

Brand Establishment and Development Strategies Based on the Inheritance of Traditional Chinese Medicine Culture: The Case of “Jianchang Bang”

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Abstract

With the deepening implementation of the "Healthy China" strategy and the "Healthy Jiangxi" strategy, Jiangxi Province has incorporated the traditional Chinese medicine (TCM) industry into its key development areas, aiming to establish a distinctive regional Chinese medicine industry cluster in southern China. As a living heritage carrier of Jiangxi's TCM culture, the national-level intangible cultural heritage "Jianchang Bang" Chinese medicinal "paozhi" (processing) techniques demonstrate unique advantages in enhancing medicinal efficacy and reducing toxicity through its four characteristic "paozhi" methods—roasting, simmering, and decocting—as well as its comprehensive "paozhi" standards encompassing "form, color, aroma, and taste". However, facing the impact of modern pharmaceutical technologies, this craftsmanship confronts developmental bottlenecks such as fractured inheritance chains, insufficient standardization of techniques, and limited brand recognition. This study employs a Strengths-Weaknesses-Opportunities-Threats (SWOT) analysis to systematically examine the brand's current development status, core challenges, and constraining factors. It proposes targeted countermeasures and recommendations for the brand construction and development of "Jianchang Bang", formulates optimized brand enhancement pathways, and thereby innovates the development level of Jiangxi's Chinese medicinal materials industry.

Keywords: "Jianchang Bang", brand establishment, SWOT analysis

1. Overview of the "Jianchang Bang" Brand

1.1 Textual Research and Historical Origins of "Jianchang Bang"

The "Jianchang Bang", a renowned ancient pharmaceutical group in southern China, derives its name from its origin in Nancheng County, Jiangxi Province (historically known as "Jianchang Prefecture"). Historically, it formed the "Jiangxi Guild" alongside the Jiangxi Zhangshu pharmaceutical guild, ranking among China's thirteen major pharmaceutical guilds [1]. The "Jianchang Bang" pharmaceutical industry is renowned for its exquisite techniques in the "paozhi" (processing) of traditional Chinese medicine (TCM) decoction pieces and the distribution of medicinal materials. Within the field of TCM, it has a well-established reputation, with sayings such as "the efficacy of medicine is evident in Jianchang" and "Jianchang standards are more valuable than gold". This school's history can be traced back to the Jin and Tang dynasties, flourishing during the Song and Yuan dynasties, and forming a large-scale industrial system during the Ming and Qing dynasties. Over hundreds of years of development, its business model has gradually evolved into diverse forms, including retail pharmacies, drug storehouses, and wholesale drug firms, constructing a complete medicinal material circulation network. In terms of "paozhi" techniques, through the practical innovation of generations of craftsmen, a complete system has been formed, including over a hundred unique processes such as cleaning and selecting, cutting, calcining and frying, and steaming and boiling. It is particularly ingenious in the use of tools, the control of heat, and the blending of auxiliary materials. Its unique techniques, such as "cutting medicine with a Zhang knife as thin as cicada wings" and "following ancient methods in thunder-fire preparation", enable the "Jianchang-paozhi" decoction pieces to retain the essence of the medicinal properties while also being easy to decoct and absorb, which is highly praised

by physicians. Relying on its geographical advantage as a strategic location in Jiangxi and Fujian, it has a profound influence on the pharmaceutical industry in Fujian Province, giving rise to the "Guangze Jianchang Bang", forming an industrial pattern of "medicinal materials gathering from north and south, and exquisite "paozhi" spreading throughout the world", which is unique among its peers nationwide and has a significant impact on the TCM industry in Southeast Asia and other regions.

The origins of the "Jianchang Bang" can be traced back to the Eastern Jin Dynasty. The emergence of this pharmaceutical school is closely linked to the prevalence of local medical activities. The "Jianchang Bang" benefited from the medical activities of Ge Hong, a pharmacologist from the Eastern Jin Dynasty, and Taoist figures during the Tang Dynasty in Nancheng. Ge Hong, a disciple of the renowned pharmacologist Zheng Yin, was fond of studying the methods of "immortal Taoist cultivation". According to the "Daoguang Nancheng County Chronicles", "Ge Hong, courtesy name Zhichuan, was from Jurong, Danyang, and styled himself Baopuzi. He studied extensively, especially favoring the methods of immortal Taoist cultivation. Seeing the world in chaos, Hong sought refuge in Magu Mountain in Nancheng. There is a legend of Ge Xian Dan, and it is said that Hong refined elixirs here, hence the name." [2] Ge Hong, witnessing the widespread turmoil, sought refuge in Magu Mountain in Nancheng, where he collected herbs, refined elixirs, practiced medicine, and treated illnesses. He authored pharmaceutical works such as "Baopuzi Neipian", "Taiqing Shenxian Fushi Jing", "Yuhan Jianfang", and "Zhouhou Jiuzou Fang" [3]. Ge Hong's medical practices in Nancheng significantly enhanced the local populace's understanding of drug preparation and application, laying an important historical foundation for the prosperous development of "Jianchang Bang" pharmaceutical industry in later generations. In addition to Ge Hong, the "Zhengde Jianchang Prefecture Chronicles" and "the Great Dictionary of Taoism" also record the deeds of several other Taoist priests, including Deng Ziyang and Deng Yankang, who were natives of Nancheng and practiced alchemy and medicine there during the Tang Dynasty[4], further contributing to the origins of the "Jianchang Bang".

The Song Dynasty government prioritized the development of "Jianchang Bang" pharmaceutical industry. Jianchang military implemented Wang Anshi's Market Exchange Law and established the "Jianchang Military Pharmacy", advocating standardized prescriptions and lawful "paozhi". This led to the flourishing of the Nancheng medicinal material distribution and trading, making it a renowned medicinal material distribution center nationwide. At the time, Nancheng had the reputation of "no material without Jianchang" and "medicines must go through Jianchang"[5]. Yuan Xie, a scholar of the Southern Song Dynasty, vividly recorded the prosperity of "Jianchang Bang" pharmaceutical industry in his "Record of Jianchang Military Pharmacy". Local artisans adhered to the pharmaceutical philosophy of "even if no one sees the preparation, the heart knows that there is heaven", strictly controlling the quality of medicinal materials, adjusting their properties through unique "paozhi" techniques, and scientifically compounding them to maximize efficacy. The book particularly emphasized the pharmaceutical principle of "better to be short than to be excessive", opposing the behaviors of cutting corners and arbitrarily increasing or decreasing dosages for profit. This persistent pursuit of quality medicine resulted in the reputation of "Jianchang-paozhi" decoction pieces among physicians, with qualities "like amber in color and fragrant like a secluded orchid". Benefiting from the support of the Song Dynasty's sound pharmaceutical management system, Jianchang pharmaceutical merchants seized the opportunity to combine Traditional "paozhi" techniques with large-scale production, establishing a complete system from medicinal material selection and ancient "paozhi" to finished product inspection. At that time, specialized medicine markets had already appeared on the streets of Jianchang, with merchants from all over the place gathering there. They engaged in both the fine processing of local authentic medicinal materials and the distribution and trading of precious medicinal materials from Sichuan and Guangdong, gradually forming a "front shop, back workshop" production and sales integrated model. This business philosophy, based on quality, not only enabled "Jianchang Bang" pharmaceutical merchants pharmaceutical industry to gain a firm foothold in the Song Dynasty but also fostered the century-old business motto of "though the "paozhi" is complex, we dare not save labor; though the quality is precious, we dare not reduce material", laying a solid foundation for the "Jianchang Bang" pharmaceutical group to become one of the four major pharmaceutical groups in the country in later generations.

During the Yuan Dynasty, the Xujiang River region saw the emergence of numerous renowned physicians, leading to the gradual formation of a systematic medical theory framework. "Jianchang Bang" pharmaceutical industry leveraged this academic foundation to achieve a leapfrog development. The imperial court decreed the establishment of the "Three Emperors Palace" in Jianchang, later renamed the "Medicine King Temple" due to the addition of ten "Medicine Kings". Annual temple fairs were held, attracting local and external pharmaceutical professionals to trade medicinal materials, a custom that persisted until the eve of the Anti-Japanese War[6]. The "Ruizhutang Experience Formulas", compiled by Yuan Dynasty physician Satu Musu, extensively collected

effective folk remedies and "paozhi" methods, including both ancient verified prescriptions and effective empirical formulas from contemporary physicians and patients. The book meticulously documented the refined operational standards for medicinal material processing, such as controlling the heating process and the ratio of auxiliary materials. For instance, it detailed specific techniques like using wine to enhance medicinal properties and vinegar to moderate efficacy, reflecting the Yuan Dynasty Nancheng pharmaceutical practitioners' deep understanding of medicinal material characteristics. These systematic technical summaries provided "Jianchang Bang" artisans with more scientific reference standards in their "paozhi" practices, integrating theoretical knowledge from classical texts with local "paozhi" traditions, and exploring practical experience such as "assessing the medicine and making the cut, identifying color and recognizing fire". This integration of theory and practice enabled "Jianchang-paozhi" decoction pieces to exhibit a unique quality, "slices like clouds rolling and translucent, quality like amber condensing fragrance", establishing the reputation of "Jianchang decoction pieces, efficacy like gods" in the medicinal material market. It was precisely the standardized guidance of Yuan Dynasty medical classics and the innovative improvements by artisans that propelled the "Jianchang Bang" pharmaceutical group to transform from traditional workshops to professional and standardized production, with "Jianchang Bang" pharmaceutical industry already in a leading position among its peers at that time.

During the Ming and Qing dynasties, "Jianchang Bang" pharmaceutical industry achieved a historic leap forward, driven by a favorable political environment and the influence of Xujiang medical practices. In the Ming Dynasty, the establishment of the Jianchang Two Kings' fiefdoms created a unique political space, fostering the clustered development of the pharmaceutical economy. Renowned physicians emerged during this period, including Zhao Xuan, a physician from the Imperial Medical Academy; Cheng Shi, the author of "Cheng's Medical Canon", and Yu Shaoning, the author of "Secrets of the Golden Elixir", demonstrating a continuous lineage of medical expertise. Drugstores were prevalent in Jianchang, with the government leading the development of institutions such as the Good Physician Institute, the Yin-Yang Academy, and medical schools, which were affiliated with drugstores and employed medical professors. A large pharmacy was also established within the Prince Yi's residence[7]. By the Qing Dynasty, with the maturation of the Xujiang medical school and the institutionalization of medicinal material trade, "Jianchang Bang" pharmaceutical industry underwent three major transformations: the first was the innovation of "paozhi" techniques, resulting in a nine-step system for processing medicinal slices; the second was the upgrade of commercial organizations, with the formation of the specialized "Jianchang Bang" guild; and the third was the standardization of quality control, with the establishment of a grading system for authentic medicinal materials. Particularly during the Qianlong era, "Jianchang Bang" pharmaceutical industry reached its peak, and through the "front shop, back workshop" production and sales model and the Yangtze River Basin medicinal material distribution network, the trading volume of "Jianchang Bang" medicinal decoction pieces accounted for over 30% of the national market share. This industrial advantage was maintained until the eve of the modernization of medicine in the Republic of China[8].

1.2 The Current State of the "Jianchang Bang" Brand's Development.

A brand represents the level of consumer awareness of a specific product category and its associated product lines. In the context of TCM, a brand signifies the consumer market's recognition of TCM products and their respective product lines, reflecting the inherent quality of TCM commodities[9]. The establishment of a brand indicates consumer preference and trust, with brand recognition increasingly influencing consumer behavior.

1.2.1 The Current Status of the "Jianchang Bang" Brand Building

The current state of the "Jianchang Bang" TCM culture is robust, characterized by a profound historical foundation and significant industrial advantages. As a key lineage in the development of TCM, "Jianchang Bang" not only possesses a wealth of traditional techniques but also actively embraces modern technology and innovative development strategies. Its revitalization and advancement have garnered considerable attention and support from various levels of government and all sectors of society.

The "Jianchang Bang" of Traditional "paozhi" techniques have been recognized as an Intangible Cultural Heritage, with preservation and inheritance efforts implemented through the establishment of the "Jianchang Bang" TCM Research Institute and cultural resource surveys. A comprehensive industrial chain has been established, encompassing planting, processing, and scientific research, alongside the promotion of standardized and large-scale cultivation. This includes the construction of high-quality seed breeding bases to enhance industrial scale and competitiveness. According to the "Implementation Plan for the Revitalization and Development of "Jianchang Bang" Traditional Chinese Medicine in Nancheng, Jiangxi Province", the aim is to achieve a value of 50 billion yuan by 2025 and an estimated 100 billion yuan by 2030, thereby forming a national-level TCM industrial cluster. The government has introduced various policies to support the revitalization and development

of the "Jianchang Bang", fostering a fair market environment to drive industrial growth. Relevant departments are actively cooperating to implement these policies and measures, ensuring the smooth execution of projects. The development of "Jianchang Bang" TCM culture includes the creation of TCM-themed tourism routes, promoting the deep integration of "medicine, pharmaceuticals, healthcare, and tourism", and establishing a national-level cultural tourism and health center. This initiative has stimulated local economic development and encouraged community and farmer participation in the cultivation and processing of medicinal herbs, with the establishment of cooperatives to share benefits. This has led to improved income levels for farmers, contributing to social harmony and stability, and promoting rural revitalization. Efforts are being made to strengthen research on Yujiang Medicine, enhancing its disease prevention and treatment capabilities, and leveraging its health and wellness advantages. This includes the construction and optimization of smart pharmacies to improve the efficiency and quality of medical services. Resources from universities and research institutions both within and outside the province are being integrated to form the "Jianchang Bang" TCM Research Institute, strengthening scientific research and technological innovation. This has resulted in multiple research achievements, elevating the theoretical and practical levels of "Jianchang Bang" TCM. Knowledge related to the "Jianchang Bang" is being integrated into the TCM education system, with specialized courses and practical training programs to cultivate new generations of TCM professionals. The "Jianchang Bang" inheritor training program is being implemented to preserve and promote traditional techniques. Various channels are being utilized to promote the culture and brand of the "Jianchang Bang", enhancing its recognition and reputation. Active participation in international exchanges and cooperation, including establishing partnerships with pharmaceutical institutions in multiple countries, is being pursued to jointly promote the internationalization of TCM. Through international exchanges, the reputation and influence of the "Jianchang Bang" are further enhanced, establishing a strong reputation in both domestic and international markets and becoming a significant representative of TCM culture. Products are not only widely recognized domestically but have also successfully entered international markets, further expanding brand influence and contributing to the global dissemination of TCM.

A survey of the current state of development of "Jianchang Bang" TCM culture reveals that this traditional school has not only preserved a rich cultural heritage but is also continuously developing and innovating, making significant contributions to the modernization and globalization of TCM. In the future, "Jianchang Bang" TCM is expected to continue to flourish with new vitality through inheritance and innovation.

1.2.2 Research on the Theoretical Construction of the "Jianchang Bang" Brand

Brand construction encompasses the planning, design, promotion, and management activities undertaken by a brand owner. Beyond the product itself, the brand's developmental history, cultural significance, and image are all key components of its identity[10].

As a distinct regional Chinese medicine brand, the "Jianchang Bang" brand's construction should be rooted in regional brand research within the industry cluster, leveraging its resource advantages. This approach aligns with current research hotspots in China concerning Chinese medicine brand development[11]. The "Implementation Plan for the Revitalization and Development of "Jianchang Bang" Traditional Chinese Medicine in Nancheng, Jiangxi Province" provides clear guidance and support measures "Jianchang Bang" development. The plan explicitly aims to establish "Jianchang Bang" as a national-level Chinese medicine industry cluster, outlining detailed development plans and key tasks. The brand positioning of "Jianchang Bang" primarily emphasizes its historical heritage, cultural identity, and product characteristics. Centered in Nancheng, Jiangxi, it highlights its long history and classic quality, relying on the authentic medicinal materials from Jiangxi's production areas. This forms a regional characteristic of "authentic medicinal materials + ancient "paozhi" methods". Its national intangible cultural heritage "paozhi" techniques constitute a technical barrier, becoming the core competitiveness of the regional brand, with distinct differentiation advantages. Nancheng County has established a Chinese medicine industrial park, initially forming an industrial chain integrating planting, processing, research and development, and sales. In terms of "specialization" and "differentiation", "Jianchang Bang" focuses on traditional decoction pieces and medicated diet products.

The current Research and Development director of "Jianchang Bang" Pharmaceutical Co., Ltd. has provided talent assurance for the inheritance of traditional techniques by establishing a team dedicated to inheritance and innovation. Xue Yanhua and her team have achieved multiple innovative accomplishments in the research of the material basis and "paozhi" mechanisms of Chinese medicine decoction pieces, the standardization of processing techniques, and the intelligentization of production processes and equipment development, promoting the development of "Jianchang Bang" traditional "paozhi" techniques. Furthermore, "Jianchang Bang" pharmaceutical industry actively participates in the construction of Chinese medicine standardization projects, formulating multiple local standards, demonstrating its leading position in the industry. These outstanding scientific and

technological workers represent the backbone of "Jianchang Bang" in terms of inheritance and innovation. With the spirit of "craftsmanship" to achieve "original intention", they ensure that "Jianchang Bang" traditional "paozhi" techniques are effectively preserved and developed.

Secondly, the "Jianchang Bang" brand is promoted, protected, and maintained through various channels, including the establishment of research associations, media publicity, the publication of monographs, the publication of articles, trademark registration, and patent applications. For instance, the establishment of the "Jianchang Bang of Traditional Chinese Medicine Research Association" in February 2019, the publication of works such as "Traditional "Jianchang Bang" of Chinese Medicine "Paozhi" Methods", the publishing of articles, and the application of the "Jianchang Bang" name to scientific research achievements for academic exchange, as well as the ranking of patent applications within the Jiangxi Province's TCM industry at tenth place, all serve to elevate the brand recognition and consumer loyalty towards the "Jianchang Bang".

The current research on the "Jianchang Bang" regional brand is still in its nascent stages. High-quality, in-depth, and systematic research findings are insufficient, and the overall research level remains low. Theoretical research still lags behind the practical development of the "Jianchang Bang" regional brand, a common issue in the construction of most regional brands of Traditional Chinese Medicine.

1.3 SWOT Analysis of the Brand Building of "Jianchang Bang"

1.3.1 Strength,S

The profound historical and cultural foundation. Its historical lineage is clear, originating in the Eastern Jin Dynasty (317 AD), rooted in Taoist medical culture. It reached its zenith during the Ming and Qing dynasties, particularly during the reigns of the Qianlong and Daoguang emperors in the Qing Dynasty, becoming one of the four major pharmaceutical groups in the nation (the Zhangshu, Jianchang, Jing, and Chuan groups). The "Annals of Jianchang Prefecture" from the Ming Dynasty records, "The Jianchang medicine market attracts merchants from all over, and the skills of the pharmaceutical workers are unparalleled in Jiangnan", which validates its historical industry status. Ancient texts such as the "Complete Book of Jianchang "Paozhi"" from the Qing Dynasty systematically record its "paozhi" theories and methods, such as the "water processing, fire processing, and water-fire combined processing" methods, providing important references for later generations. "Jianchang Bang" once dominated the medicinal material trade in the Jiangnan region, with pharmacies and medicinal material warehouses throughout the Yangtze River basin, forming a commercial network in the "pharmaceutical capital" of Nancheng. Its unique "paozhi" techniques include the "stewing" technique: such as "stewing Fupian", which involves wrapping *Aconiti Lateralis Radix Praeparata* (Fuzi) with yellow mud and stewing it to reduce toxicity and enhance its warming yang effects; The process takes up to seven days and requires precise temperature control. The "stewing" method: using a clay pot to stew medicinal materials (such as *Rehmanniae Radix Praeparata*), simmering over a low fire to make the medicinal properties mellow, which is different from ordinary decoction. The "Four-Processed Chenpi": repeatedly processed with four auxiliary materials: salt, vinegar, honey, and wine, to enhance the effects of regulating qi and strengthening the spleen. This technique has been listed as a provincial-level intangible cultural heritage. The "Jianchang-paozhi" decoction pieces are known for their "shape, color, aroma, and taste", such as "Bai Shao Flying to the Sky" (slices as thin as cicada wings) and "Betel Nut Without Borders" (sliced 108 times), which are skills that are still difficult to be replaced by machines today.

The region boasts abundant resources of authentic medicinal materials. "Jianchang Bang" pharmaceutical tradition has always adhered to the principle of "genuine materials from their place of origin", emphasizing the suitability of medicinal plant cultivation to the local soil and water conditions. Nancheng County, situated in a subtropical monsoon climate zone, enjoys a warm, humid environment with ample rainfall. Its mountainous and hilly terrain provides a diverse micro-ecological environment for the growth of medicinal materials. The soil is rich in selenium, making it particularly suitable for the cultivation of authentic medicinal materials such as Huangjing, Zhiqiao, and Cheqianzi. The Huangjing produced here contains a polysaccharide content higher than the national standard. For instance, Nancheng Zhiqiao was a tribute item during the Ming and Qing dynasties, known for its high volatile oil content, and is now a National Geographical Indication product. Jianchang Zexie originates from the vicinity of the Hongmen Reservoir in Nancheng, characterized by its large size and firm quality, with significant diuretic and dampness-draining effects, accounting for over 60% of the national annual production. Other distinctive medicinal materials include Cheqianzi, Huangzhizi, and Fupenzi. These benefit from the humid climate and red soil of the eastern Jiangxi hills, resulting in superior accumulation of medicinal components compared to other production areas.

1.3.2 Weakness,W

The traditional techniques struggle to meet the demands of contemporary production. The meticulous, handcrafted nature of "Jianchang-paozhi" techniques, such as the precise slicing and thin-slicing of medicinal herbs, requires exceptional knife skills and extensive experience. However, this production method is complex and inefficient, making it difficult to meet the large-scale needs of the modern market. While some traditional tools, like the "Jian Dao" and "Lei Gong Pao", possess unique advantages, they are challenging to integrate into modern production lines. Furthermore, these traditional techniques rely on experienced masters. The "Jianchang-paozhi" often depend on individual experience and intuition, lacking a standardized, scientific production process, which leads to inconsistencies in product quality. This conflicts with the standardization and normalization sought in modern production. The standardization and consistency of product quality are fundamental requirements, which traditional manual operations struggle to achieve. With market changes and the diversification of consumer needs, traditional "paozhi" products may not satisfy all consumers, especially those seeking convenience and quick results. These factors limit the promotion of traditional "paozhi" techniques in the modern pharmaceutical industry.

The attrition of skilled practitioners and the ensuing difficulties in the preservation of traditional knowledge pose significant challenges. The transmission of "Jianchang-paozhi" techniques relies on the "master-apprentice" model, which places high demands on the master. The number of senior masters capable of teaching traditional "paozhi" techniques is limited, and their ages are increasing. The modern education system lacks systematic support for training in traditional techniques. The proportion of traditional Chinese medicine education in the modern education system is small, and specialized educational resources focused on traditional "paozhi" techniques are even scarcer. The traditional "master-apprentice" model is disconnected from the modern education system, leading to a lack of interest and motivation among the younger generation in learning and inheriting traditional techniques, making it difficult to cultivate high-level technicians. With the diversification of employment choices in modern society, the fast-paced lifestyle of modern life conflicts with the time-consuming and patient-demanding nature of traditional techniques. The economic returns from engaging in traditional "paozhi" techniques are often less than those in modern industries. This causes potential inheritors to turn to more profitable industries. Fewer and fewer young people are willing to invest significant time in learning and researching these techniques, resulting in a low willingness of young people to enter the field, leading to a serious talent gap.

1.3.3 Opportunity,O

The strategic support and local empowerment are crucial. The "Strategic Planning Outline for the Development of Traditional Chinese Medicine (2016-2030)" explicitly supports the inheritance of traditional "paozhi" techniques, with the "Jianchang Bang" being included in the "Traditional Chinese Medicine Traditional Knowledge Protection Catalog". Jiangxi Province's "Several Measures on Accelerating the Characteristic Development of Traditional Chinese Medicine" proposed a special plan to "revitalize the 'Jianchang Bang'", allocating 50 million yuan annually for the protection of techniques and industrial upgrading. Nancheng County is building the "China 'Jianchang Bang' Traditional Chinese Medicine Industrial Park", with a planned area of 3.5 square kilometers, integrating planting, processing, research and development, and cultural tourism. Enterprises entering the park can enjoy tax reductions and land use incentives.

The global natural drug market continues to expand. According to the World Health Organization (WHO), approximately 80% of the world's population uses traditional medicine. The natural drug market is expected to exceed \$500 billion by 2025, with an average annual growth rate of over 8%. The rise of "Complementary Medicine" in European and American countries has led to acupuncture and herbal therapies being gradually incorporated into the medical insurance systems of some countries (such as Germany and Australia). The "Jianchang Bang" can focus on two core product categories: products from the same source as medicine and food, such as wolfberry and Poria, which have the attributes of "health food" and comply with European and American dietary supplement standards; and supporting products for characteristic therapies, such as external plasters and medicated bath packs, in collaboration with overseas TCM clinics to promote "pain management" and "sub-health conditioning" programs.

1.3.4 Threat,T

The industrial chain is incomplete. The absence of leading enterprises and well-known brands within the "Jianchang Bang" pharmaceutical industry weakens the entire industrial chain. Furthermore, the cultivation bases for medicinal herbs are often small and dispersed across various regions. This fragmentation hinders unified standard management and quality control. The lack of modern cultivation techniques and equipment impedes large-scale production. Traditional "paozhi" techniques rely heavily on experienced masters, making it difficult to quantify and standardize these skills. This impacts the standardization and mass production

of medicinal materials, thereby affecting the quality and supply. The absence of standardized "paozhi" procedures complicates quality control, potentially leading to inconsistent quality across different batches of medicinal materials.

Cultural Identity and the Transformation of Values. The spread of traditional culture among younger generations is limited due to globalization and the information age, resulting in a weakened sense of cultural heritage. In contemporary society, the recognition of traditional culture and TCM is diminishing. People increasingly seek modern, high-tech, and convenient products and solutions for health and medical needs. Traditional "paozhi" techniques are time-consuming, and their effects are not immediately apparent, leading to questions about their practicality in modern society. The preference for modern medicine further impacts the cultural value of the "Jianchang Bang". In an era of rapid technological advancement, society generally emphasizes the power and achievements of technology, while respect and recognition for traditional skills are relatively lower. Modern values and lifestyles differ from tradition, and the changing demands for health and medical care make traditional TCM "paozhi" methods less competitive in terms of efficacy and speed compared to modern medicine. The trend of cultural homogenization in the globalization process threatens the uniqueness and diversity of traditional culture.

2. Brand Building and Development Strategies of "Jianchang Bang"

Analyzing the current state of "Jianchang Bang" brand development through a SWOT analysis, we observe that while the brand's construction is in its nascent stages, the "Jianchang Bang" boasts a profound cultural and historical foundation. A significant number of "Jianchang Bang" varieties have achieved large-scale cultivation. Furthermore, the government provides comprehensive support for the development of the "Jianchang Bang" pharmaceutical industry, encompassing policies, technology, and financial resources. However, it is crucial to acknowledge the existing weaknesses, including low brand recognition, insufficient product research and development, lagging brand promotion, and a weak industrial cluster. External challenges such as market competition and environmental pressures must also be considered. Based on this assessment, the following strategies and recommendations are proposed for the "Jianchang Bang" brand's construction and development.

2.1 SO Strategy: Leverage Opportunities and Capitalize on Strengths

The "Jianchang Bang" pharmaceutical industry currently thrives in a golden era, propelled by the nation's vigorous promotion of the TCM industry. The widespread adoption of the "Great Health" concept has generated substantial market demand for "Jianchang Bang" products.

Optimizing cultivation layouts and integrating modern planting techniques. We will then rationally plan planting areas based on the growth habits of the herbs and the characteristics of the terrain, thereby optimizing land resource utilization. Furthermore, we will establish an ecological factor database for medicinal herbs, utilizing GIS technology to conduct a multi-dimensional analysis of regional light, heat, and soil resources. This will enable us to create suitability zoning maps for authentic medicinal materials and construct a "one herb, one strategy" three-dimensional planting model. Soil improvement will be achieved through the application of microbial agents to activate soil aggregate structure, complemented by a green manure rotation system to establish an organic matter dynamic equilibrium system and enhance the content of active soil substances. A digital agricultural technology service system will be established, including a blockchain traceability platform for medicinal herb cultivation, to digitally record the entire process of environmental parameters and agricultural operations. We will construct an intelligent production system by deploying an Internet of Things sensing network, integrating data from soil moisture monitoring stations and meteorological stations, and developing an intelligent decision-making irrigation system to improve water use efficiency. Through the deep integration of modern biotechnology, intelligent equipment, and digital technology, we aim to maintain the authenticity of the traditional "Jianchang-paozhi" raw materials, achieving precise, standardized, and sustainable development of medicinal herb cultivation.

Leveraging industrial policies to empower the system. This includes constructing a "1+N" policy support matrix, focusing on implementing the national TCM revitalization and development plan, and coordinating the implementation of special policy packages such as the TCM material whole industry chain guarantee capacity improvement plan, the TCM intelligent manufacturing support project, and the TCM health and wellness tourism integration demonstration project. We will increase support for research on traditional "paozhi" techniques, encourage innovation, and develop new products that meet modern market demands. We will establish a fund pool for the development of authentic medicinal materials, coordinating central financial subsidies, local special bonds, and social capital to reduce the burden on enterprises and increase investment in the integration of traditional "paozhi" techniques and modern equipment. This will lower the cost pressure of enterprise transformation and upgrading, encouraging their development and seeking government support in areas such as taxation, funding, and technology to provide policy guarantees for the integration of techniques and equipment. Special funds will be set

up to increase investment in the research and development of traditional "paozhi" techniques, providing necessary financial support for technique inheritance, talent training, and product innovation. A "Jianchang Bang Standard" certification system will be established, formulating comprehensive quality control standards covering planting, processing, and "paozhi". We will build a blockchain traceability system for the quality of TCM materials, along with an online monitoring platform for traditional "paozhi" techniques, to achieve the visualization and traceability of key parameters from planting areas to "paozhi" workshops. A special program for international exchanges in traditional medicine will be established to support "Jianchang Bang" inheritors in participating in WHO traditional medicine cooperation projects, learning international advanced experiences, and enhancing their international perspective. The policy system, driven by institutional innovation and factor guarantees, will construct the policy "four pillars and eight beams" for the inheritance and development of traditional "paozhi" techniques, providing continuous institutional supply and market momentum for the innovation and preservation of "Jianchang Bang" authentic medicinal materials.

2.2 WO Strategy: Leverage Opportunities to Overcome Weaknesses

The "Jianchang Bang" pharmaceutical industry traces its origins to medicinal herb cultivation. To address the disadvantages encountered in the branding and development of "Jianchang Bang", we must leverage modern technology, financial support, and skilled personnel. This will guide the industry towards becoming a dominant force.

Integrating traditional techniques with modern equipment. The "Jianchang Bang" traditional "paozhi" techniques intelligent upgrade project focuses on the technological empowerment and industrial transformation of traditional processes. This is achieved through the digital analysis of ancient methods and the innovation of intelligent equipment, thereby achieving both preservation and innovation. We will conduct scientific and standardized research on traditional "paozhi" techniques, introducing modern technologies such as automated equipment and intelligent systems to improve production efficiency and product quality. By systematically analyzing the characteristics of traditional processes and introducing equipment like automated slicing machines and intelligent temperature-controlled drying rooms, we can preserve the essence of tradition while reducing manual labor. In conjunction with the characteristics of modern equipment, we will formulate detailed operating procedures to ensure the organic integration of traditional techniques and modern equipment. We will analyze traditional "paozhi" procedures, optimize each step, and reduce unnecessary manual operations to improve overall efficiency. Through specialized training, we will enable farmers to both inherit the experience of manual "paozhi" and operate new equipment. Furthermore, we will incorporate the operation of modern equipment into the traditional apprenticeship model, cultivating versatile talents who understand both traditional techniques and can operate modern equipment. We will establish a quality monitoring system, utilizing technologies such as temperature and humidity sensing and online monitoring to dynamically track the entire "paozhi" process. Combined with a quality testing system from raw materials to finished products, this will ensure the stability of medicinal herb quality. We will establish a strict quality management system to comprehensively test raw materials, production processes, and finished products to ensure they meet quality standards. Simultaneously, we will promote cooperation between growers and research institutions to explore customized production models for authentic medicinal herbs, stimulating the innovative vitality of traditional techniques and forming a standardized, replicable modern production path.

Establish a mechanism for cultivating talent. In the inheritance of "Jianchang Bang" medicinal herb cultivation and "paozhi" techniques, we can construct a sustainable talent cultivation system by integrating modern educational resources and traditional practice models. For instance, we can establish collaborations with TCM universities and research institutions, inviting experts to participate in technique research. We will combine medicinal herb cultivation experience, ancient "paozhi" procedures, and modern scientific theories to offer training courses that integrate theory and practice. This will allow young apprentices to delve into the fields to learn about the selection and cultivation techniques of authentic medicinal herbs. They can also gain hands-on experience in training bases equipped with intelligent temperature control and moisture monitoring, operating improved automated slicing machines and antique calcination furnaces, and experiencing the practical process of integrating traditional techniques with modern technology. At the same time, we will establish special support funds to subsidize apprentices participating in innovation projects—such as developing optimized "paozhi" flow solutions that meet modern standards or designing customized processing equipment for different medicinal herb characteristics, preserving the essence of ancient methods while improving production efficiency. In addition, we can build a quality traceability platform, utilizing Internet of Things technology to record the planting environment and processing parameters in real-time. Combined with laboratory testing data, this will form a full-chain quality control system from planting to "paozhi", ensuring that the techniques are passed down without deviation. By

holding medicinal herb culture festivals and participating in international traditional medicine exhibitions, we can showcase the "following the ancient but not being bound by it" characteristics of "Jianchang Bang" techniques to the public. We can also absorb advanced management experiences from home and abroad, injecting new vitality into the century-old techniques, allowing farmers, technicians, and young inheritors to master the composite skills that adapt to the development of the times while safeguarding tradition, and promoting the standardization and internationalization of the authentic medicinal herb industry.

2.3 ST Strategy: Capitalize on Strengths and Mitigate Threats

To effectively promote the unique efficacy and quality characteristics of "Jianchang Bang" TCM, distinct from other regional traditions, sessea comprehensive strategy for scientific interpretation and external promotion intial.

Employing a multi-faceted, three-dimensional approach to elevate brand recognition and market penetration. We must construct a robust brand narrative, extracting core cultural symbols centered around the "Zhang Bang Paozhi Techniques", an intangible cultural heritage. This includes delving into historical anecdotes, stories of inheritors, and the unique value of the "paozhi" techniques. Key labels such as "Ancient Method Paozhi", "Authentic Medicinal Materials", and "Craftsmanship Heritage" should be emphasized, alongside a unified visual identity. Leveraging new media to engage the younger market is crucial. Official accounts on platforms like Douyin, Kuaishou, and Bilibili can be established to launch a "Jianchang Bang Paozhi Twelve Methods" series of short videos. Content such as "Unveiling Intangible Cultural Heritage Paozhi Techniques" and "Medicinal Material Identification Mini-Classes" can be created, using animation to showcase ancient techniques and highlight the integration of "Ancient Method Paozhi" with modern science, thereby strengthening brand recognition. For international markets, cultural export and cross-border e-commerce are vital. English-language documentaries on intangible cultural heritage techniques can be released on YouTube and TikTok. Entry into platforms like Amazon and AliExpress is recommended, with the launch of "'Jianchang Bang' Overseas Limited Edition Gift Boxes" (including "paozhi" manuals in Chinese and English, and portable medicinal teas) to target the health-conscious populations in Europe, America, and Asia, promoting the concept of "Eastern Herbal Wisdom". Cross-industry integration and the expansion of scenario-based communication are also important. This includes establishing a "'Jianchang Bang' Intangible Cultural Heritage Experience Hall", designing an immersive "One-Day Pharmacist" experience program, and collaborating with Jiangxi cultural tourism to launch "TCM Health Tourism Routes", connecting medicinal material planting bases, "paozhi" workshops, and TCM clinics to create a consumer closed-loop.

Establishing quality standards. This involves formulating detailed "paozhi" process operation regulations, including temperature control, time management, and equipment usage. Strict product testing standards should be established, encompassing appearance, properties, impurity detection, and effective component content determination, to ensure standardization at every step. A well-equipped pharmaceutical quality testing laboratory should be established to conduct regular product quality inspections. A complete product traceability system should be constructed, with detailed records for each batch of medicinal materials, traceable from raw materials to finished products. Referring to national pharmaceutical standards such as the "Chinese Pharmacopoeia", we must ensure that "Jianchang Bang" products meet national requirements. Consideration should be given to adopting international quality management system standards like ISO to align product quality with international standards. Historical documents on "Jianchang-paozhi" techniques and medicinal material usage should be collected and organized to provide a historical basis for quality standard formulation. Collaboration with experienced "paozhi" masters is essential to summarize key control points and quality judgment standards in traditional "paozhi" processes. Utilizing modern scientific methods, such as high-performance liquid chromatography, to analyze the changes in effective components of medicinal materials during "paozhi", we can determine quality indicators. Clinical trials should be conducted to evaluate the impact of different "paozhi" methods on the efficacy of medicinal materials, providing a scientific basis for quality standard formulation. Regularly organizing experts and scholars in the TCM industry to review and provide suggestions on the draft quality standards, and engaging in exchanges and cooperation with similar institutions both domestically and internationally, will enhance the scientific validity and authority of the standards through peer review. Continuous monitoring of developments in pharmaceutical science and technology, and the timely application of new research findings and technologies to update quality standards, is also crucial. Regular collection of feedback from consumers, medical institutions, and the market will serve as an important reference for standard improvement.

2.4 WT Strategy: Overcome Weaknesses and Neutralize Threats

The "Jianchang Bang" brand's construction and development necessitates overcoming internal weaknesses while simultaneously avoiding external threats to ensure steady progress.

Industrial Upgrading and Integration. Within the context of "Jianchang Bang" industrial development, the introduction of modern technological methods can drive industrial transformation and upgrading. While preserving the essence of ancient "paozhi" methods, the application of automated production lines and intelligent monitoring systems can enhance the efficiency and quality stability of medicinal material processing. This approach also minimizes human error, allowing the centuries-old techniques to better adapt to the demands of large-scale production. Simultaneously, leveraging local ecological advantages, we can attract leading Chinese medicine enterprises to establish operations, supporting the development of medicinal material cultivation, processing, and logistics, thereby creating an industrial cluster effect. Furthermore, we can extend development into specialized projects such as medicinal cuisine for health preservation and traditional Chinese medicine experience tours. This involves transforming "paozhi" workshops and cultivation bases into cultural display windows, enabling tourists to personally participate in medicinal material harvesting and ancient "paozhi" activities, thus establishing a "medicine-tourism integration" model. Through collaboration with universities and research institutions, we can develop innovative products like portable paste formulas and herbal skincare products tailored to the health needs of modern individuals. This approach both preserves the wisdom of ancient formulas and opens up new markets. This strategy allows us to safeguard the "roots" of authentic medicinal materials while utilizing technology and innovation to grow "new branches", enabling the traditional techniques of the "Jianchang Bang" to flourish in the health industry, cultural heritage, and other fields, thereby driving the characteristic and sustainable development of the local economy.

Integration into the Education System. In terms of theoretical courses, we can offer subjects such as the history and culture of the "Jianchang Bang", the fundamentals of Chinese pharmacology, and the recognition of Chinese medicinal materials. Through systematic theoretical study, students will gain an understanding of the development history of the "Jianchang Bang" and its position in Chinese medicine. For practical courses, we can arrange for students to engage in exercises such as medicinal material identification and practical operation of "paozhi" techniques. For example, students can learn to use traditional tools like the "Lei Gong Pao" and "Jian Dao" and undergo practical operation training. We can organize experts to compile teaching materials on the "paozhi" techniques of "Jianchang Bang" Chinese medicine, covering history, theory, and practical operation guidelines. We can also record operational videos of the traditional "paozhi" techniques of the "Jianchang Bang" to help students more intuitively understand the technical essentials of each step. We will provide professional training for teachers to ensure they possess the ability to impart traditional "paozhi" techniques and modern teaching methods. We will regularly invite industry experts and master-level figures to give lectures or conduct exchanges, increasing the practicality and authority of the courses. We will establish laboratories equipped with necessary "paozhi" tools and equipment to simulate a real Chinese medicine "paozhi" environment. We will also establish off-campus internship bases, collaborating with local Chinese medicinal material enterprises to provide students with internship opportunities, allowing them to learn and practice in a real work environment. We will regularly hold "Jianchang Bang" culture festivals or skill competitions to showcase students' "paozhi" achievements, enhance the reputation of the school and the specialty. We will utilize online platforms and social media to disseminate knowledge and information related to the "Jianchang Bang", expanding its influence in society. We will regularly evaluate the practicality of teaching content and the learning outcomes of students, promptly adjusting teaching plans and methods. We will collect feedback from students and enterprises to continuously optimize course offerings and teaching methods.

3. Concluding Remarks

The modern inheritance of Traditional Chinese Medicine culture is not a simple return to the past, but rather the construction of a value expression system with contemporary characteristics, based on a deep understanding of the "unity of heaven and man" philosophical core of traditional medicine. The development practice of TCM brands, taking "Jianchang Bang" as a research model, demonstrates that the contemporary inheritance of traditional TCM culture requires both the determination to uphold the cultural roots and the innovative wisdom to keep pace with the times. In the context of globalization intertwined with localization, and the collision of tradition and modernity, the shaping of TCM brands is essentially a modern translation of cultural memory, and a creative transformation of the wisdom of traditional medicine. The core essence of the contemporary revival of time-honored TCM brands lies in constructing a dialogue mechanism between traditional medical values and modern consumer demands. The modern transformation of TCM brands requires the construction of a multi-dimensional and three-dimensional value network. This development strategy of "upholding the right path without exceeding the boundaries, innovating without departing from the origin" has found the best balance between tradition and modernity for TCM brands in the contemporary consumer market. Looking to the future, the revitalization of TCM brands needs to be strategically deployed with a broader perspective, so that TCM brands can truly achieve a leapfrog

development from traditional time-honored brands to modern health brands while safeguarding their cultural genes. Today, with the comprehensive promotion of the Healthy China strategy, the revitalization of TCM brands should become an important carrier for the creative transformation of traditional culture, allowing the art of the Yellow Emperor's Inner Canon to radiate eternal vitality in the new era.

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