国精神 自由 创新 有奖转发 优雅生活 家居控 ...

Kohler's lifestyle account

**科勒整体橱柜 KOHLER KITCHENS** +加关注

上海, 闸北区 <http://weibo.com/kohlerkitchens> TA的好友

科勒 (中国) 投资有限公司

关注 135 粉丝 8万 微博 4305

简介: 源自落基山脉的科勒整体橱柜新品“克萊斯頓”带着自然的气息登陆中国, 关注“克萊斯頓”并参与微薄有奖转发活动, 谈谈什么样的厨房才具有自然风味...

标签: 整体橱柜 科勒 创新设计 快乐生活 美式生活理念 高端优质 ...

Kohler's integrated cupboard account

**科勒 KOHLER** +加关注

上海, 闸北区 <http://weibo.com/kohlerpromotion> TA的好友

科勒 (中国) 投资有限公司

关注 5 粉丝 8万 微博 77

标签: 时尚 卫浴 优雅生活 科勒 卫浴促销 有奖转发

Kohler's sales & discount information account

**科勒 KOHLER** +加关注

上海 <http://weibo.com/kohlerrecruitment> TA的好友

科勒 (中国) 投资有限公司

关注 1493 粉丝 1613 微博 239

简介: 欢迎有志之士加入我们Kohler大家庭。优雅生活, 从Kohler开始!

标签: 优雅生活 科勒 招聘信息 招贤纳士 厨卫经典 销售精英 设计生活 ...

职业信息: 科勒 (中国) 投资有限公司

Kohler's HR recruiting account

**科勒 KOHLER** +加关注

上海 <http://weibo.com/kohlerpowersystems> TA的好友

常州科勒动力设备有限公司官方微博

关注 245 粉丝 298 微博 616

简介: 美国科勒公司 (KOHLER CO.) 创建于1873年, 科勒动力系统和卫浴设备产品早已享誉世界。

Kohler's account towards bathroom equipments

○ Online Video:

- To some extents, the success of Kohler should be attributed to its TV commercials broadcasted several years ago (following two famous videos were published on Chinese TV channel).
- Even they are not the ads merely produced for China's market; they gathered a lot of attention from the public.
- As for now, the amount of video about Kohler's commercials is about 296, covering 9 influential Chinese video websites. Some of the videos are tagged with key words such as funny, creative ads.
- The most viewed video of Kohler are shared by netizens for 80 times to SNS websites.



*Online & Offline Flagship Store*







- Tmall flagship store: Kohler opened an online flagship store on Tmall, a famous Chinese-language website for business-to-consumer (B2C) online retail.



## Christofle

### Baidu Baike

- The presentation of Christofle on Baidu Baike is comprehensive and detail-oriented. The structure of this reference consists of basic information, brand profile, introduction of founder, celebrity's choice, worldwide popularity, unique techniques, Christofle and designers, tailor-made product, Haute couture skill, Chronicle of events, store in China.
- In order to present its luxury and high-end image, Christofle puts lots of effort on storyline that Christofle is the choice of royal family, such as King Louis-Philippe and Mexican King Maximilian, famous celebrity, such as Bill Gates and Tom Cruise, and luxury hotels, such as Luxury cruise ship and Hotel Ritz in Paris, Lisbon, and London.
- Personal feeling: the whole writing style of this reference and various stories of users are very readable, pleased, and romantic.

### News report or online article

- Publishing platform: Christofle classifies itself into fashion category so that it tends to choose fashion column or fashion magazine to publish articles. Such as:
  - Vogue: through the form of slide show, Christofle tells its storyline from the founder to a certain type of product.



### 低调的奢华，情迷Christofle银器世家

作者: VOGUE promotion 时间: 2009年8月24日

医疗

文章导读

欧洲顶级定制银器品牌Christofle创立于1830年，在欧洲，它被称为“欧洲皇室御用供应商”，例来以奢华细节和卓越品质著称。

- Luxury brand database on Fashion.ifeng.com



- Fashion column of Haibao.com



### Sina Microblog

- As for now, Christofle gathers 9792 followers which are not a lot but has become a popular topic among relevant professions through indirect occasions and opportunities of mention on other influencers who gather massive amount of followers.
  - Columnist talked about Christofle: an Associate Editor from *Wine Press* mentioned Christofle during a dinner in Shangri-La Hotel.





- Editor from Elle furniture column:

颜沁\_Mimi: 在Domus Tiand带来的Angelica kitchen开幕晚宴，位于外滩6号的天地一家内。家具品牌Promemorial推出的橱柜对细节精益求精，比如内衬是经过处理的羊皮，配合Gagenauf灶具、Christofle餐具和Sieger酒具，组成这场坐在灶台前的正式晚宴。@ELLEDECO家居廊 @李君\_LiJun #拼图#

收起 | 查看大图 | 向左转 | 向右转

- Weibo of Christofle is displaying following information:

- Store information in detail
- Adequate daily post
- Video



## Cassina

- No Baidu Baike
- Very few news reports
- Chinese name “卡西纳” is referred to a Greece gymnast, which is easy to make people confused by its name.

## Artemide

- No Chinese name & Baidu Baike
- Related news report: 227 articles
- Sina Microblog: merely 551 posts are related to topic of “Artemide” from March of 2010 till now. (Compare to Kohler which was talked about 1000 times from 9<sup>th</sup> May in 2013 till now, 551 posts are very few)
- The only stunning online marketing spot is a list of pictures displayed on Renren Xiaozhan (人人小站) which is a function generated by Renren with simple background design style to display pictures and few words of description.

## Lalique

### News report & article

- Haibao.cn



- Vsuch.com: established its own profile on Vsuch to publish introduction of this brand, special technique, definition of design and style, and related pictures.



- Other fashion or luxury brand columns:
  - [www.ce.cn](http://www.ce.cn)
  - <http://app.fashion.ifeng.com>
  - <http://www.yoka.com/luxury>



## Baidu

- The order of result comes out after searching the key word “Lalique” is quite easy to customer who does not know about Lalique to access to.

The screenshot shows the Baidu search interface with the search term 'Lalique' entered. The search button is labeled '百度一下'. Below the search bar, there are several search results, each with a corresponding annotation box:

- lalique 百度百科**: A result from Baidu Baike with a box labeled 'Baidu Baike'. The snippet includes the text: '品牌简介LALIQUE的创始者是二十世纪的一位热爱生命的天才艺术家——RenéLALIQUE· RenéLALIQUE最原始的灵感源于大自然· 在好奇心和求知欲驱动下...'. The URL is 'baike.baidu.com/ 2013-05-01'.
- Lalique's official website**: A result with a box labeled 'Official website'. The snippet includes: 'Lalique - Official website and digital flagship. Discover the universe and know-how of Lalique, while exploring the latest collections and items available ...'. The URL is 'www.lalique.com/ 2013-5-8 - 百度快照'.
- 【图】莱俪(Lalique) 时尚品牌库 海报时尚网**: A result with a box labeled 'Profile on Haibao.cn'. The snippet includes: '莱俪 (Lalique) 品牌故事· 法国莱俪 (Lalique) 是标志着顶级艺术结晶的国际知名水晶品牌,也是世界上最古老的水晶品牌之一· 莱...'. The URL is 'www.haibao.cn/brand/35... 2013-5-9 - 百度快照'.
- Navigation of address of Store in Beijing**: A result with a box labeled 'Navigation of address of Store in Beijing'. It includes a map of the store location in Beijing and the text: 'LALIQUE 地址: 西城区金城坊街2号连卡佛广场L130号铺(近太平桥) map.baidu.com/'.
- LALIQUE是什么牌子? 百度知道**: A result with a box labeled 'Baidu Q&A talking about Lalique'. The snippet includes: '2个回答 · 提问时间: 2008年07月25日 最佳答案: Lalique LALIQUE的创始者是二十世纪的一位热爱生命的天才艺术家 —— René LALIQUE 他前卫、不同于当世的专业设计及制造手法,创作出许多不朽的杰...'. The URL is 'zhidao.baidu.com/question/617509...html 2008-7-25'.

## Grohe (高仪)

### Baidu Baike

- The information on Baike includes introduction of Grohe, scale of company, developing path, advantage of Grohe.
- Personal feeling: the whole style of this reference is very technic, practical, and scientific.

### The result of searching on Baidu

- When we searched Grohe’s Chinese name on Baidu, the result shows a set of official result about Grohe (the green frame) to show Grohe is a serious and big brand. Within the yellow frame, it provides links of official website of online store on Tmall and OCJ, product e-brochure on Grohe official website, and information about local distributors and after-service center.
- Following the “Baidu Promotion” set (green part), we can also find Baidu Baike of explanation of Grohe, official website of Grohe (important: the name of this website is not only in English/German, but also written its company’s Chinese full name). Besides, a service hotline is followed up.



[baccarat 百度百科](#)

巴卡拉英文名称: **Baccarat** 中文名称: 巴卡拉所属国家: 法国 创始时间: 1824年 创始人名: Rene Lalique 产品类别: 装饰摆件、餐具、灯具、家私、配...

[巴卡拉简介 - 品牌历史](#)

[baike.baidu.com/ 2013-04-22](#)

[【图】巴卡拉水晶\(Baccarat\) 时尚品牌库 - 海报时尚网](#)

4张图片 - 发帖时间: 2013年1月10日

法国水晶品牌巴卡拉 (Baccarat) 介绍 巴卡拉 (Baccarat) 是天下最昂贵的水晶, 巴卡拉 (Baccarat) 的水晶家具饰品 (水晶枝形吊灯、水晶壁灯、水晶烛台、水晶餐具) ...

[www.haibao.cn/brand/37... 2013-5-15 - 百度快照](#)

[Baccarat Fine Crystal Jewelry, Lighting & Gifts for Special ...](#)

La cristallerie **Baccarat** présente ses différentes gammes de produits en cristal **Baccarat** : art de la table, décoration (vases, lustres, lampes), ...

[www.baccarat.com/ 2013-1-26 繁体 - 百度快照](#)

## Sina Microblog

- There are about 553 posts about Baccarat on Weibo since April of 2012 till now.

## Articles and storyline

- There are about 1,390 articles mentioned Baccarat on Baidu searching engine.

## The show room in Beijing Sanlitun Village

- Next to Armani, Balenciaga, Lanvin, Alexander McQueen, and other international top brand. Baccarat chose Sanlitun village as the place of show room. The total area is about 300 m<sup>2</sup> with selection of furnishings, wine set, stationary, lamps and lanterns, and ect.

Baccarat is in the gift list of Sarkozy for Obama

News about cosmetics (perfume & lip-stick), hotel, crystal show, wine.

## Alessi

### Store in China

- The agent of Alessi is in Shanghai. The stores of Alessi cover Shanghai, Beijing (Xin Guang Palace & Guomao Mall), Tianjin, Shijiazhuang, Taiyuan, Zhengzhou, Qingdao, Changchun, and Harbin.

### Sina Microblog

- Alessi AGENT opens two accounts on Weibo;
- There are about 669 posts mentioned Alessi from May of 2012 till now.

所有地区 [切换] | 所有用户 | 不限性别 | 不限年龄 | 更多条件



**ALESSI**设计梦工厂

上海 <http://weibo.com/italyalesi>

ALESSI中国总代理官方微博

关注 241 粉丝 1354 微博 1092

简介: ★ALESSI部分授权专卖店★上海八佰伴七楼 上海东方商厦徐汇店五楼半 天津乐天百货四楼 石家庄北国商城五楼 石家庄先天...

标签: 意大利 精品 Alessi 设计 艺术 设计梦工厂 时尚 生活艺术 ...

+ 加关注

TAG的好友



**Alessi**中国官方微博

上海 <http://weibo.com/lu/2813406785>

ALESSI中国公总代理

关注 81 粉丝 1万 微博 322

简介: 暂无

+ 加关注

TAG的好友

### Renren Xiaozhan (人人小站)

- There is a Xiaozhan exclusively displays different designs of Alessi's product with pictures.



### Baidu

- The order of result after searching "Alessi" on the first page of Baidu is Baike, official website (en), official website (tw), official website (it), profile on Haibao, Map of Alessi store in Beijing, official website (uk), Baidu Wenku of Alessi's classic design, profile on Rayli, profile on 51hejia.

### Articles and storyline

- There are 1,110 articles mentioned Alessi.

### Online Store on 360buy (JD.com)

- Official online store on JD.com. But it is not found on Tmall.



### Faiences de Gien

- No information

### Roche Bobois

- Brick-and-mortar store is located in Beijing, Shanghai, Shenzhen.

### Sine Mircoblog

- There are two official accounts of Roche Bobois on Weibo; one is company's official website, another is the CEO of China.

- There are about 177 post mentioned and talked about Roche Bobois on Weibo since January of 2010 till now.



**罗奇堡** V

海外, 法国 <http://weibo.com/rocheboboisinchina> +加关注

上海罗奇堡家具有限公司 T怡的好友

关注 804 粉丝 3062 微博 397

简介: 电子邮件:contact@roche-bobois.com.cn 中国联通:400-003-8338 (10:00-18:00)

标签: 奢侈品 家居 定制 罗奇堡 别墅设计 rochebobois 定制家具 设计 ...

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**罗奇堡周宇峰** V

上海 <http://weibo.com/u/2485361575> +加关注

Rochebobois法国罗奇堡家居中国区CEO T怡的好友

关注 121 粉丝 604 微博 287

简介: 法国家居品牌Roche-Bobois (罗奇堡)中国区总经理

### Baidu Baike

- Except for regular description of company's basic information, this reference also mentions Roche Bobois is a choice of celebrity from Lady Gaga, Marilyn Monroe, to royal family such as prince from Kuwait and Kingdom of Saudi Arabia.

### Baidu

- The order of Chinese name result on Baidu is the official website (cn), Baidu Baike of Roche Bobois, Baidu picture of Roche Bobois, profile on home.focus, profile on Rayli.com, profile on Sina furniture, profile on alibaba, profile on Dazhong Dianping, profile on Weibo, profile on Vogue.

### Articles & storyline

- There are about 1,320 news reports about Roche Bobois.
- Articles about the opening ceremony of Roche Bobois flagship store in Beijing, furniture exhibition, DaVinci Furniture Scandal, in-depth article about Roche Bobois.

### Kartell

#### Sina Microblog

- Two official accounts opened on Weibo.
- There are 416 post discussed about Kartell on Weibo.



**Kartell-China** V

北京, 朝阳区 <http://weibo.com/kartell> +加关注

Kartell品牌家居官方微博 T怡的好友

关注 217 粉丝 1172 微博 1026

简介: Kartell 促销: 原三里屯店铺于12月31日迁址, 即日起, Kartell 新品现货全场优惠特享, 同时精品奢盒促销。库存有限, 欲购从速...

标签: Urbanhymns 米兰制造 品质生活 户外 环保 时尚 价值 设计大师 ...

职业信息: urbanhymns

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**Kartell中国** V

上海, 徐汇区 <http://weibo.com/KartellCN> +加关注

Kartell品牌中国官方微博 T怡的好友

关注 17 粉丝 60 微博 24

标签: 设计 家居 时尚 米兰 Kartell 意大利

### News report and storyline

- A total of 845 news releases searched out by Baidu.

- Storyline: in-depth news report, Milan fashion trend, furniture and decoration information.

### ***Baidu***

- Order of searching result: Baidu Baike, official website (it), profile on PChouse, profile on Chinasspp, introduction on Douban, introduction on Baidu Wenku, alibaba.

### **Sambonet**

#### ***Sina Microblog***

- No official weibo opens
- Only 14 posts talked about Sambonet

#### ***News report and storyline***

- A total of 17 articles about Sambonet
- Storyline: luxury tableware brand collaborated with Versace, flagship store news, Cruises news, furniture exhibition.

### **Pierre Frey**

#### ***Sina Microblog***

- No official account opens
- Only 24 posts mentioned Pierre Frey

#### ***News report and storyline***

- A total of 13 articles about Pierre Frey
- Furniture exhibition news.

### **Yves Delormes**

#### ***Brick-and-mortar store***

- Only 2 stores in Beijing: Golden Resources Lufthansa store & Lufthansa store in Liangmaqiao

#### ***Baidu Baike***

- A short presentation about Yves Delormes, including the information of founder, merchandised stores, target customer (age/education/salary)

### ***Baidu***

- Order of searching result: baidu baike, profile on Chinasspp, news about Yves Delormes on Sina and lady.163, profile on Dazhong Dianping.
- A total of 106 articles about lifestyle, textile bedding products mentioned Yves Delorme.

### **Jadousa**

- No information



## Bernardaud

### Sina Microblog

- A total of 212 posts on weibo mentioned Bernardaud

### Baidu

- Order of searching result: official website in French, articles about Bernardaud on fashion.ifeng.com and other never-heard small websites.

### News report & storyline

- A total of 126 articles are found on Baidu searching engine.
- Storyline mentioned Bernardaud: Xiamen – Taiwan cultural industries fair, real estate news, and in-depth news about Bernardaud.

## Magazines talking about the sector

It is common to find the sub-section and topic discussing about bathroom product under the furniture category.

### Rayli.com(瑞丽家居) - Bathroom section

<http://deco.rayli.com.cn/bathroom/C0007024.html>

The screenshot shows the Rayli.com website interface. At the top, there is a navigation bar with various categories like '家居设计', '家饰生活', '装修手册', etc. Below the navigation bar, there is a search bar and a main content area. The main content area features a large image of a bathroom product, a title '墅立方 一款别墅专享淋浴房', and a brief description. To the right of the main content, there is a sidebar with a '相关TAG' section listing related tags such as '护肤', '美容', '星座', etc. The website layout is clean and professional, typical of a home decor blog.

Rayli bathroom section is a blog-style page with different articles talk about bathroom ceramic products and accessories.

### Furniture section of web portals - Bathroom section

Sohu.com (搜房装修家居网卫浴板块) <http://home.soufun.com/weiyu/>

Sina.com.cn (新浪装修家居网卫浴板块) <http://jjiaju.sina.com.cn/products/taociweiyu/>

Home.focus (焦点装修家居网)<http://home.focus.cn/jiancai/weiyu/>

PC House (太平洋家居网卫浴板块) <http://weiyu.pchouse.com.cn/>

Let's take Sohu as an example.

The screenshot shows the Sohu.com website's bathroom section. At the top, there is a navigation bar with various categories: '卫浴频道首页', '卫浴新闻', '产品大全', '企业大全', '卫浴图片', '卫浴热贴', '产品测评', '卫浴品牌论坛', and '热门网店'. Below the navigation bar is a search bar with the text '请输入关键字 (品牌名/产品名等)' and a '搜索' button. The main content area features a large promotional banner for HUIDA W1B37, a '7天限时疯抢!' banner for Kohler, and a '7天限时疯抢!' banner for Moen. The '卫浴头条' section contains an article titled '问道2013 探寻陶卫行业复兴之路' with a list of 8 points. The 'MOEN 摩恩' advertisement highlights '上海厨卫展·东鹏洁具陶瓷自洁技术提前曝光' and lists several activities and products.

Sohu bathroom section provides several sections towards sanitary products for presenting different information. Such as section of news, directory of product, directory of company, picture of sanitary product, hot topic, evaluating section, forum discussing about brand, and online store.

Apart from above, here are some sub-sections for the newest and hot topics:

### Product information

产品信息		Heall 恒洁卫浴	更多>>
	科勒卫浴 皮诺“五级旋风”分体座便器K-496 <b>新</b> 推广 店铺: <a href="#">金凤卫浴新科科勒店</a> 咨询电话: 400-890-8086转 品牌: 科勒 型号: K-4969T 规格: 745*430*735 mm	1199元/个	
	德立钻石型平开门D1101简易淋浴房 <b>新</b> 推广 店铺: <a href="#">德立卫浴</a> 咨询电话: 400-890-8086转996406 品牌: 德立 型号: D1101 规格: 900*900*1850mm	1451元/平米	
	高仪·欧瑞科淋浴套餐 - 32831000 27609000 <b>新</b> 推广 店铺: <a href="#">高仪北京旗舰店</a> 咨询电话: 400-890-8086转 品牌: 高仪 型号: 27609000+31831000 规格: 高仪欧瑞科	2188元/套	
	法恩莎座便器F1662M/L(670*375*795mm) <b>新</b> 推广 店铺: <a href="#">亚光正装饰精品设计第三中心</a> 咨询电话: 400-890- 品牌: 法恩莎 型号: F1662M/L 规格: 670*375*795mm	2640元/件	
	KENDO精度“尊享系列”两固两活一字型平开 <b>新</b> 推广 店铺: <a href="#">KENDO精度卫浴</a> 咨询电话: 400-890-8086转 品牌: KENDO精度 型号: S23142 规格: 订制规格	2625元/平米	
	KENDO精度“雅居系列”两固一活推拉 雅居-1 <b>新</b> 推广 店铺: <a href="#">KENDO精度卫浴</a> 咨询电话: 400-890-8086转 品牌: KENDO 型号: S17031 规格: 订制尺寸规格	1425元/平米	

## Top brand

卫浴排行榜		GRans 欧路莎	
卫浴产品关注榜		卫浴品牌关注榜	
1	科勒卫浴 皮诺“五级旋风”分 1199.00 7382 ↑	1	TOTO (3229) 99243 ↑
2	九牧 淋浴花洒套装 全铜花洒 699.00元 4415 ↑	2	惠达 (1150) 98248 ↑
3	KENDO精度“雅居系列”两固一 1425.00 3939 ↑	3	摩恩 (1177) 97800 ↑
4	德立JD801简易淋浴房 1295.00 3390 ↑	4	东鹏 (771) 96814 ↑
5	法恩莎F1676座便器 999.00元 2982 ↑	5	华美嘉 (142) 95824 ↑
6	箭牌AB1292D座便器 1800.00 2885 ↑	6	科勒 (6368) 93813 ↑
7	莱博顿LX简易淋浴房 899.00元 2710 ↑	7	汉斯格雅 (1766) 76758 ↑
8	博洛尼现代简约一冰河浴室柜 2180.00 2516 ↑	8	乐家 (2210) 71503 ↑
9	恒洁简易淋浴房HY-726 3500.00 2506 ↑	9	恒洁 (1281) 47805 ↑
10	高仪·欧适淋浴套餐33636000 2988.00 2025 ↑	10	箭牌 (4760) 47899 ↑
		11	杜菲尼 (1260) 47235 ↑
		12	银晶 (909) 39015 ↑
		13	朗斯 (1004) 38981 ↑
		14	雅鼎 (1135) 38859 ↑
		15	法恩莎 (2673) 28806 ↑
		16	安华 (1751) 27096 ↑
		17	德立 (116) 25639 ↑
		18	美加华 (1187) 21539 ↑
		19	Gobo成霖卫 21418 ↑
		20	九牧 (753) 18428 ↑

## Special Zone for Toilet & Accessory

座厕及配件专区		热门标签: 座便器   小便器   马桶盖   蹲便器   妇洗器		>> 更多		
 <p><b>7天限时疯抢!</b> 法恩莎卫浴FB1682连体坐便器 原价: 3829元 特价: <b>849元</b></p>	产品关注排行榜		座厕及配件品牌关注榜		>> 更多	
	1	科勒卫浴 皮诺“五级旋风”分体座便器K-496	参考价: 1199.00元	点击: 7382	科勒 (20760)	箭牌 (17775)
	2	法恩莎FB1676座便器	参考价: 999.00元	点击: 2982	杜菲尼 (14441)	乐家 (11195)
	3	箭牌AB1292D座便器	参考价: 1800.00元	点击: 2885	TOTO (10999)	法恩莎 (8380)
	4	澳斯曼AS-1279连体座便器	参考价: 2432.00元	点击: 1136	安华 (7679)	美加华 (5872)
	5	和成座便器单体省水系列C4269PETADB	参考价: 3668.00元	点击: 728	恒洁 (5713)	惠达 (4665)
6	秦陶TA-8156节水型连体座便器	参考价: 2610.00元	点击: 641	澳斯曼 (3260)	Gobo成霖	
						
恒洁连体座厕H011 参考价: 2016.00元	惠达AT06125座便 参考价: 2709.00元	秦陶TA-8156节水型 参考价: 2610.00元	澳斯曼AS-1279连体 参考价: 2432.00元	安华AB1346M/L连体 参考价: 3170.00元	地中海智能马桶M- 参考价: 12776.00元	
					和成 (2978) 美标 (2653)	
					欧路莎 (2410) 欧联 (2270)	
					银晶 (2246) 雅鼎 (2202)	
					四维 (1863) 鹰 (1827)	

## Special Zone for Bathtub & Accessory



**劲爆折扣**  
1788.00元  
立减: 372元

**劲爆**

HD101龙头浴缸

**产品关注排行榜** >> 更多

1	↑ 科勒卫浴 派瑞铸铁浴缸K--896T	参考价: 7070.00元 点击: 1175
2	↑ 恒洁浴缸HY-633	参考价: 8456.00元 点击: 1049
3	↑ 华美嘉WK-1209珠光白浴缸	参考价: 15180.00元 点击: 966
4	↑ 惠达龙头浴缸HD1102	参考价: 7015.00元 点击: 830
5	↑ TOTO珠光按摩浴缸PPY1543-5HP	参考价: 20800.00元 点击: 830
6	↑ 箭牌浴缸AC005	参考价: 21362.00元 点击: 704

**浴缸及配件品牌关注榜**

科勒 (15315) 乐家 (8171)  
箭牌 (5875) TOTO (5736)  
杜菲尼 (3436) 美加华 (3170)  
欧路莎 (2628) 美标 (2298)  
恒洁 (2234) 益高 (2077)  
惠达 (2006) 华美嘉 (1918)  
法恩莎 (1851) 伊丽 (1378)  
安华 (1360) 阿波罗 (1253)  
地中海 (1071) 浪鲸 (731)  
登勒 (693) 东鹏 (603)



TOTO珠光浴缸 PPY  
参考价: 13720.00元



箭牌浴缸AC005  
参考价: 21362.00元



惠达龙头浴缸HD11  
参考价: 7015.00元



科勒史瑞夫压克力  
参考价: 13620.00元



恒洁浴缸HY-633  
参考价: 8456.00元



华美嘉WK-1209珠光  
参考价: 15180.00元

### Special Zone for Sanitary Furniture



**心海伽蓝浴室柜**  
四月特惠套餐

**商家哭泣价**  
¥1300  
限量抢购

**产品关注排行榜** >> 更多

1	↑ 博洛尼现代简约--冰河浴室柜	参考价: 2180.00元 点击: 2516
2	↑ 科勒卫浴 艾贝浴室柜K-4056T	参考价: 2332.00元 点击: 1175
3	↑ 法恩莎浴室柜FP-3637/PPGM-3637	参考价: 3000.00元 点击: 1020
4	↑ 奥斯曼AS-1563B-1浴室柜	参考价: 9270.00元 点击: 961
5	↑ 恒洁卫浴HGM5183实木浴室柜	参考价: 8598.00元 点击: 854
6	↑ 华美嘉WYS-L616B浴室柜	参考价: 16635.00元 点击: 728

**卫浴家具品牌关注榜**

科勒 (14001) 法恩莎 (9729)  
箭牌 (9583) 恒洁 (8654)  
罗卡 (8888) 惠达 (6682)  
乐家 (6223) 银晶 (6111)  
九牧 (5792) 安华 (5349)  
欧路莎 (5321) 摩恩 (5150)  
杜菲尼 (3623) TOTO (3524)  
宜家 (2889) 心海伽蓝 (2883)  
博洛尼 (2807) 东鹏 (2644)  
帝王 (2406) 派尔沃 (2334)



法恩莎浴室柜FP-3  
参考价: 3000.00元



箭牌AP352G/APGM3  
参考价: 7866.00元



恒洁卫浴HGM5183实  
参考价: 8598.00元



申鹭达LD31002浴室  
参考价: 5180.00元



银晶时尚系列颐达  
参考价: 4800.00元



华美嘉WYS-L616B浴  
参考价: 16635.00元

And also special zone for wash basin, shower head and tap.

### Professional website about bathroom product

Following links are integrated websites provide industrial information, e-commerce and searching engine service to manufacturers, channel distributors, shop keepers, and buyers.

WYW (<http://www.wyw.cn/>)

Ytwy360 (亚太卫浴网) <http://www.ytwy360.com/>

Let's take WYW as an example:

#### Information Navigation Function:

<p><b>新闻频道</b></p> <p>行业 企业 产业 专题 终端 评论 视频 相册 人物 微博 论坛 文化</p>	<p><b>电子商务</b></p> <p>招商 供应 求购 行情 导购 公司 商家 品牌 会员</p>	<p><b>经销商</b></p> <p>新品 营销 百事通 网店 终端 设计 卖场 活动 展会</p>	<p><b>商易传媒</b></p> <p>人才频道 名人堂 关于我们 卫浴通服务 卫浴一条街</p>
---	--	--	---

#### Search Engine Function

[供应](#)
[求购](#)
[招商](#)
[公司](#)
[资讯](#)

## Industrial Category Index Search by Pinyin

行业分类		供应	求购	公司	发布信息
拼音索引: <a href="#">A</a> <a href="#">B</a> <a href="#">C</a> <a href="#">D</a> <a href="#">E</a> <a href="#">F</a> <a href="#">G</a> <a href="#">H</a> <a href="#">I</a> <a href="#">J</a> <a href="#">K</a> <a href="#">L</a> <a href="#">M</a> <a href="#">N</a> <a href="#">O</a> <a href="#">P</a> <a href="#">Q</a> <a href="#">R</a> <a href="#">S</a> <a href="#">T</a> <a href="#">U</a> <a href="#">V</a> <a href="#">W</a> <a href="#">X</a> <a href="#">Y</a> <a href="#">Z</a>					
<p>▶ <b>浴室柜</b></p> <p>浴室柜   台面   卫浴镜   浴柜配件</p>	<p>▶ <b>龙头花洒</b></p> <p>面盆龙头   淋浴龙头   浴缸龙头   感应龙头   花洒   电热水龙头   花洒配件</p>				
<p>▶ <b>便器</b></p> <p>座便器   蹲便器   小便斗   妇洗器   马桶盖   水箱及配件   不锈钢座便器</p>	<p>▶ <b>卫浴设备</b></p> <p>铸造设备   抛光机   陶瓷生产机械   清洗设备   智能卫浴设备   其他  </p>				
<p>▶ <b>面盆</b></p> <p>洗脸盆   洗头盆   立柱盆   玻璃盆   拖布盆   台上盆   台下盆</p>	<p>▶ <b>冲洗阀/阀芯</b></p> <p>冲洗阀   阀芯   角阀   小便阀   延时阀   球形阀芯   普通阀芯   单控阀芯   恒温阀芯   瓷片阀芯   其他  </p>				
<p>▶ <b>浴室配件</b></p> <p>手纸架   置物架   毛巾架   肥皂架   杯架   碟类   钩类   器类   篮类   水管   地漏   排水管件</p>	<p>▶ <b>浴室电器</b></p> <p>干手器   浴霸   暖风机   取暖器   排气扇   气暖气片   太阳能热水器   燃气热水器   电热水器   电暖气片   干肤器   干发器   给皂液机   防水电视  </p>				
<p>▶ <b>卫浴陶瓷砖</b></p> <p>釉面砖   抛光砖   玻化砖   陶瓷锦砖   内墙砖   外墙砖   过底砖   渗花砖   通体砖   防滑砖  </p>	<p>▶ <b>浴缸 淋浴/桑拿房</b></p> <p>浴缸   淋浴房   蒸汽房   桑拿房   光波房   木桶   淋浴房配件</p>				

## Traditional Media about Bathroom products

Ceramic Sanitary Product of China 《陶瓷·中国卫浴》



*Zhongguo Sanitary Product Newspaper* 《中国卫浴报》 is the only printing media in sanitary product industry. Providing industrial information, market analysis, market research report, company directory and so on, it is regarded as an authoritative media among producers, distributors, professions, and potential customers.

## Some tweets on social networks: Weibo, QQ group, others

QQ Groups:

QQ Group is one of the features of QQ instant messenger that provide a platform for industrial professions who are working in the same area to communicate and exchange idea in a public place.



Sina Weibo: a twitter-resembled website with 500 million registered members.

- Famous brands of bathroom product registered on Sina Weibo with verified real name



- Take Hansgrohe as an example to show what a company account can publish on Weibo:



**hansgrohe**

汉斯格雅Hansgrohe

汉斯格雅-德国制造

**Video**

**Online enquiry**

新浪认证

汉斯格雅官方微博

行业: 家居装饰 - 家居装饰

379 93105 1287

关注 粉丝 微博

售前咨询(10:00-17:30) 咨询

售后服务(10:00-17:30) 咨询

媒体联系(10:00-17:30) 咨询

补充说明: 汉斯格雅售后服务统一由授权经销商提供, 消费者可向购买产品专卖店寻求售后帮助。如有问题, 请致电汉斯格雅唯一官方售后服务热线021-3774 2288咨询。

员工列表

william

**Introductio**

公司简介

汉斯格雅Hansgrohe始于1901年, 总部位于德国黑森林地区希尔塔赫, 专业生产花洒, 淋浴系统, 浴室用品等。

#和妈妈一起织围脖#还在煲电话粥给妈妈送祝福? 是的话那就OUT了, 趁着这个母亲节赶紧为妈妈开个微博吧! 即日起至5.19【1】成为汉斯格雅粉丝【2】转发此微博并@妈妈织围脖

**联系方式**

info@hansgrohe.com.cn

021-37742200

上海松江区松江工业区东部  
 新区申港路2999号

**友情链接**

汉斯格雅官方网站

汉斯格雅专卖店

汉斯格雅天猫旗舰店

汉斯格雅绿色行动

**Contact**

**External link to official websites and online flagship store**

- The Chinese name 唯宝 between Villeroy & Boch and Vitacare, a formula brand, is exactly the same which make it difficult for Villeroy & Boch to register with its Chinese name.

**唯宝**

浙江 杭州 http://weibo.com/vbweibao

唯宝中国投资管理有限公司

关注 1511 | 粉丝 2595 | 微博 210

**最新微博:** 浙江唯宝投资管理有限公司 将会参加2012年7月18-20日在上海新国际博览中心举行的2012年CBME孕婴童展, 展位号: [W4E25], 欢迎参观合作。唯宝服务热线4006-528-728  
<http://t.cn/zW5pGWw> (2012-7-6 15:22)

- Besides, there are only **209** sina weibo talked about Villeroy & Boch since **25<sup>th</sup> of May in 2010**. While the number of sina weibo discussed about Kohler is over **1000** since **30<sup>th</sup> of April in 2013**.

**Picture of products of competitor's websites (5 of them, high-end if possible)**

The first 9 brands plus Villeroy & Boch are the ten top international brands (ceramic sanitary product) in China's customers mind (from Baidu Baike).

	Total times of mentioning by news report
Vitra	669
Roca	18,600
Keramag	590
Laufen	13,400
Noken	19
Flaminia	108
Duravit	998
TOTO	169,000
Kohler	361,000
Villeroy & Boch	25,500

Vitra (威达): <http://www.vitra.com/en-lp/living/>







Roca (乐家)'s Chinese website:

[http://www.roca.cn/?utm\\_source=baidu&utm\\_medium=cpc&utm\\_term=roca&utm\\_content=roca&utm\\_campaign=%C6%B7%C5%C6%B4%CA](http://www.roca.cn/?utm_source=baidu&utm_medium=cpc&utm_term=roca&utm_content=roca&utm_campaign=%C6%B7%C5%C6%B4%CA)

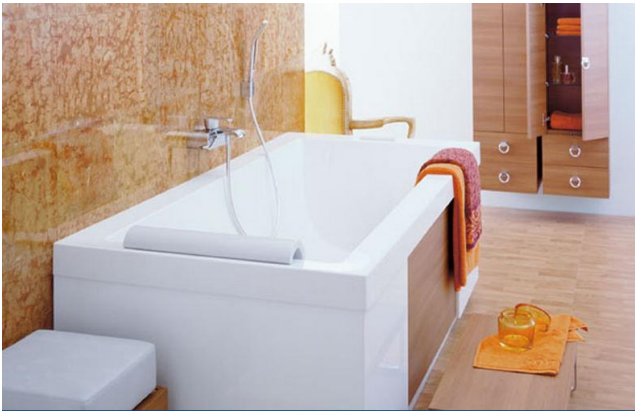




Keramag (凯乐玛)'s Chinese website: <http://www.keramag.cn/>







Laufen (劳芬): <http://www.laufen.com/wps/wcm/connect/laufen.com/en/home/>







Noken: <http://www.noken.com/?idi=gb>







Flaminia: <http://www.ceramicaflaminia.it/>





Duravit: <http://www.duravit.cn/>







TOTO (东陶) : <http://www.toto.com.cn>





KOHLER (科勒): <http://www.cn.kohlerco.com/home.cn>





Hansgrohe's official Chinese website: <http://www.hansgrohe.com.cn/>  
Hansgroh is good at shower head.





Novellini: <http://www.novellini.com/>



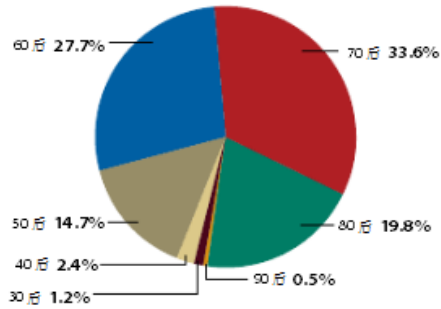




## Chinese Mass Affluent Group Analysis

Source of figure: 2013 Chinese Mass Affluent Report released by *Forbes*.

### The age distribution of mass affluent people



#### Period of birth:

1930 – 1940: 1.2%

1940 – 1950: 2.4%

1950 – 1960: 14.7%

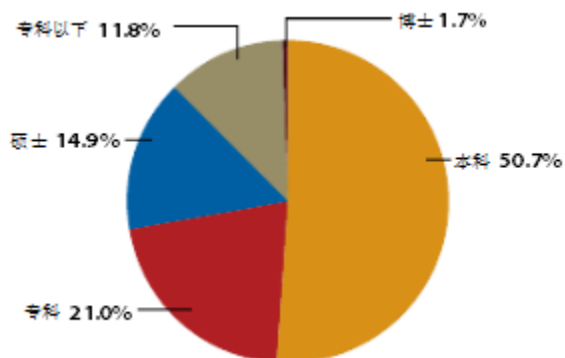
1960 – 1970: 27.7%

1970 – 1980: 33.6%

1980 – 1990: 19.8%

After 1990: 0.5%

### Education background of mass affluent people



Bachelor degree: 50.7%

Diploma: 21%

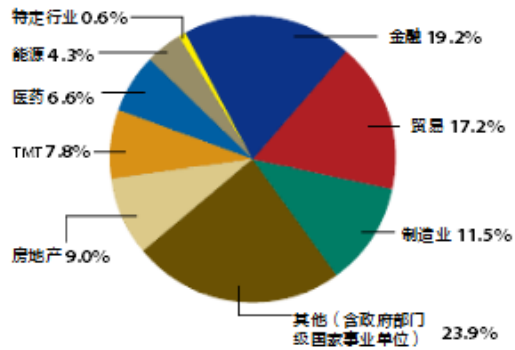


Mater degree: 14.9%

Under Diploma: 11.8%

Doctor: 1.7%

### Working field of mass affluent people



Finance: 19.2%

Business trade: 17.2%

Manufacturing: 11.5%

Others (including administration and state-owned enterprise): 23.9%

Real estate: 9%

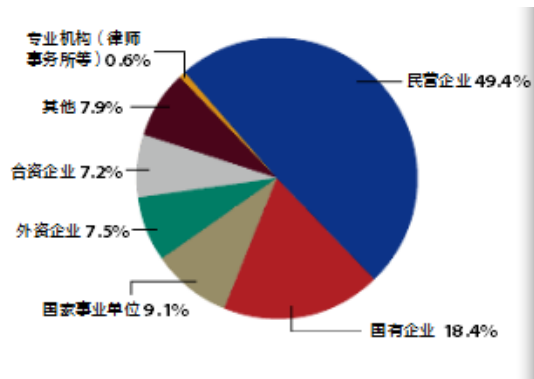
TMT: 7.8%

Medicine: 6.6%

Energy: 4.3%

Special industry: 0.6%

### Nature of the working place of mass affluent people



Private company: 49.4%

State-owned enterprise: 18.4%

National institute: 9.1%

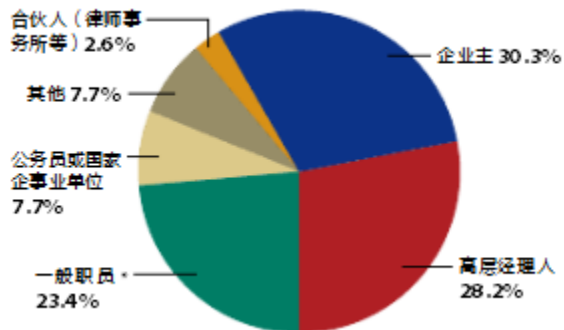
Foreign company: 7.5%

Joint-venture Company: 7.2%

Others: 7.9%

Professional agency (lawyer and so on): 0.6%

### Title of mass affluent people



Entrepreneur: 30.3%

Executives: 28.2%

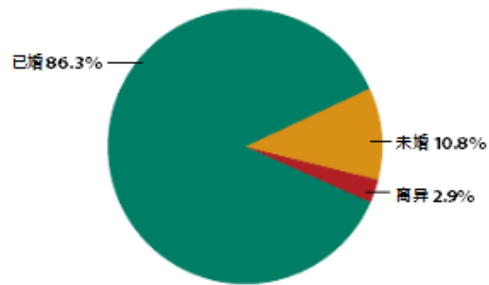
Clerk: 23.4%

Officials: 7.7%

Others: 7.7%

Partners (lawyer and so on): 2.6%

### Relationship status

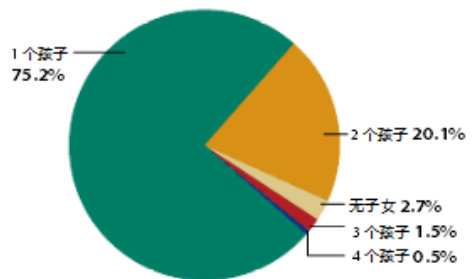


Married: 86.3%

Unmarried: 10.8%

Divorced: 2.9%

### Do they have children?



One child: 75.2%

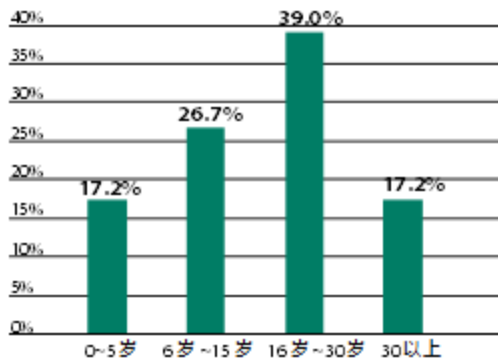
2 children: 20.1%

No child: 2.7%

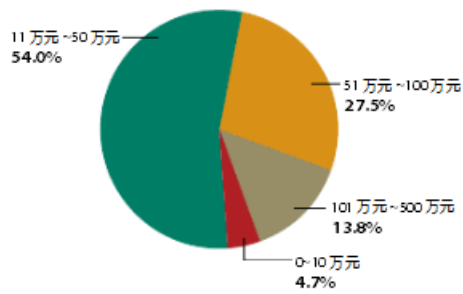
3 children: 1.5%

4 children: 0.5%

### Age distribution of child



### Total revenue in 2012 of mass affluent people



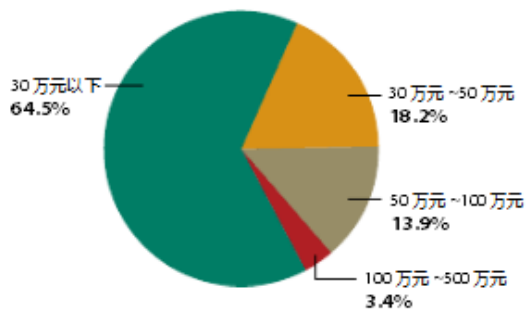
0 – 100 thousand: 4.7%

110 – 500 thousand: 54.0%

510 thousand - 1 million: 27.5%

1 million – 5 million: 13.8%

### Total expense in 2012



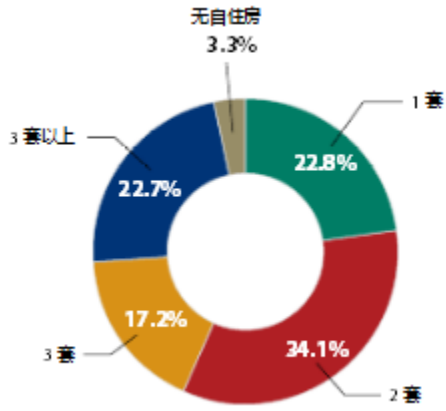
Under 300 thousand: 64.5%

300 – 500 thousand: 18.2%

500 thousand – 1 million: 13.9%

1 million – 5 million: 3.4%

**How many real estate properties do affluent people own?**



0: 3.3%

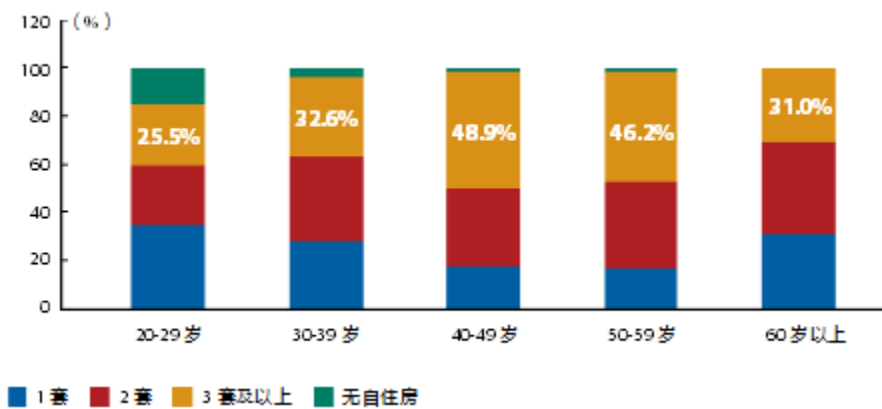
1: 22.8%

2: 34.1%

3: 17.2%

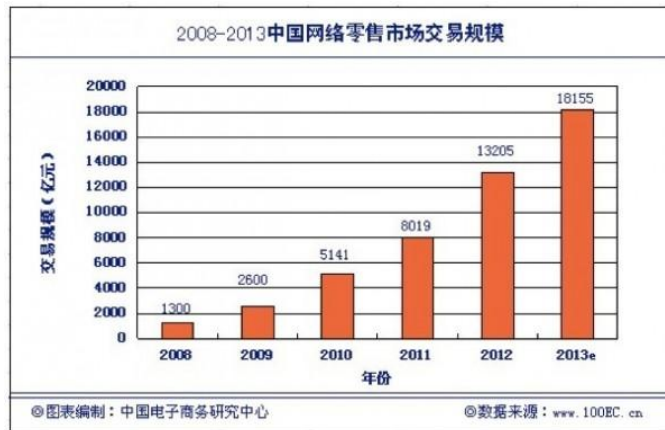
Above 3: 22.7%

**40 – 59 years old mass affluent people own 3 or more real estate properties.**



## Chinese Online Market

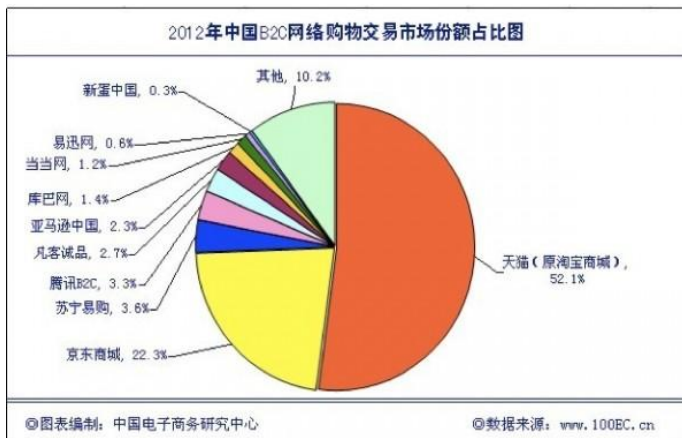
### 2008 – 2013 Transaction Scale of Online Retail Market in China



Source of data: China E-business Research Center

- As to December of 2012, the transaction scale of Chinese online retail market reached 1320 billion RMB, with a year – on – year growth of 64.7%.
- The number of Chinese people who have online buying experience increased from 203 million in 2011 to 247 million in 2012.

### Market share of E-commerce websites in B2C market in 2012



- In 2012, the market share of B2C Chinese e-commerce websites is as followings:
  - Tmall: 52.1%
  - JD.com: 22.3%
  - Suning: 3.6%;
  - Tencent: 3.3%
  - Vancl: 2.7%
  - Amazon: 2.3%
  - Kubah: 1.4%
  - Dangdang: 1.2%

51buy: 0.6%

Newegg: 0.3%

### Take Tmall as an example to explain sanitary product online market in China

- Sanitary product is a kind of category which was included into e-commerce website offering list later than other consumer goods. There are more than 200 sanitary brands established its online vendor on Tmall, including Kohler, Arrow, American Standard, Jomoo, Dongpeng, Hansgrohe, Faenza, Joyou and other well-known domestic and international brands.
- On the day called “Super Singles Day” (11th November in 2012), which is the similar to the Boxing Day, the total sale generated from Tmall reached 19.1 billion RMB. Besides, there were 3 vendors whose sales broke through 100 million RMB, but excluding any sanitary product vendor.
- During the “Super Singles Day” in 2012, 50 of those vendors participated in this big sales day and they yielded 3.1 billion RMB sales. Jomoo, with 29 million RMB sales, ranked the first place. Kohler took the second place with 7.93 million RMB sales, American Standard was 4.7 million, Huida Group reached 4.53 million RMB.
- Top seller was mainly focused on “Hardware Accessories” such as shower head. The bulk merchandise such as bathtub was not attractive due to the difficulty of logistic, delivery and assembly.

### Your feelings on the industry online

- Baidu Baike (百度百科):
  - It is good to take advantage of Baidu Baike to establish a definition towards the Chinese name of Villeroy & Boch (唯宝). However, when we search the English name Villeroy & Boch on Baidu, we could not be directed to the Chinese definition, which fails to enable Chinese customers who firstly know Villeroy & Boch only by its English name to search information.
- Chinese Pinyin Method:
  - When we type phrase “Wei Bao”, the Pinyin of 唯宝, with the most popular Chinese Pinyin input method editor, there is no existing term provided for customer to choose.

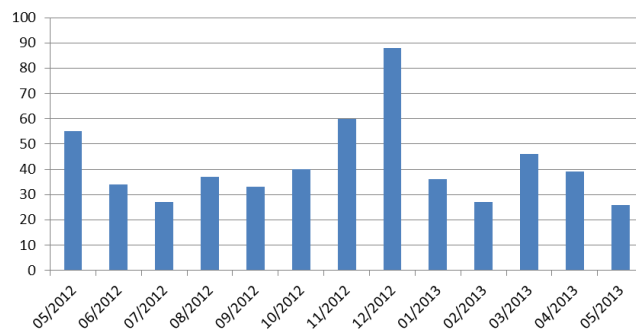


- News report about Villeroy & Boch:

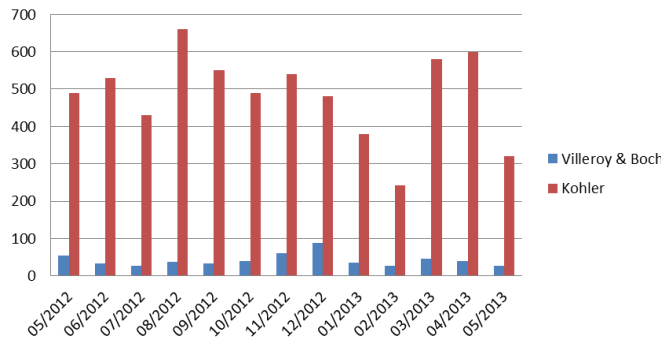


- Compare to Kohler and other well-known brands, Villeroy & Boch has not taken initiatives in publishing articles and press release on China’s media. Even though we can find out 25,500 articles discuss about Villeroy & Boch amid Chinese media, the overwhelming majority of them are articles from real estate companies who introduce their refined decoration apartment and just name the brand of facilities. Villeroy & Boch should weigh on publishing news report about them.
- Frequency of press release discussed about Villeroy & Boch: if we review and make a statistic about Villeroy & Boch’s news report. We can find the frequency of publishing report as following chart.

**Villeroy & Boch’s Frequency of Publishing News Release**



**Compare to Kohler in Frequency of Publishing**



- The rank of official website in Chinese is placed even lower than the version in German.

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