A Brief Discussion on Improving the Core Competitive Power of Enterprises

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Abstract. This paper analyzes the current domestic and foreign environments, summarizes the main aspects of the core competitiveness of enterprises, and puts forward the measures to improve the core competitiveness of enterprises. To establish a firm enterprise belief, a simple and efficient management system, the formation of standardized and orderly work processes, create the high-quality enterprise teams and the formation of influential enterprise brand.

Introduction

Interpretation “Make their own holes can be the Buddha”. A paper quoted the example of economic fable from Wei-ying Zhang, pointed out that the current "enterprise products can be profitable" the golden age has passed. Enterprises want to be the "Buddha", have to make their own holes in the rock. Then the enterprises how to "hole" to enhance their core competitiveness is worth discussing.

Enterprises Are Faced with What Kind of "Rock"

If the past 20 years, Chinese enterprises to find a cave can become the Buddha to enjoy the tribute to the era, but today, business development is facing a completely different era, this era of stone shows a new feature.

New changes in the international environment—Innovation-driven become a new engine. The world economy is still in the post-crisis rehabilitation phase and development mode of conversion stage, showing a moderate and uneven recovery trend. The new generation of emerging market countries such as Indonesia, the Philippines and Vietnam are taking advantage of cheap labor and to speed up the undertaking of labor-intensive industries and form a competitive alternative to the traditional industries of our country. This double squeeze in the future will become the norm. A new round of global scientific and technological revolution and industrial reform are poised to take the Internet as the representative of the information technology and the depth of integration of various fields of development, it will nurture and spawn the new economic growth points. Including the system, technology, and management will become the new engine of future enterprise development.

The domestic situation puts forward the new requirements—Transformation and upgrading will become the main theme. China's economy has entered a new normal state characterized by high-speed, excellent structure, new impetus and multi-challenges. Economic growth will rely more on human capital quality and technological progress. Depth integration of industrialization and information technology, such as 3D printing, robotics, cloud computing, and large data, those not only gave birth to the new economic growth point, but also will accelerate the transformation and upgrading of traditional industries. With the upgrading of consumption shift, consumption structure by the necessities of life—durable consumer goods—service consumer goods. While moderately expanding the aggregate demand, the state will focus on strengthening the supply side structural reforms, with a view to improving the quality and efficiency of the supply system. “The Belt and Road”, the proposed strategy to further accelerates the pace of opening up.

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The face of a series of changes in the domestic environment, the past extension type, extensive development model unsustainable, accelerate the transformation and upgrading will be the main theme of future business development.

**Enterprises are facing the new challenges—Improve quality and efficiency as a total tone.** The current market environment becomes more relaxed, the state promulgated the "Encourage and promote the development of SMEs on a number of policy advice", "The State Council on encouraging and supporting private and private economic development and other non-public opinion" and other types of concessions policy to encourage the development of enterprises. On the one hand, lower barriers to entry provided the enterprises create a good development environment. On the other hand, the enterprises with a competitive market environment. Only to enhance their own core competitiveness, tap the cultural connotation of products and services, improve the quality of service system and focus on shaping the service industry independent brands can be in an impregnable position in the market competition.

**Enterprises Have to Chisel What Holes?**

With the current new economic and social development under the new normal, business transformation, upgrade and enhance their competitiveness is the only way to survive and develop. So what hole to be chiseled, from which efforts to enhance the core competitiveness? At least from the following aspects:

**Decision—making organization competitiveness.** In the complex market environment, enterprise's decision-making organizational capacity is the direction of the baton leading enterprise development, the ability to make decisions is the major issues. At the same time, enterprises competition in the market ultimately need to implement through the enterprise organization. Only clearly the various affairs and everything were done to ensure the realization of decision-making objectives.

**Enterprise culture competitiveness.** Enterprise culture is based on their own characteristics and requirements. By the mutual recognition, all members of the enterprise values are a condensed enterprise team spirit and belief. Good enterprise culture can inspire the enterprise staff enthusiasm and work motivation. For the knowledge and intelligence into a source of material productivity is the indispensable competitiveness of the enterprises.

**Brand quality competitiveness.** The quality of enterprise brand is their own business philosophy, culture and value of the comprehensive evaluation are representing the core competitiveness of enterprises, it also the customer's first carrier awareness to understanding the enterprise. Good enterprise brand will enhance business visibility, reputation and trust. Have a strong appeal, demonstration effect and enhance the comprehensive competitiveness of enterprises.

**Channel platform competitiveness.** Enterprise's channel platform capability is the ability to expand resources, platforms and paths of enterprise's own development space. It is the ability of enterprises to integrate resources, export products and services. Only by having a broad development platform and channels can enterprises obtain market competition. To gain development advantage to seize market opportunities and get the maximum benefit.

**Independent innovation competitiveness.** Enterprise's capability of independent innovation is based on the core technology. The realization of the products, services and production methods are the value of the concept of innovation, different from other enterprises to obtain enterprise development characteristics. Only enterprise has the ability to innovate, it can obtain a steady stream of development, in the market competition to achieve the long-term sustainable development interests.

**Enterprises How to "Dig Holes" to Be the "BUDDHA"**

**Establish a firm enterprise conviction.** Enterprises should continue to strengthen cultural construction, the formation of a strong sense of implementation, smooth implementation of the channel, effective means of implementation and excellent execution capabilities. The face of the
current economic and social development of the new situation and new requirements, enterprises must further strengthen the beliefs, and strive to cultivate employees and enterprise honor and disgrace of the faith will. Management has a classic management theory called “Not worthy of the law” said that if the staff of the enterprise development concept does not recognize, do not realize their value for the enterprise services, will work to cope with the perfunctory. Therefore, it is necessary to improve the staff’s recognition of business goals, make them feel their work is worth, so in a firm conviction to inspire enthusiasm, sense of responsibility and accomplishment, “Unity of conscience and action ”is a good method to improve the execution.

**Establish a simple and efficient management system.** A simple and efficient management system is the prerequisite for enterprise standard operation. Microsoft has a well-known management system, that is, "Less than a meeting must not be held", thereby greatly reducing the unnecessary work procedures, improve work efficiency. For modern enterprises, improve the efficiency of enterprise management, we must optimize the organizational structure and streamline the system processes. In dealing with things to grasp the essence and grasp the mainstream to solve the fundamental problems, not to artificially complicate things. In this way can handle things well. To develop a system to be standardized, the operation should be simple, the implementation should be strict, and assessment should be in place.

**Specification and orderly working processes.** Standardized enterprise working process allows each position to understand their work procedures, so as to form a virtuous circle throughout the business work. Only each employee work in accordance with the post process in order to ensure the implementation of business processes. Similarly, only the smooth implementation of working processes in order to ensure the smooth implementation of strategic processes. Through the implementation of a standardized, structured process to control and change the behavior of the performer, and make it gradually become a conditioned reflex or subconscious, the formation of a common habit, identity patterns and consistent values.

**To create the high-quality enterprise teams.** Enterprises need to have the high-quality enterprise teams. Enterprise development depends on the market but more dependent on talents. Talents, especially high-end talents are to determine the core strength of modern enterprise development and also the key to promote the development of modern enterprises. In order to further promote the development of enterprises need to actively enhance the talents’ expertise, pertinence, accuracy and improve service efficiency. Only to create the good enterprise personnel can achieve the result of 1 + 1 > 2.

**Form the influential brand.** For the modern enterprises, the formation of an influential enterprise brand is the golden key to succeed. To actively encourage enterprises to participate in domestic and international certification of quality and service management, tap the cultural connotation of products and services, improve the quality of service system and focus on shaping their own brand. Strengthen the cooperation with the production enterprise; realize the enterprise brand and the product brand benign interactive development. Promote the brand management output, enhance the competitiveness of enterprises, occupy the high-end value chain links, and cultivate independent intellectual property rights and international influence of the well-known brands.

**References**


