

Strategic Management of Enterprise a Case study of Boohee Company

Ziyan Guo^{1, †}, Jinyi Hu^{2, †}, Yixin Zhang^{1, *, †}

¹Oregon State University

²Glasgow Caledonian University

*Corresponding author: guanghua.ren@gecacademy.cn

[†]These authors contributed equally.

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Abstract: Since the 1990s, with the deepening trend of economic globalization and the dynamic development environment of the market economy, scholars and relevant managers and operators have gradually realized the importance of strategic management. In recent years, with the increasingly fierce market competition, Chinese enterprises have more and more deeply realized the importance and urgency of developing enterprise strategic management. Therefore, this paper mainly focuses on tools of strategic management and the specific case of enterprise strategic management. Taking Boohee Company as the research object, this paper studies the enterprise strategy of Boohee Company by adopting SWOT analysis method. Through the research, it is found that appropriately identifying external opportunities and threats will help Boohee company to achieve the leading position in the industry. Secondly, correctly evaluating the internal advantages and disadvantages of the company and making corresponding strategic adjustments are conducive to the development of enterprise specialization. Finally, effective strategic management can support Boohee Company in maintaining its profitability and competitiveness. On the one hand, the conclusion of this paper provides opinions for the strategic management of Boohee Company, on the other hand, it demonstrates the importance and necessity of implementing strategic management.

1. Introduction

Nowadays, most enterprises are seeking methods to increase profits, but the majority of them are failing. According to studies, ninety percent of these companies have a strategic plan in place with ambitious objectives, so reasonable and effective strategic management is particularly important. In fact, there are many reasons for the failure of some enterprises in China, but the important one is the lack of strategic management. Many businesses have made a succession of strategic decision-making errors as a result of a lack of strategic management. Although there are strategic management institutions, or because the main leaders do not pay attention to strategic management, or because there are problems in the strategic management team, it has affected the strategic management level of the entire enterprise from the perspective of many enterprises, even many enterprise groups.

Strategic management refers to the overall and long-term development direction, objectives, tasks, and policies of an enterprise or organization in a certain period, as well as the decision-making and management art of resource allocation. The strategy is to determine the long-term development goal of the enterprise and point out the strategies and ways to achieve the long-term goal. The objectives defined in the strategy must be consistent with the purpose and mission of the enterprise [1]. From the perspective of enterprise management, enterprise development strategy is not mysterious. Strategy is not only an idea, a thinking method but also an analysis tool and a long-term and overall plan. Enterprises must make strategic planning. From the perspective of the future development of the enterprise, the strategy is a plan, while from the perspective of the past development process of the enterprise, the strategy is a model. From the industrial level, the strategy is a kind of positioning. From the enterprise level, strategy is a concept. In addition, strategy is also a strategy adopted by enterprises in competition.

There are several current methods of strategic management models. First of all, the famous 5P model. 5P analysis model is a strategic management analysis tool proposed by Michael Porter in the early 1980s, which has a global and far-reaching impact on enterprise strategy formulation [2]. For the analysis of competitive strategy, it can effectively analyze the competitive environment of customers. The five forces are the bargaining power of suppliers, the bargaining power of buyers, the entry ability of potential competitors, the substitution ability of substitutes, and the current competitiveness of competitors in the industry. The different combinations of the five forces will eventually affect the change of the industry's profit potential.

Based on Porter's Five Forces analytical paradigm, Andrew S. Grove redefined six effects of industrial competitiveness. In his opinion, the factors that affect the competitive situation of the industry are divided into influence, vitality, and ability of competitors; supplier influence, vitality, and capability; influence, vitality, and capability of customers; influence, vitality and capability of potential competitors; substitutes for products or services; power of collaborators. Through the strategic management analysis of these six competitive forces, it is helpful to clarify the competitive environment of enterprises, point out the key factors of competition in the industry, and define the strategic innovation that can best improve the profitability of the industry and the enterprise itself [3].

In addition, The Principle of New 7S, proposed by American Management Master Da Vinci, emphasizes whether the enterprise can break out from its existing situation, take the initiative and create a series of temporary advantages. The new 7S framework for business thinking includes the following seven points. Firstly, 'Higher shareholder satisfaction'. Shareholder here is a very broad concept, that is, the concept of the customer, including the shareholders most valued by the enterprise in the past, customers quickly valued in market-oriented management, and employees, the protagonist of humanistic management in recent years. Secondly, 'Strategic soothsaying'. To achieve customer satisfaction, companies must use strategic forecasts. By understanding the future evolution of the market and technology, the enterprises can see where the next advantage will appear, to take the lead in creating new opportunities. Thirdly, 'Speed positioning'. In today's super-competitive environment, success depends on whether a series of temporary advantages can be created, so the ability of the company to quickly transfer from one advantage to another is very important. Speed allows companies to capture demand, disrupt competitors' advantages, and create new advantages before competitors act. The fourth point is 'Surprise'. What operators must do is to explore the path of value innovation, and rarely control and manage the existing business operation. The fifth point is 'Shifting the rules against the competition'. Changing competition rules can break the existing concepts and standard models in the industry. Following suit is a passive response, which often fails to achieve good results. The key sixth point is 'Signaling strategic intent'. Announcing the strategic intentions and future actions to the public and peers in the industry will help warn competitors not to invade your market field; At the same time, it can also effectively form a "space-occupying effect" among customers, that is, customers with purchase intention will wait for the development and production of the product of the notice company before buying, rather than buying the similar products of other companies in the market. The last point is 'Simultaneous and sequential strategic thrusts'. Only static ability or excellent resources are not enough. Resources need to be used effectively [4]. The key to the success of the company's strategy lies in the proper use of knowledge and ability, winning with a series of actions, and rapidly moving its advantages to different markets.

In recent years, researchers around the world have paid more attention to the blue ocean strategy. The blue ocean strategy was proposed by W. Chan Kim and Mauborgne. The blue ocean strategy believes that focusing on the Red Sea is equivalent to accepting the restrictive factors of business war, which is, winning on limited land, but denies the possibility of opening an innovative market in the business world. Using the blue ocean strategy, the vision will move beyond competitors to the buyer's demand, cross the existing competitive boundary, screen, Blue ocean takes a strategic move as the analysis unit [5]. A strategic move includes a set of management actions and decisions involved in major business projects to open the market. Based on the study of 150 strategic actions in more than 30 industries from 1880 to 2000, it is pointed out that value innovation is the cornerstone of blue ocean strategy. Value innovation challenges the traditional dogma based on competition, that is, the

trade-off relationship between value and cost. It allows enterprises to integrate innovation with utility, price, and cost. Instead of catching up with their competitors by referring to the existing industry best practices, they change the industrial landscape and reset the rules of the game; It is not aimed at "high-end" or "low-end" customers in the existing market, but at the buying public with potential demand; Instead of blindly meeting customer preferences by segmenting the market, it is to consolidate the needs of segmented market integration. And reorder the buyer's value elements in different markets and change from the positioning choice under a given structure to changing the market structure itself [6].

Therefore, the study of strategic management is very necessary. Firstly, strategic management helps to realize the rational allocation of resources to deal with crises and opportunities. For enterprises, a thorough examination of the external environment is critical. Its goal is to discover and assess external development patterns and events beyond a company's control in order to expose the enterprise's primary opportunities and dangers so that the enterprise may respond offensively or defensively to these elements. Only by correctly identifying and evaluating external opportunities and threats can enterprises formulate clear tasks, design strategies, and corresponding policies required to achieve long-term strategic objectives, and make appropriate adjustments with the changes of the external competitive environment of enterprises. Secondly, strategic management helps to improve the competitive advantage of enterprises. Through the internal analysis of the enterprise in strategic management, the enterprise can recognize its advantages and disadvantages, clarify the core competence of the enterprise, take the core competence of the enterprise as the theme, clarify the field of enterprise development, and ensure the professionalism of the enterprise; Formulate enterprise development strategy, so that enterprises can obtain lasting competitive advantage and stable excess profits. Enterprises adopt the development strategy based on core competence, which can not only ensure the development of enterprise specialization but also have strong competitiveness in diversified businesses. Through the internal analysis of the enterprise through strategic management, the enterprise can make an appropriate adjustment to the enterprise strategy according to its specific situation. Thirdly, strategic management is beneficial to improve the cohesion of enterprises. Keeping the consistency of enterprise strategy and human resource strategy is the core content of strategic optimization [7]. The corporate culture is consistent with the enterprise's strategic objectives. Successful corporate culture can provide a successful driving force for the formulation of corporate strategy. It is not only the key to the smooth implementation of corporate strategy but also an important condition for maintaining corporate strategic advantages. Maintaining the smooth path of corporate culture strategic management can continuously improve the strategic management ability of enterprises and finally improve the level of the core competitiveness of enterprises.

However, for the implementation of strategic management, the enterprises still face many dilemmas. Most companies lack strategic awareness, in the current process of enterprise development, some enterprises do not pay enough attention to strategic management and lack strategic awareness due to the influence of the traditional strategic management system. These enterprise managers believe that the implementation of strategic management in enterprise management is out of reach. Moreover, most enterprises lack strategic viability. The effectiveness of enterprise strategy largely depends on whether the strategy makers determine the enterprise's strategic objectives clearly, whether the analysis and evaluation of the enterprise's external environment are accurate, and whether the analysis of the enterprise's internal conditions is complete and thorough. The analysis of the external environment of the enterprise by the enterprise strategy makers is inappropriate. The external environment of the enterprise is complex, and the enterprise faces too many environmental variables. If the enterprise lacks systematic and scientific analysis, it will inevitably make mistakes; improper analysis of the enterprise's conditions, the enterprise's internal resources, and capabilities must be able to meet the requirements of the strategy formulated by the enterprise. The definition of the state of the enterprise's own resources and capabilities depends on the enterprise's self-judgment. In addition, most enterprises are weak in formulating public policy. Public policy capacity refers to the capacity of the public sector to formulate specific action plans under the guidance of strategic planning. Public policy capability requires enterprises to make a clear analysis of problems in a specific field and

formulate a scientific and feasible optimization scheme. However, at present, the public policy ability of some enterprises in China is not strong and lacks operability. Enterprises lack leaders who formulate policies according to their own reality, and some enterprises formulate unrealistic public policies to simply pursue economic benefits [8]. Some public policies lack scientific methods, often rely on the subjective judgment and historical experience of managers, and rarely use scientific quantitative standards, so it is difficult to implement step by step.

Based on the prior literature review, the next chapters will conduct further study on strategic management by combining the most fundamental strategic management analysis tools with an enterprise in China.

2. Data and Method

2.1 Case company introduction

Boohee Company was founded in Shanghai and belongs to Shanghai Mint Health Technology Co, LTD. The Boohee Company focuses on food nutrition and diet, offering comprehensive solutions including apps, healthy food, subscription services, health content, and more. Boohee adheres to an enterprise mission to let people become healthier. They consistently strengthen their research and development of nutrition products, as well as continue developing technology, showing their commitment to becoming the nutrition expert with widespread accessibility, particularly for young families, in order to provide high level formula food and professional personalized nutrition management services. Boohee's main cash and drainage platform is the Mint Health APP and Boohee Taobao flagship store. For now, Peppermint Health is one of the best platforms to assist people in planning their diets and staying healthy. According to the investigation, there are 1.73 million fans of their Taobao flagship store, in addition to nearly 300 total products, of which are divided into card control and nutritional plan recipes; Light snacks; Delicious fast food Coffee brewing; Child growth and smart devices. Nearly 83% of their products will be recognized by consumers. The store's monthly sales also hit a mark of approximately 250,000 yuan. As for the Boohee APP, according to incomplete statistics, the mint Health app has been downloaded more than 4.985 million times across the platform, providing personalized intelligent diet advice to 80 million users.

2.2 SWOT analysis

SWOT analysis is situation analysis based on the internal and external competitive environment and competitive conditions, is to list various main internal strengths, weaknesses, external opportunities, and threats closely related to the research object through investigation, arrange them in matrix form, and then match and analyze various factors with each other with the idea of system analysis, A series of corresponding conclusions are drawn, and the conclusions are usually decision-making [9].

S (strength) is a part of the organization, including favorable competitive situation; Adequate financial resources; Good corporate image; Technical force; scale economy; Product quality; Market share; Cost advantage; Advertising offensive, etc.

W (weakness) refers to the relatively weak aspect of the competition. It is also a part of the organization, including equipment aging; Management confusion; Lack of key technologies; Backward research and development; Shortage of funds; Poor management; Product backlog; Poor competitiveness, etc.

O (opportunity) is the external factor of the organization, including new products; New markets; New demand; Removal of market barriers; Competitors' mistakes, etc.

T (threat) is also an external factor of the organization, including new competitors; Increased number of alternative products; Market tightening; Industry policy changes; recession; Changes in customer preferences; Emergencies, etc[10].

SWOT analysis is important because SWOT analysis has property rights, technology, cost advantage, competitive advantage, special ability, product innovation, economies of scale, good

financial resources, high-quality managers, recognized industry leaders, a good impression of buyers, adaptable business strategy, and others.

On the other hand, SWOT analysis also has some disadvantages, such as competitive disadvantages like aging equipment, different strategic directions, deteriorating competitive position, too narrow product line, lagging technology development, lower marketing level than other enterprises in the same industry, poor historical record of strategy implementation, poor capital constraints, high cost compared with competitors and others.

3. Results

3.1 Strengths (S)

3.1.1 Sales channel advantages

There are 1.73 million fans of the Taobao flagship store, with a total of nearly 300 products, which are divided into card control and nutritional plan recipes; Light snacks; Delicious fast food Coffee brewing; Child growth and smart devices. The number of fans is rising steadily and, in my evaluation of Taobao products, 30% of people make multiple purchases, whereas 23% of people buy for the first time and believe they will return for a second purchase. Most reviews include High praise and poor reviews are relatively rare. From this perspective, the Boohee health Taobao flagship store customers are very stable. The highest sales are instant foods such as noodles with scallion oil, beef noodles with golden soup, northwest beef ramen, and mashed potato with bacon, with monthly sales of 6W+ and little to no poor reviews. The second sales are low-fat chicken breast and chicken breast sausage, with monthly sales of 3W+. It is estimated that the monthly turnover of the flagship store of Boohee Taobao is over 10W.

3.1.2 Rich food data

Boohee owns an internet food database that has been established for more than 10 years-- Boohee Food Bank, which has included 630000 kinds of food and more than 150 kinds of nutrient data. Most of the food people can find in their daily life can be found in the Boohee Food Bank. Each kind of food includes packaging to provide information regarding calories, protein, fat, carbohydrates, vitamins, and other nutrients, including 7 categories of nutrients and more than 40 kinds of nutrition data, as well as data that amasses more than 500,000 kinds of food. It is also the data service provider of many technology giants including Tencent and Huawei. Meals do not carry health concerns.

3.1.3 Large accumulation of user data

Boohee itself has 60 million registered users. Everyday users input health data and eating habits thus becoming the basis of Boohee product development. Users' search results will also become an important reference for research and development. Daily health science content has also become an important way to attract customers to Boohee health companies. Boohee also distributes original health content on TikTok, Weibo, WeChat, and other major we-media platforms. In the form of health KOL and creative videos, it has attracted the attention of nearly ten million fans, with the total online play volume reaching 1.6 billion.

3.1.4 Internal advantages of the "Boohee" APP (Platform advantages)

"Boohee" always sticks to the enterprise mission of "making people healthier" and conveys a life concept of health science. The APP is updated daily with a page of inspirational wallpaper for users to save as a motivational tool. In addition, users can take photos of food to identify calories, as well as take photos of food ingredients to teach them how to understand ingredients and other functions. In addition, the APP uses a bankcard-sized visualization to teach users to estimate food weight, assess what they eat and remind them which foods they should eat to keep their nutrient balance. This will allow people who do not understand proper nutrient care to get a simple and clear understanding of diet planning and reasonable diet parameters. In terms of healthy diet guidance, users can selectively

add some punch card groups and challenges in the column of "ME" to motivate users online and offline. Meanwhile, the APP has also launched several healthy foods in its store and invited male celebrities who have successfully slimmed down to endorse a 21-day diet. Star endorsement will attract fans and peripheral consumer groups to buy the same diet plan, strengthening product sales, in addition to helping users to achieve the needs of weight loss and fitness, expanding the audience group of their customers. At the same time, you can check the calorie value of all kinds of food you often eat in daily life, not only including vegetables and fruits but also meat and even small snacks, to help remind you of your daily calorie intake and effectively solve the problem of eating too much miscellaneous food. In addition, the app can also input personal body data, set weight loss goals, and then can create customized fat loss plans, which is popular with most weight loss customers.

3.1.5 Personalized customization

For example, people who are losing weight have low-GI staple foods and fruits. Hypertensive people have high potassium staple food etc. Users can also log in to Boohee courses to watch nutrition videos and fitness videos, watch their friends' circle, or view Boohee recommended learning fitness experts' uploaded videos. There will also be the option to purchase NICE service in the Boohee store to make a tailored plan, assess scientific weight loss, as well as purchase any equipment or food needs in the store. Furthermore, users can also post weight loss tips, success stories and healthy eating practices in their moments, or even share them on other social media platforms such as WeChat, Moments, Weibo or QQ. In this way, the target users are clear, new users are drawn to retain old users, and the marketing loop is basically realized.

3.1.6 Diversified cash sources

In addition to the continuous expansion of market share, Boohee is mainly self-operated e-commerce, auxiliary paid membership system, and offers different levels of paid slimming services which makes the Boohee Company cash model smoother as compared with other companies in the industry. Many other companies in the industry bear the pressure of commercial realization, guide users in an unhealthy and unscientific way, and even sell unqualified light food products. In contrast, the Boohee Company, which has been established for more than 10 years, not only has a complete internet food database for users' reference, but is also deeply trusted by users

3.2 Weaknesses (W)

3.2.1 The food quality

The Boohee Taobao flagship store receives mainly praise, however in the evaluation of the whole meal and partial meals, 10% of users think the portion is small, while 4% think the taste is not good. Some people discover the whole meal quantity of meat does not satisfy the human body daily healthy calorie intake of a standard 1700 kcal diet. In addition, until now, Chinese people's concern and demand for health have been an eternal topic, especially after the COVID-19 outbreak, Chinese people began to focus on improving their own health and enhancing immunity.

3.2.2 Insufficient functions and poor user experience

The content of the course, the content of the official page, the platform fitness guru home fitness video, as well as other videos failed to distinguish between diets. Users can only find this through their home page and access to health information process is complicated. The user experience is poor, and this area can be considered for optimization. Furthermore, there are some problems and deficiencies in a series of activities for users to record life, express themselves, interact socially and improve themselves. For example, the imperfect reward system is one of the important reasons why many users use it intermittently. From the user's own characteristics, the "three days fishing, two days drying net" fitness state is more common.

3.2.3 The lack of user engagement

Many users lack self-control and are inert, so they can only receive encouragement through interaction and communication with friends. Compared with face-to-face supervision and guidance, they rely on Internet products to guide daily practice activities, showing the virtualization of online platforms and limitations of time and space. Due to the personal and differentiated characteristics of fitness and weight-loss behaviors, many users may be reluctant to truly expose themselves and carry out fitness and weight loss activities on the platform as "lurkers". Hierarchy, badge rewards such as the use of reward incentive system of machine can stimulate the enthusiasm of the depth of the user input platform experience. In addition, the "partners" function in the user's activity is low, sometimes users will appear in the neighborhoods of an entertaining phenomenon, more in a platform that the user's friend's circle has not yet been built, linking affected users on the platform. The question of how to break the psychological barrier of users' participation in the platform experience, how to narrow the distance with users as "fellow travelers" and "confidant" and provide long-term services for users of fitness and weight loss are the problems that the platform needs to focus on. In addition, there are relatively few courses on sports and fitness in the app. In the old version, you can also download some weight-loss stretching courses in the APP, which has been canceled in the new version. These are the areas that need to be improved.

3.3 Opportunity (O)

3.3.1 Policy support

The "National Fitness Plan" released by the Chinese government in 2016 has set off a fitness trend, which aims at launching corresponding preferential policies to strengthen the development and promotion of health apps, and improve the application quality. Thanks to the influence of the policy, the APP owned by Boohee Company has the chance to get further upgraded.

3.3.2 Blue Ocean Market

Since light food entered the Chinese market in 2013, people have gradually attached importance to health issues. From 2015 to 2017, a large amount of capital poured into related industries, and people were exposed to more and healthier food, but people still lacked the knowledge to properly combine the daily healthy food. Since the outbreak of COVID-19 in 2020, people who stay at home for a long time have had to pay attention to the theme of health again, and consumer eating habits have changed. The expanding healthy diet consumer group and the expanding market demand provide great opportunities for Boohee Company.

3.3.3 COVID-19 Pandemic

In China, people's lifestyles have changed dramatically due to the impact of COVID-19. First of all, people have to pay attention to their health because of the long-term isolation of home life. Therefore, it is not only a great opportunity to increase the number of users for health apps, but also the main motivation for people to buy healthy food. And then, the epidemic has promoted the sales growth of e-commerce. Although logistics and transportation in some areas have been affected, it is found through the questionnaire that most consumers prefer to buy more cost-effective goods from online sales platforms rather than from supermarkets near communities. One reason for this is that living at home makes people dependent on fixed goods for a long time, and once life returns to normal, they tend to experience different goods, and one of the main ways is online shopping. So it is a great opportunity for both Boohee Company's APP and health food.

3.4 Threats (T)

3.4.1 Food Security

Boohee Company should consider investing more money in the production and development of healthy foods to ensure that the products are balanced in calories, nutritious and good taste. In recent years, given the health industry turmoil, including product ingredients that do not meet national food

safety standards, false advertising and so on, Boohee Company should establish a unique corporate image by developing products that meet the standards, even though this may lead to lower profits.

3.4.2 Competitive Peer Pressure

For nutritional food sold by Boohee company, which covers a wide variety including functional snacks, healthy instant meals and child nutrition. Compare to other companies in the health industry that specialize in low-fat foods or just nutritional foods, these companies offer enough discount meals to attract customers, and these low-fat or nutritious foods will be more specialized. The fierce competition in the health industry may force the Boohee Company to consider cutting profits.

As for Boohee APP, when it is classified into the field of sports and health, including KEEP and other products with more than 100 million users, the number of Boohee APP users is relatively lower. This reflects that young people have a higher demand for exercise and relatively low demand for healthy weight loss. Although Boohee Company attempts to increase the sports business of its APP, the related sports training, courses and services are relatively simple, which makes users choose other sports apps. For the KEEP app with the largest number of users in the sports and health industry, KEEP has a unique incentive system. For example, after completing the training, the user can reach a certain predetermined level and share the sports achievements with user's friends. Such a complete incentive system makes KEEP's per capita monthly use days, next month retention rate and industry monopoly rate are higher than Boohee APP.

3.4.3 Increasing dissatisfied customer

There are two main characteristics of healthy food consumption. Firstly, consumers will not buy healthy food in large quantities because consumers not only need to compare different brands of food, but also healthy food cannot meet consumers' needs for a long time. Secondly, consumers do not necessarily have a strong commitment to eating healthy food over the long term. For the healthy food sold by Boohee Company, the company was fined a few years ago for exaggerating health food claims, which had a negative impact on the company. In addition, there has been an increase in consumer dissatisfaction with Boohee's 21-day diet, which could also be a cause of overeating among dieters. Not only that, the survey found that some consumers respond to the low-fat foods sold by Boohee company still have ingredients that lead to obesity, which is also a reason for consumer dissatisfaction.

4. Conclusion

Through SWOT analysis of Boohee Company supplemented with basic strategic management analysis such as five forces analysis and Blue Ocean strategy, it can help Boohee company to formulate the reasonable strategic management.

According to the results, Boohee Company has certain internal advantages, and Boohee Company should seize external opportunities to make appropriate strategic adjustments. As the company was established more than 10 years, Boohee Company has brand value and profound corporate culture in both APP operation and healthy food sales. Therefore, the Boohee Company not only has a wealth of distribution channels for selling healthy food but also has more comprehensive health food data than any other company. In addition, Boohee APP has individual user customization, which enables its users to accumulate. More importantly, diversified cash flows enable it to achieve diversified operations and management. In addition to the company's internal advantages, there are plenty of external opportunities including beneficial policy, COVID-19 Pandemic and blue ocean market.

And Boohee Company also faces some internal problems and challenges outside the industry, Boohee Company should evaluate these issues timely to ensure effective execution of the company's strategy. In view of the fierce industry competition environment, first of all, for Boohee company's health food sales, the main problem is to ensure food safety on the premise of meeting the public taste. Secondly, for the APP of Boohee Company, the main problem is how to launch more content to attract users to surpass the industry leader.

According to the above strategic choices of the Boohee Company, the following will put forward suggestions on how to implement better strategic management.

The Blue Ocean Strategy might be implemented by the Boohee Company. Since mainstream market demand and public attention are high, Boohee should ensure that, in order to maintain competitive advantages, the company considers cost, differentiation, and concentration strategy, focusing on the reconstruction of the market and industrial boundaries, mining potential demand, as the company shifted from healthy food to exercise a few years ago.

Furthermore, the Boohee Company should devote more resources to market research, fully comprehend the needs of target customers, shift the company's focus from competitors to customers, shift from technological innovation to the market, and fully exploit the market's role in product development. It's excellent for Boohee, whether it's coming up with new health foods or making more engaging APP content.

Boohee Company had to overcome certain challenges in the execution phase after developing its Blue Ocean Strategy with a profitable business model. The first step is to break through the cognitive barrier, which necessitates employees' awareness of the need of strategic change. Second, due to limited resources, Boohee Company must make the most efficient use of those resources. As well as solving organizational challenges.

At present, Boohee Company is still in the new health industry, to make its strategy better execution, Boohee Company should further create a unique industry chain, and ultimately ensure the Boohee Company in a favorable position in the health industry.

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