Construction of Corporate Brand Visual Image under the "Computer + New Retail" Model

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Abstract. In simple terms, Internet+ is the use of Internet information technology to connect traditional industries, so that both parties can promote each other, integrate and optimize and finally achieve the actual effect of one plus one greater than two. Traditional industries have widely affected people's lives for a long time in the past. With the advent of the Internet information era, the Internet has been widely integrated into various industries and has become increasingly connected. Similarly, the advent of the information age will inevitably herald the advent of a disruptive revolution. Traditional industries use their own advantages to integrate big data, artificial intelligence and other Internet technologies for brand promotion, which will reach the level of traditional Internet enterprise development models. The effect of publicity. The reason why the development of brand Internet companies is valued by Internet companies is that brand is an important asset value of Internet companies. Internet companies should make full use of the Internet's high-dissemination and intelligent features to better maintain relationships with Internet corporate customers and enhance Internet corporate image and brand value. At the same time, it is also necessary to avoid simply piecing together network technology and traditional Internet enterprise development models. Special attention should be paid to the experience of customers with specific needs and the experience of customers should be collected through network channels to improve product quality. Explore the exposure of Internet corporate brands in new media and increase the spread and in-depth influence.

Keywords: Computer, New Retail, Brand

1. Introduction
Traditional retail companies cover a lot of content. In addition to traditional offline physical retail companies, traditional e-commerce companies also belong to the category of traditional retail companies. Traditional offline physical retail enterprises need to be combined with online in the process of operation to form a new retail model, but they will still be limited in operation. Traditional e-commerce must be integrated with offline in the process of operation. There will be many types of retail companies in the future. For different types of retail companies and retail companies of different sizes, there will be different forms of online and offline integration. Alibaba's online and offline
integration is based on its strong financial power and can adopt acquisitions to acquire a large number of offline well-known entities and commercial enterprises, thus forming a stronger integration of online and offline. Small commercial enterprises can use online commerce platforms to realize the integration of online and offline, such as Taobao, Tmall, etc., all adopt this mode of operation. Of course, they can also operate according to their own capital and needs. Create a platform to expand sales. In addition, in order to achieve innovation in business operations, new retail companies must first achieve innovation in technology and innovation in services, including organizational and management innovation models, human resources innovation models and sales style innovation models. For example, when a new retail company adopts a crowdfunding sales model, it must be suitable for retail of innovative products and retail of pure organic food. Funds must be raised before the products can be sold. This is very important for promoting product development. An important role, but also to ensure the smooth development of sales[1].

2. Computer new retail technology
Under the new retail trend, physical retail companies can adopt large-scale store innovation-driven methods, first driven by technological innovation and then used technology-driven in physical retail. The application of intelligent robots is to make the robots work and provide various services in the store, including welcoming services, bagging services for customers, shopping guides, services and services for sending and retrieving goods that customers need, etc., but also provide valet payment service[2]. In addition, drones or smart robots can also replace people for delivery. UAV delivery within the same city has to remain in concept to the current position, but it has been included in the plan. The retail technology is shown below.

3. Corporate brand research

3.1. Corporate brand competition is essentially corporate culture competition
To a certain extent, corporate brand reflects corporate culture. The in-depth expression of the spiritual appeal, image, reputation and values of the enterprise expressed by the corporate brand is the corporate culture. The formation of corporate brand is a complex of corporate culture construction. The core of corporate culture lies in the shaping of corporate values and spirit, which can form brand effects and build internal and external cohesion. To some extent, the competition of corporate brands is essentially the competition of corporate culture[3]. In the 20th century, people gradually entered a well-off society, material needs were met and more turned to spiritual needs. Therefore, in the future, it will become an inevitable trend for corporate brands to satisfy consumers' spiritual needs. The spirit of the corporate brand lies in the corporate culture and the competition in the market has become the competition of corporate culture. In the era of smaller and smaller product differences, consumers consume more of the corporate cultural characteristics expressed through corporate brands and they
use this emotional bias to determine their own consumption behavior.[4]

3.2. Corporate culture promotes the building of corporate brand
The shaping of corporate brand is more driven by spiritual concepts such as corporate culture values and connotations. If the corporate brand does not contain corporate culture, what it shows is just a shell, without concrete meaning and it is impossible to express the deeper meaning of the company through the brand. Consumers perceive only the performance of a product. In today's century when product performance differentiation is shrinking, once a product has no conceptual meaning, consumers can easily find alternative products and their loyalty is weak. In the enterprise, employees mechanically complete the work that focuses on product production, without forming a strong sense of belonging and honor, resulting in increased employee mobility and decreased corporate profits. After the corporate brand is injected into the corporate culture, the multiplier of symbolic meaning expands to create a stronger sense of brand identity for the company. Consumers understand the culture behind the brand, they will distinguish their ideological differences from other products and connect the emotions of the company and consumers. More perceptual factors will enhance consumers' recognition of the corporate brand. Employees within the company have the "soft" management of corporate culture, add emotional factors to the corporate brand and have conceptual guidance such as corporate cultural values and ethics. Employees' sense of belonging and work efficiency are enhanced. A corporate brand with corporate culture creates a unique corporate temperament and further promotes corporate brand building.[5]

4. Corporate brand visual image development management

4.1. Standardized system management
Regardless of whether it is business or finance, the behavior of personnel must be regulated. Each link is detailed and decomposed and the standard operation of each project is determined, so as to improve scale efficiency. For the purchase of products, set the purchase demand point and quantity point in a unified system. When the purchase is required, a special person is responsible for entering the purchase demand according to unified rules; in each link of financial accounting, the original certificate acquisition requirements and the editing format of the certificate summary There must be unified regulations and an enterprise system must be formed. Centralized management of key matters, such as the payment deposit system, stipulates when, who and how the payment should be deposited and where[6]. In retail enterprises, a modular and standardized management system can reduce differences in human understanding, reduce uncertainty risks and improve efficiency. The management mode is shown in the figure below.

![Figure 2. Management mode.](image)

4.2. Strengthen informatization construction
First, establish a sales network. All sales points use the same rules, the same system, unified purchase,
unified sales and unified entry system to ensure the accuracy and timeliness of first-line data. Secondly, get through the connection between the sales system and the financial system, the financial system's core calculation system and the reporting system and strive to realize the automatic generation of the financial data system and use the reporting system to generate internal reports of different dimensions, so as to achieve rapid sales data to management data, accurate circulation. Finally, to achieve full network coverage, establish a single commodity purchase, sale and storage file, so that all departments of the enterprise can trace the sales of a single commodity in one system. At the same time, financial workers can comprehensively understand business sales data through the system and help with sales analysis. The construction plan is shown in the figure below.

![Construction plan](image)

**Figure 3. Construction plan.**

5. Conclusion
Advanced technology means here mainly refers to the application of information technology and systems. As mentioned above, the effect of advanced technology on management is very significant and the application of technology has become a very common state at this stage. In the development of management work, we should also pay attention to the application of technical means and use advanced management systems and technologies to achieve the effect of improving management effectiveness. Specifically, the daily management of retail enterprises can build a macro management platform with the help of a computer system to internalize all aspects of business development into the projects and functions of the computer system. Managers can retrieve the data in the system Information to understand the operating status of the enterprise and relevant information about retail products. The biggest advantage of this management method is its convenience, which ensures that the management work is not restricted by personnel and regions.

Acknowledgments
Project Name: Research on the importance of brand visual image construction of new retail mode enterprises, project number: 1353msyqn035.

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