



Research on Brand Strategy of Huami Technology Company

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Abstract

Based on products and services, the brand operation has become an important part of business activities and cannot be ignored. The first-class brand is the core competitiveness of the enterprise and the important guarantee for the long-term prosperity of the enterprise. How to carry out brand management and brand strategy has become an urgent research topic for every enterprise. This paper takes Huami Technology Company., an ecological chain enterprise of Xiaomi, as an example to analyze. Relying on the existing advantages, Huami has gained a strong competitive advantage in the market through the implementation of a series of brand strategies. Through PEST analysis, five forces model analysis, SWOT analysis, and other tools, the author analyzes the external and internal environment of the enterprise. The author studies the current situation of the brand strategy of Huami and the existing problems in the process of implementation and puts forward four suggestions on brand strategic measures, which are of great practical significance for Huami to create brand advantages and improve the popularity of enterprises. At the same time, it is a great help for the development of the wearable industry, since it provides a reference for the same industry and other similar enterprises to carry out strategy research on variety.

Keywords: *Wearable Device; Huami Technology; Brand Strategy; Private Brand*

1. Introduction

The brand is an important intangible asset of enterprises. The quality embodied by the brand and the added value of the brand become the important reference factors for consumers to purchase. According to Zhou and Yi (2009), brand strategy is an enterprise's overall plan based on the analysis and research of its own conditions and external environment, with the construction, application, and maintenance of the brand as the core. It is a strategy to improve product competitiveness through brand management. In other words, it is to improve the popularity of products and enterprises by creating brands, expand the market by relying on brands, and improve the market share of products. Qiao (2008) believes that at present, all kinds of powerful brands take an indestructible position in the market, and the newly established brands impact the old brands with their strong momentum and flexible tactics, thus forming the market competition mechanism. In the increasingly fierce market competition and under the competitive environment that consumers' demand often changes, it is no longer as easy as before to create and maintain a powerful brand. Sun (2014) believes that in terms of corporate culture construction such as corporate spirit, enterprises can promote the construction of corporate culture through the efficient management of brand strategy. As time goes on, it is necessary to put forward a new concrete brand strategy to realize the development of a brand. Qiao (2017) believes that most enterprises in China are far behind those in the United States and other developed countries in the brand management awareness and action, which is mainly reflected in the relatively weak concept of brand building for senior leaders. The senior leaders simply regard brand strategic management as the work of public relations or marketing departments, thus making it difficult for enterprises to make achievements in brand building. Chinese enterprises are generally lack of strategic brand management tools with global awareness. It cannot effectively help senior leaders to clarify the brand concept, that is to say, it cannot promote the brand construction of enterprises from the overall situation. Mishra (2018) believes that the brand is the direct result of product differentiation. Successful brand management is characterized by corporate culture and values, and brand orientation plays an important role in pursuing its competitive advantage. Scientific brand management is helpful to reduce the cost of advertising, expand the brand, and promote the realization of strategic business objectives. Cheng (2010),

[1855]



taking LuzhouLaojiao as the research object, analyzes the development of the company from the perspective of brand positioning. She believes that the brand building of the company should start from the analysis of history and culture, human geography, market environment, target consumers and competitors, inject specific cultural connotation, create brand differences, and shape brand characteristics and image to show the unique competitive advantages of the brand and gain more consumer recognition and development space in the market. Guo (2013) believes that the environment and means of market competition have changed greatly with the arrival of the global economy. The way for enterprises to win has changed from product competition to brand competition. Therefore, the role of brand strategy in the development of enterprises has become more and more important, and it becomes a new way for enterprises to bring forth the new through the old. At the same time, starting with the main problems existing in the implementation of brand strategy, the author puts forward the effective policies to implement the brand strategy: establishing modern brand awareness, realizing brand innovation, innovating enterprise technology, adhering to the principle of diversified brand management, and creating an environment for brand development.

According to the literature that has been studied, the current foreign research on brand strategy is mainly based on brand strategy theory and related methods of brand strategy research. In contrast, the domestic research of brand strategy is mainly based on related methods and applications of brand strategy, involving more industries. Domestic research on brand strategy involves less brand research literature related to the wearable device industry. In an increasingly competitive industry, to study and solve the current situation and problems of brand strategy development will help to improve the requirements of brand strategy transformation and development.

2. Objectives

With the rapid development of the wearable market, Huami has continuously improved its market share and gained a place in the market by taking advantage of the Xiaomi bracelet brand and its own Amazfit brand.

1. How can Huami formulate the brand strategy in the future?
2. What can similar wearable device industry companies learn from Huami?

3. Materials and Methods

In this paper, the literature analysis and strategic management model tools are mainly used to analyze the wearable device market. Combined with the current situation of Huami, the author systematically studies the brand strategy of Huami in the wearable device market. Among them, PEST analysis, five forces model analysis, SWOT analysis, and other analysis tools are adopted.

3.1 Literature analysis

In the preparatory work, the author collected and sorted out the research results of brand strategy on various university academic platforms, summarized the viewpoints, methods, and conclusions of the paper by reading a large number of domestic and foreign-related works and periodicals. On this basis, the author studies the brand strategy of Huami and provides a theoretical basis for the research of the paper.

3.2 PEST analysis

PEST refers to the analysis of the external environment of an enterprise from the political aspect, economic aspect, social aspect, and technology aspect. Through PEST analysis, the wearable device business of Huami can be comprehensively analyzed from a macro perspective, and the development prospect and possibility of the wearable device industry can be observed from different dimensions, thus providing a complete reference for enterprises. Besides, the PEST analysis method also has corresponding limitations. The analysis only from the four aspects above cannot completely show the overall situation of the external industrial environment, the situation of competition, and consumer demand. These influencing factors also have a very important reference significance for the analysis of the external environment.



3.3 Five forces model analysis

The five forces model was put forward. It includes the competitive power of potential new entrants, the competitive power of existing competitors, the bargaining power of suppliers, the bargaining power of buyers, and the threat of alternatives, which together constitute the five basic forces in an industry competition. The competitive situation of the wearable device industry of Huami is just suitable for the description of the five forces. Through the analysis of the impact of relevant forces and the exploration of the causes of the effects, the company can make corresponding strategies according to their own advantages and disadvantages, external opportunities, and threats. The five forces model also has some shortcomings. Firstly, it ignores the impact of some key external factors, such as national policies, international situation, political changes, social relations, and others, which will have a certain impact on the competitiveness of enterprises. Secondly, it ignores the dynamic relationship among the five forces. The five forces model is a static analysis, and it can only analyze a relative static section of Huami in the industry competition. However, in reality, the industry competition situation is changing rapidly, and decision making may be slower than the market change. Finally, the correlation between competitiveness is ignored. The five forces are not related to each other in the traditional five forces model, but they influence and restrain each other in practice.

3.4 SWOT analysis

SWOT analysis is widely used in the study of competitive strategy. SWOT model is used to analyze the advantages, disadvantages, and competition of Huami in the wearable device market. In this paper, the author starts with the external and internal situation of Xiaomi Company, establishes the SWOT matrix through the consideration of the influencing factors, and ensures the position of competitors and themselves in the market through the analysis of the combined key factors as to analyze the brand strategy of Huami in the wearable device market. The disadvantages of SWOT analysis include: firstly, SWOT analysis belongs to qualitative analysis, and the results of the analysis are highly directional; secondly, it requires high objectivity and cognitive ability of the analyst, and too subjective judgment has a great impact on the analysis results; finally, there are many difficulties in summarizing the influencing factors.

4. Results and Discussion

4.1 Analysis of the external environment of enterprises

4.1.1 PEST analysis

Political environment: The domestic political environment is relatively stable. The State Council officially issued Made in China 2025 on May 19, 2015. The manufacturing industry in key areas will be fully intelligent by 2025. The release of this document further reflects the great prospect of the intelligent hardware industry in the future. China supports the combining cooperation of “government, enterprises, education, research institutes” to develop intelligent products and independently controlled intelligent device and realize industrialization; in terms of funds, the government will increase financial support, and comprehensively take various ways such as capital injection, risk compensation, and incentive subsidies to improve the financing guarantee ability of guarantee institutions for small and medium-sized enterprises; in terms of the policy, the government will strengthen the policy support for the intelligent manufacturing industry; in terms of tax, the government will reduce the tax of enterprises; in terms of talents, the government will offer corresponding major courses in colleges and universities to strengthen the training of intelligent manufacturing technology professionals to provide more talents for enterprises.

The foreign political environment is relatively complex. In the process of entering the foreign market, it will be affected by the legal system, economic level, social culture, policy and other factors of different countries. Huami will be affected by various aspects in the development process in North America, Europe and other different regions. Due to the differences in brand positioning, sales standards and other aspects in different countries, brand management in some countries is an illegal act, which will have a direct impact on the company and hinder the smooth development of various businesses.

Economic environment: in terms of the wearable device industry, the patent cost of some core



technologies is still very high, and the key parts and core technologies also have a large expenditure. Affected by the trade war, the Chinese currency continues to depreciate, which has a certain impact on enterprises. Wearable device industry belongs to labor-intensive industry with low profit rate and weak ability to resist the impact of exchange rate risk. The cost of exchange is increasing greatly, the profit is further lost, and the benefit continues to decline, which directly affects the operation of wearable device industry. The domestic economic environment also plays an important role in the development of the industry. It does not only prevent the impact of inflation on the wearable device industry but also guard against the rupture of the enterprise's capital chain.

Social environment: according to Maslow's hierarchy of needs theory, people will begin to pursue spiritual satisfaction after meeting the actual physiological needs. Therefore, when people's demand for wearable devices is no longer a simple pedometer and ordinary way of movement, it develops to be personalized. With the mature application of 4G and the in-depth development of 5G, wearable devices have been closely connected with consumers. Nowadays, wearable devices can not only count steps but also analyze people's sleep quality. They can also make separate calls, send and receive information separately, and match their own clothes with the beautiful wristband. Facing the personalized and diversified needs of consumers, wearable device enterprises should have a more keen sense of the market, subdivide their products and launch appropriate products, so as to attract more consumers, occupy emerging markets and improve market share.

Technology environment: since the establishment in December 2013, Huami has set up its own designer team and design process team. The company has applied for several patent technologies (including new utility patents, invention patents, and others) through hard work, which can not only guarantee the independent innovation ability of the enterprise to a certain extent but also enhance the uniqueness of the company's brand. At the same time, Huami has also hired excellent design talents from foreign wearable device enterprises and introduced advanced management concepts, thus adding different elements to Huami, making up for some defects of the company, improving the efficiency of enterprise operation, and enhancing the ability of various departments to coordinate and deal with problems. Huami relies on talents and resources in Beijing, Hefei, and other places for continuous innovation. So far, the company has developed a variety of smart bracelets and smartwatches and cultivated a team with excellent technical quality and professional ability in the path of innovation. Huami has set up an office in Silicon Valley of the United States to absorb the experience of Silicon Valley and improve the technology and management. The stable, high-quality team, as the most powerful prop of the company, not only ensures the smooth development of various production and operation of the enterprise but also makes the products in the leading position in the wearable device market.

4.1.2 Five forces model analysis

Bargaining power of suppliers

The components of wearable devices are mainly divided into core components and non-core components. The non-core components include device wristbands, watch bands, plastic or metal shells, and many others. They have a large number of suppliers, and bargaining power is not strong. The core components include Bluetooth SOC chip (also known as the core hub of wearable devices), acceleration sensor, gyroscope, OLED display screen, and shell glass. Most of these core components are produced by monopoly enterprises, especially the Bluetooth SOC chip that is monopolized by several major manufacturers in the world. The chip source is too single, so the bargaining power of suppliers is still strong. Moreover, the suppliers also have the patent right so that they can obtain a large number of patent fees and reduce profit margin, which is extremely detrimental to the company's development.

Bargaining power of buyers

Huami's products are mainly aimed at mass consumers who are widely distributed. At present, after the rapid development of intelligent wearable devices in recent years, there are many brands in the market, and the released products have similar functions and different qualities. Some consumers are very concerned about the price fluctuation, and the major wearable device manufacturers also have different prices. With the rapid development of e-commerce, in addition to the quotation of the official flagship



stores, there will be a gap in price in e-commerce channels, which will increase the bargaining power of consumers to a certain extent. For mass consumers, there are many other brands to choose from, such as Huawei, Bubugao, and Qihu 360. If consumers have a higher demand for consumption, there are also foreign products to choose from, such as Samsung, Apple, and other brands. Therefore, the bargaining power of Huami's consumers is still strong.

The threat of new entrants.

For potential competitors, there is still much pressure to enter the rapidly developing wearable device market. As a new brand, it will take a long time to get the recognition and attention of the market consumers, which provides time and opportunity for the traditional enterprises to suppress the potential competitors to enter the market. At present, the homogenization of wearable products is very serious. Most functions of wearable devices are still estimating the calories consumed during exercise, recording the number of exercise steps, and detecting the sleep quality of users. However, these data are difficult to help people make meaningful changes to their lifestyle. If the potential entrants still follow the old path of the previous manufacturers, they will face great pressure.

Threat of alternatives

At present, there are not many alternatives for wearable devices. The mobile phone also has some functions of wearable products, such as recording the number of movement steps, telephone communication, and information exchange. However, compared with the wearable device that is easy to use and portable, the mobile phone does not have such obvious advantages. What the wearable device manufacturers need to do now and in the future is to continue to develop new technologies, explore new fields, improve the practicability of products, and be more flexible in the way of wearing rather than only wrist wearing and a head wearing.

4.1.3 Summary of the external environment

Through comprehensive judgment and analysis of the external environment and market environment faced by Huami, it can be found that the situation faced by Huami is highly complex, and Huami also faces a great threat even though it has unique advantages.

Huami has the following advantages. Firstly, the policies provided by the state are generally favorable, which does provide not only basic support for the development of wearable devices but also good opportunities for start-ups like Huami. Secondly, the majority of consumers' needs are changing to be personalized and diversified, which provides the company with a new market. The company needs to have a keen sense and meet the new needs of consumers. Finally, people are no longer limited to one device because of the gradual saturation of the mobile phone market, the increasing market demand for wearable devices, and the expanding customer group. People may buy two or three devices and use them together according to their own conditions. Recently, "health" has gradually become a hot topic, which is good for Huami to seize the new market opportunities and expand the business.

Huami has the following disadvantages. Firstly, with the devaluation of the Chinese currency, the prices of raw materials, energy, and labor have risen to different degrees. It will inevitably lead to an increase in the production cost of the enterprise, which is not good news for the enterprise. Secondly, with the implementation of various favorable policies in the wearable device industry, it is bound to attract more manufacturers to enter this industry, thus leading to uneven product quality and intensified competition. Finally, with the participation of manufacturers, the phenomenon of repetitive construction and product homogeneity of low-level enterprises becomes more serious, the innovation ability is weakened, the price war breaks out, and the product quality is reduced, which is harmful to the domestic wearable device industry.

4.2 Internal environment analysis of the enterprise

4.2.1 Financial analysis of the enterprise

Table 4.1 Income statement of Huami

	2015	2016	2017	2018
Gross income	896.46	1556.48	2048.9	3645.34

[1859]



Gross profit	110.59	276.15	494.7	939.45
Business income	-40.11	13.38	181.97	358.13
Net income	-37.85	23.95	167.68	340.05
R & D expenses	61.55	132.3	153.83	263.22

Data source: financial performance of Huami Unit: million CNY

Table 4.2 Balance Sheet of Huami

	2015	2016	2017	2018
Total assets	529.08	972.9	1465.52	3258.48
Total liabilities	277.82	634.37	890.12	1447.57
Aggregate interest	251.26	338.53	575.39	1810.91

Data source: financial performance of Huami Unit: million CNY

Table 4.3 Cash flow statement of Huami

	2015	2016	2017	2018
Cash of operating activities	-6.77	17.27	238.34	707.61
Cash of investing activities	-4.91	-99.39	-38.88	-324.84
Cash of financing activities	214.06	10.02	20.09	639.17
Net amount of cash change	212.61	-66.83	216.37	1082.29

Data source: financial performance of Huami Unit: million CNY

According to the data of Huami from 2015 to 2018, the sales volume of Huami is increasing year by year. The net profit has been turning from deficits to profit since 2016, and the R & D expenses increase year by year, which is also a condition to ensure the innovation ability of the enterprise. It is undoubtedly a miracle for a start-up company entering the wearable device industry. However, Xiaomi Company is still the most important customer and distribution channel of Huami Information Technology Co., Ltd. The sales of the Xiaomi wearable device still account for an absolute proportion in Huami's financial report. In 2015, 2016 and 2017, the total revenue of Huami contributed by Xiaomi bracelet was 870,000,000 Yuan, 1.434 billion Yuan, and 1.927 billion Yuan, respectively, accounting for 97.1%, 92.1%, and 82.4% of the total revenue of Huami in the same period. In 2018, in response to the general trend of the rise of smartwatches, Huami chose to vigorously support its own independent brand Amazfit which have smart bracelet and smartwatches. Xiaomi Bracelet contributed 2.176 billion Yuan to the revenue of Huami, accounting for 59.7% of Huami's sales in 2018, thus gradually getting rid of the Xiaomi bracelet's dependence on revenue.

4.2.2 Marketing ability of the enterprise

Huami Information Technology Co., Ltd has a special sales department, which is responsible for the sales and operation of the market. Huami has released four Xiaomi bracelets and several smart bracelets and watches of Amazfit brand in recent years. With the continuous development and maturity of wearable device market, the existing competition becomes more intense and the enterprises become stronger with accumulated rich experience. So it becomes more difficult to share more benefits in the market. At the same time, high-end consumers are still very sensitive to brand awareness. Most of them are skeptical about new brands of emerging enterprises with a wait-and-see attitude, and decide whether to buy according to other users' experience. Therefore, there is a long way to go to expand high-end consumers.

4.2.3 Human resource capability of the enterprise

With the rapid development of wearable device market, the number of Huami staff is also increasing rapidly. Among them, R & D team and sales team take the leading position, while other departments, such as administration department, finance department, procurement and production department, human resources department and other departments, take the subsidiary position. In terms of human resource capacity, Huami still has some problems. Most of the management personnel of Huami used to be technical staff. They may lack the ability in management and have some difficulties in the implementation of the company's policies. As the wearable device is a new industry, and many top executives of Huami used to be engaged in the mobile phone industry or the Internet industry, they do not have a special understanding of the wearable device industry. Their professional knowledge about the



research, development and production of wearable device is limited.

4.2.4 Summary of internal environment

Advantages: the company has very high management efficiency. The company has established a team of efficient and fast management personnel, cultivated talents in product R & D, design, production management and quality control, and strengthened the ability of supply chain management and quick response. At the same time, Huami pays attention to saving in all aspects, avoids waste as much as possible, and speeds up the capital flow and information flow as much as possible. Through the huge logistics network of Xiaomi Company, Huami speeds up the distribution of products. What's more, it has established a harmonious cultural atmosphere.

Shortages: The sales of Huami rely on Xiaomi's official flagship online store, Xiaomi's offline stores, and its self-established official website of private brand. Therefore, it is subject to the layout of Xiaomi Company and the recommendation of offline employees, and the website investment is a great cost, which leads to the slow speed of its own brand marketing. Huami is mainly driven by Xiaomi's bracelet. Its private brand does not have great popularity, but it still has potential.

4.3 SWOT matrix construction of Huami

Table 4.4 SWOT matrix of Huami

Internal elements of Huami	Internal advantages (S): Strong technical strength; Technology complementation and mutual benefit of ecological chain enterprises; Good product line layout; Focus on developing new functions;	Internal disadvantages (W): Label of OEM factory enterprise; More homogeneous products; Brand promotion is not in place;
External elements of Huami		
External opportunities (O): Good government policy; Higher demand of consumers; The arrival of 5G Era; Increased focus on brands;	SO strategy: Grasp 5G Era and develop new products; Strengthen the research and development of high-end products; Pay more attention to the overseas market;	WO strategy: Strengthen brand promotion; Establish brand management mechanism; Develop long term brand strategy;
External threat (T): Fierce market competition; Price rise of upstream raw materials; Increased labor costs;	ST strategy: Research and develop chips by using technical capabilities; Improve the operation of the company; Break the technical barriers;	WT strategy: Highlight product advantages; Refine product classification;

Strategic choice in the brand strategy of Huami

This paper holds that the company should give top priority to the growth strategy (SO strategy) in the brand strategy, and make full use of the external opportunities while making use of the internal advantages. That is to say, because of the broad market prospect and the opportunity of product optimization and adjustment in the current market, the company should develop the enterprise through its own relatively high technology. Therefore, when carrying out its own strategy, the company should give priority to this factor and focus on improving scientific research capacity.

While adopting the growth strategy (SO strategy), Huami should not ignore external threats such as technical barriers and irregular market competition. In terms of the aggressive strategy (ST strategy), the company should make full use of the existing resources and advantages to improve the overall business and rely on the technical advantages to develop its own new products and break the technical barriers.

4.4 Brand Strategy Choice of Huami Company

4.4.1 Low-end brand strategy



Huami Technology Company continues to maintain a strategic partnership with Xiaomi, making use of Xiaomi's ecological chain to optimize further the company's supply, warehousing, and logistics, optimize the production quality of contract factories, and create the ultimate cost-effective ratio of common products.

Continue to design the follow-up Xiaomi bracelet brand series with Xiaomi Company, make use of the brand effect of Xiaomi to occupy the low-end share of the wearable device market, provide guaranteed profits for the company, and indirectly improve the popularity of the company on the other hand.

4.4.2 Middle and high-end brand strategy

Huami Technology Company continues to develop its own Amazfit brand, making use of the focus of healthy living, which is gradually valued by people, to develop and design middle-and high-end products, and to make use of the "cloud + end" strategy to focus on the three major product features of health, fashion, and sports.

Using the unique ability of AI chip to measure the ECG of the heart and monitor the health status of the human body, this special function can be implanted into the bracelet products, which can be specially used for the elderly consumer groups, and in the young groups can be implanted into the watch products. The appearance is matched with a fashionable and beautiful design, and the interior is embedded with high-tech smart chips to create new products that can be repaired both internally and externally.

While creating medium-and high-end products, we should improve product quality correspondingly. In the face of different consumer groups, the requirements for product quality are not the same. The influence of product quality on product reputation must not be ignored, which leads to the adverse impact of consumers on the brand.

4.4.3 The complementary brand strategy of offline stores and online stores

Huami Technology Company can take advantage of Xiaomi's offline development opportunity to choose to open a certain number of independent stores of the Amazfit brand. However, this way of investment is huge, the risk is uncontrollable, but it can more directly recommend and promote the brand to consumers, and it can also make consumers more directly experience the functions of the products and improve brand awareness directly from within consumers.

At this stage, Amazfit's own brand still mainly depends on the sales mode of online stores, which are sold in Amazfit official Mall, Taobao, SUNING, JD.com, Xiaomi Mall, and other major online merchants. This kind of sales method has a lower cost and can quickly launch various promotional activities, using Cainiao Logistics, SUNING Logistics, JD.com Logistics, Ecological chain, and other warehousing and logistics to reach consumers quickly.

Synchronously matching offline stores can make online products to offline stores for maintenance, return and exchange, with the official maintenance point to allay consumers' concerns about after-sales and other aspects, so that consumers have enough trust in the brand.

4.4.4 Strategy to improve brand awareness

Compared with Xiaomi bracelet series products, Huami Technology Company's own Amazfit brand awareness is still lacking, coupled with the suppression of the brand by Xiaomi bracelet, it is difficult for Huami Technology Company to promote its own brand.

Therefore, Huami Technology Company should strengthen the publicity of the brand online. They can use the major online merchants, electronic product media, mainstream media websites, and other channels for advertising and take the initiative to provide the latest products to the evaluation institutions, the product evaluation, publicity, the use of the huge number of fans of the evaluation institutions to spread the brand.

Offline, the company can use large shopping malls, bus waiting area stop signs, and other channels for advertising and cooperate with the shopping malls to print brand promotion areas on their shopping mall brochures to briefly introduce the product situation and preferential contents. Attracting the consumers to go directly to offline physical stores for on-site experience, which is also a direct brand communication to consumers.



5. Conclusion

In combination with the brand strategy theory and based on in-depth analysis of the brand strategy environment of Huami, this paper obtains the brand strategy suitable for Huami at the present stage through SWOT analysis. The main conclusions are as follows:

Through the analysis of the brand strategy environment of Huami and SWOT analysis, the author thinks that the current brand strategy of Huami should be dominated by growth strategy(SO strategy) and aggressive strategy(ST strategy). The company should take advantage of external opportunities and give full play to its own advantages to achieve the further development of the brand;

Through the analysis of the brand strategy of Huami at the present stage, the author finds some problems in the implementation of the brand strategy, such as the lack of systematic brand strategy planning, the lack of substantive role of the brand management organization, the low level of brand operation, the lack of self-protection awareness and the lack of effective protection measures;

According to the analysis of the brand strategy environment of Huami, the author puts forward the measures to optimize brand strategy aiming at the problems in the implementation of brand strategy. The brand strategies are carrying out brand management, improving brand value, continuing brand innovation, enhancing the technical strength of brand development, accelerating brand market expansion, expanding brand influence, integrating marketing communication, promoting brand awareness, carrying out brand protection, and protecting brand rights and interests.

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