

A Detailed Analysis Of Anji Heng Feng Sanitary Material Company Limited

Posted on September 3, 2023

Company, Brand, and Products

Anji Heng Feng Sanitary Material Company Limited is situated in Zhejiang, China. It manufactures medical bandages (crepe bandages, gauze bandages, Plaster of Paris bandages, medical elastic bandages), face shield materials, and surgical masks. This company was started in February 2006 on a piece of land measuring 12,000 square meters and is so near to different ports, including Hangzhou International Airport, Shanghai Port, and the Ningbo Port. This makes it so easy to import and export materials inside and outside the country (ANJHENG FENG, n.d.). The company has over 200 employees working in a clean, favourable environment. Out of the 200 employees, 15% are from the technical workforce.

Out of the 16 years Anji Heng Feng Sanitary Material Company Limited has been in business, its main products that have been greatly sold are crepe bandages, Plaster of Paris bandages, first-aid bandages, and medical elastic bandages (ANJHENG FENG, n.d.). Their products are being sold to different countries of the world, including the USA, the Middle East, and Europe. The company states that it meets ISO 13485 and CE requirements and has worked with TUV and FDA-related registration processes. FDA registration or listing should not be described as FDA certification or product approval.

Anji Heng Feng Company is a business that produces commodities of the best quality and meets the demands of the customers, which has always been the goal. They have always been led by one intention of “seeking evidence by quality, seeking development of technology, seeking benefits by management, and seeking market by reputation.” (ANJHENG FENG, n.d., par 4). Their commodities are made of the right materials, have a proper thickness, perform their intended function, and are in line with the required industry standards. Because of the quality of their products, several institutions all over the world accept them.

Internal (Micro)Analysis: Customer, Competitor, and Company

Anji Heng Feng Sanitary Material Co., Ltd sells its products both locally and internationally to different countries. Their main markets are the Middle East, Europe, and the USA. In terms of percentages, Denmark takes the lead with 29%, Canada with 25%, the United States at 18%, Australia with 16%, and Germany with 15%. These percentages represent countries' buying rates from the Heng Feng

Co., Ltd. The company has been able to stand out in business for various reasons. The very first reason is that they produce items that are of high quality and meet the needs of their customers (Export Hub, n.d.). Let's take the case of their face shield, which has a shelf life of three years, a thickness of about 0.18 to 0.255mm, and a size of 32×22cm; apart from this, they are also comfortable as they have been made from a medical-grade PET and foam (Made-in-China, n.d.). The second reason why they have been able to beat their competitors in business is the idea of service. Firstly, delivering to the needs of their customers is a key factor that they have always considered. Thirdly, ceaseless improvement with continuous innovation has made them stay on top. For them, it is all about durability, proper prices, quality materials, and the comfortability of the products.

In every business, there are competitors, and Anji Heng Feng is not left out. Their major competitors include Schneider Medical, Assure Suigilab, Henso Medical, Unimax Medical Products, Dynamic Techno Medicals, Tairee Medical Group, Perfect Sugicare Industries, and many others who are in the business of producing the same products. According to Market, Watch Anji Heng Feng has been doing so well in business because “they have been utilizing their strength to the fullest and updating themselves regularly largely to remain competitive in the market.” (MarketWatch, 2022, par 2). They mainly sell to hospitals and clinics. In terms of reviews, most customers are satisfied with their products and the kind of work this company is doing, and on a scale of 1 to 5, most customers are awarded 3.5, meaning that they were satisfied (Port Hub, n.d.). In terms of on-time shipment, most customers awarded the company 3.2 (Very Satisfied); in terms of product quality, 3.1 (Very Satisfied) and supplier service, most customers awarded 3.3 meaning that they are very satisfied.

External (Macro)Analysis: PESTEL

The government has successfully ensured that the industry, at this point, is meeting the set standards of pharmaceutical products. This has offered Anji Heng Feng a chance to flourish after meeting the required standards. Companies that were not able to meet the required government standards were scrapped, thereby reducing the number of competitors. The fact that Heng Feng is located in one of the most developed places in China has great advantages in the development of the company. The company is located near Shanghai Port, Hangzhou International Airport, and Ningbo Port, giving it the opportunity to move its products outside the country easily. The company reports compliance with ISO 13485 and CE requirements and involvement with TUV and FDA registration processes (ANJHENG FENG, n.d.). FDA explicitly states that establishment registration and device listing do not denote approval, clearance or authorization, and FDA does not “certify” medical devices. Compliance and safety require the applicable regulatory pathway and evidence for each product (U.S FOOD AND DRUG ADMINISTRATION, 2022).

Companies like Dynamic Techno Medicals, Schneider Medical, and PERFECT SURGICARE INDUSTRIES have proved to be worthy competitors because they offer a wide variety of medical products, including bandages and masks which have proved to be very effective; latest technologies have also been part of these companies, experienced employees, and a company like Dynamic Techno Medicals

has four plants sitting in a piece of land measuring 200,000 square feet and also uses the latest German and Italian machines, apart from that, it also serves about 30 countries with its products.

Being able to sell both within the country and outside offers Heng Feng Company a great opportunity to keep on producing to meet the market demand. Getting to sell internationally enables the company to be seasonal, meaning that they can sell all year round. Secondly, this allows them to keep up with the competition, as they have a wide market to sell to. Also, they have been able to expand their market reach, meaning a lot of sales and more profit in the long run.

Strengths, Weaknesses, Opportunities, and Threats (SWOT)

Internal		External	
Strengths	Weaknesses	Opportunities	Threats
Being located near ports that include Shanghai Port, Hangzhou International Airport, and Ningbo Port makes exportation easy.	Not so big space as compared to their competitors like Dynamic Medicals, which has four plants sitting in a 200,000square feet	The COVID-19 outbreak has led to a high demand for masks and face shield materials both within and outside the country.	The COVID-19 outbreak led to several countries closing their borders, hence low sales.
Proper road networks in the area of the company's location make transportation easy.	Competitors utilizing heavy good machinery (German and Italian machines	The new technological systems	Availability of potential competitors in the market
Quality products that meet the market demand		Customers are thinking positively about our company.	
Reasonable prices for their commodities		Several countries appreciate the new norm of putting on masks and face shields.	

Getting certified with the certification bodies, including TUV and FDA		Companies that have not met government standards are being suspended and allowed not to operate.	
The right equipment and skilled employees			

Marketing Strategy (S, T, D, P) and Recommendations

Products that are being manufactured by Anji Heng Feng Company mostly target clinics and hospitals. They produce a range of products, including medical bandages, surgical masks, and face shield materials. These materials are used by people of all ages. The high demand linked to the COVID-19 outbreak describes the pandemic period in which the analysis was written; it is not a current 2026 market condition. Bandages are made for patients with wounds or broken body parts, while masks and face shields are used in appropriate healthcare and infection-control settings. It is important for the company to employ a combination strategy that combines different market segmentation strategies, which are demographic, geographic, and psychographic (CMG, n.d.). Customers tend to pay more for high-quality products that are well crafted and meet the intended function.

Products that are being manufactured by the Heng Feng company (Medical bandages, surgical masks, and face shield materials) are of high quality and outstanding. The bandages are like the Israeli Emergency bandage; they are elastic, sterilized, vacuum packed, and made up of cotton pads. They can effectively be used to carry out multifunctional procedures. The Plaster of Paris bandages made by Heng Feng have a shelf life of 5 years; they are stretchable, made of cotton and plaster of Paris, white, of the right size, and properly packaged (Report Mines, n.d.). The Face shield materials are made of the right material (medical-grade PET and PC) with a thickness of 0.25mm; this product is able to prevent spattered liquids from reaching the face. Bringing together all the marketing segments (combination strategy) will go a long way in ensuring that more sales and more profits are achieved.

Marketing Mix (The 4P'S)

Product

This refers to the commodity that is being sold. For the HengFeng Company, medical bandages,

surgical masks, and face shield materials are their products. There is always a need for commodities to be able to fulfil the needs of their buyers. It is also crucial for products to be compelling that the consumers feel the need to acquire them; this creates demand for the product (Twin,2022). Products made by HengFeng are well-branded and packaged to meet the needs of the customers.

Price

This refers to the amounts or costs that consumers pay to acquire a product. Marketers must link the cost of their product to the perceived value, and as they do that, they also need to take into account the supply costs, the competitor's prices, and seasonal discounts (Twin,2022). On some occasions, the executives can decide to lower the cost of a product in order for the buyers to go try the product, and in some situations, they can also raise it to create the impression that the product is luxurious. For the commodities made by HengFeng Company, reasonable prices are key.

Place

This is in relation to where to sell the commodity and how the product is to be delivered in the place of purchase or market (Dominici,2009). Situating the HengFeng company in a place close to major ports has made it easy to transport and export products to various international markets.

Promotion

Promotion involves activities such as advertising, promotional techniques, and public relations (Goi,2009). The main objective of promoting commodities or services is to ensure that the product reveals to consumers why they need it and the reason they need to pay a certain amount for it. Through social media and its website (<https://www.hfbandage.com/>), HengFeng Company has been able to promote its products.

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