Research on the E-commerce Business New Pattern from Perspectives of SWOT and Customer Relationship Management

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Abstract

In this paper, we conduct research on E-commerce business new pattern from perspectives of SWOT and customer relationship management. E-commerce and linkage development of that industrial cluster is not yet clear, but according to the relationship between the two and interaction, we can think e-commerce and linkage development of industrial cluster is to point to in the process of development with each other, through a variety of role and depend on the each other, coordinate with each other, promote each other's joint, the dynamic development model. E-commerce is a huge and complicated social economic and technical system. The operation of a system to internal conditions and that external environment influence and restriction, so the electronic commerce risk is objective existence and e-commerce information ecosystem and the environment interaction, mutual influence, and as between system by admitting the members and update the information subject, guarantee the realization of system functions. For this initialized goal, we propose the novel perspective on the basic issues that will promote the development of the related industries.

Keywords: E-commerce Business, New Pattern, SWOT, Customer Relationship Management.

Introduction

E-commerce can be regarded as a modern commercial and that administrative works, this way by improving the quality of products and services, improve the service transmission speed, satisfy the government organization, manufacturers and consumers' demand to reduce costs, and through the computer network to speed up the exchange of information to support decision making. E-commerce can include through electronic means of various social activities, including government agencies, enterprises and institutions of the various internal business electronically. At present, because of the continuous development of network and the economy, each enterprise is in a global, a new era of the unprecedented fierce competition, the competition between enterprises has become increasingly brutal, enterprise want to keep the win in the competition situation, requires the enterprise operators must use all available opportunities to reduce the cost of the enterprise, improve the work efficiency of the whole expand the enterprise market and improve enterprise quality of service, efforts to ensure their advantage in the competition while the characteristics of the electronic commerce information ecosystem are holding the following characteristics and features.

- E-commerce information ecosystem and the environment interaction, mutual influence, and as between system by admitting the members and update the information subject, guarantee the realization of system functions [1-3].
- Electronic commerce information ecosystem information subject will produce development, maturity, recession, the life cycle and the exchange of information and general information environment constantly, which means that e-commerce information ecosystem has the ability of internal dynamics.

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Elements of complex systems, different levels of each factors of information contained in a larger information ecosystem, at the same time it contains less information ecosystem. From the system innovation, network business to e-commerce "pioneer", the first is creative, it break through the existing system itself is the kind of concept innovation. Second is attracting the attention of venture capital, get the support of venture capital, and the mechanism of venture capital operation is the traditional bank lending capital of that indirect financing of a kind of institutional innovation. Again is due to the recent network enterprise profit ability is weak, must be listed on the gem stocks. Although the electronic commerce vigorous development in our country, but the logistics technology and logistics management lagging behind, logistics distribution system is perfect, all of these give e-commerce caused great obstacles. Logistics management innovation, improve the level of logistics management has become the premise of the development of electronic commerce.

![The CRM System Architecture](image)

Figure 1. The CRM System Architecture.

In this paper, we conduct research on the E-commerce business new pattern from perspectives of the SWOT and customer relationship management. In the later parts, we will discuss in detail.

**Our Proposed Methodology and Perspectives**

**The Customer Relationship Management.** Using CRM to the scientific management, distribution channel is the basis in order to improve the efficiency of the channels. Collect enough information, customer information and behavior and customer segmentation, targeted interactive communication, the channel to create value, continuously improve the efficiency of general enterprise operation and management of distribution channels. Classifying existing distributor management, according to its attitude, ability, competency and other distributors can be divided into available and unavailable, abandon, not with the distributor, distributors are classified again will be available again.

Implementing CRM must be able to achieve the unified understanding, changing idea, department managers and technicians to work together. CRM needs to start from understanding customer needs, then the reasonable planning, personnel selection and training, develop process the last is to choose software and technical implementation. Change of management concept, but also reflected in CRM system implementation process on the adjustment of that the management of the enterprise original thought. CRM system is more than just a set of software while more important is a complete set of the advanced management thought which could be generally separated into listed aspects.

- In addition to record the basic information of the customer information database, such as that customer name, home address, contact information, habits and hobbies, etc., should also
include the customer’s trading records. When the customer need the product or service again, or visit enterprise customers, can quickly meet customer demand [4-5].

- Customer relationship management is not only meets the one-time needs of customers, but to maintain long-term business relationship with that customer. Visit customers, understand the need to adjust product and service according to customer feedback information, so as to better meet customer demand, improve customer satisfaction and loyalty.

- In theory, every customer is a segment of market has personalized demand. But individual needs a sense of individuality, but also have in common. Apparently common parts can be converted into the batch mass production, even if we can grasp the nature of its individuality demand, the personalization part classified customization, so as to realize mass customization.

**The E-commerce Business System Analysis.** The importance of general e-commerce adoption is self-evident, but not every enterprise could keep up with the trend of the times, have room to cope with the new changes of the competitive environment, whether or not to accept e-commerce, how to adopt the electronic commerce is an important subject faced by firms.

Definition is the basis of theoretical research, and its diversity lead to difficult to form a unified theoretical framework, a serious impediment to the maturity and development of electronic commerce mode theory. So, in recent years by reviewing articles about electronic commerce schema definition, explore the development of the concept of e-commerce and general commonness between different definitions, search mode of e-commerce in future development direction, has important theoretical significance. Restricted by traditional information management, e-commerce activities engaged in by most enterprises haven't realized that a stable and the balanced ecological system in promoting the electronic commerce information subject information balance and coevolution and improving the importance of electronic business information management ability.

![Figure 2. The E-commerce Business System Architecture.](image)

**The SWOT Analysis.** SWOT analysis is a kind of basic enterprise strategy analysis method, its advantages and disadvantages of the internal environment and external environment opportunities and threats in a "ten" glyph chart within the same column in comparison. SWOT analysis is to clear the purpose of the enterprise's position in the market. After the preparation of complete a SWOT analysis, enterprise should according to the result, make use of the opportunity, exert advantages, to overcome the disadvantages and away from threats, and choose the right strategy.

SWOT analysis is a qualitative analysis tool, but it lacks the quantitative analysis process. Analytic hierarchy process (AHP) combined with general qualitative analysis and quantitative analysis of the advantage, can make up for the SWOT analysis of the defects. Analytic hierarchy process (AHP) method with the SWOT analysis method combined with the advantages of both in order to more accurately describe and identify project risks, project strategy and system analysis for the enterprise to
provide the basis. Because of that, we try to use some of the advantages of the SWOT analysis method to make up the lack of a comprehensive budget management that in order to the disadvantage of the comprehensive budget management is correct [6-7].

Comprehensive budget management scientific, lean to improve targeted based on SWOT analysis. Above mentioned some problems of the general comprehensive budget management at present then combined with the SWOT analysis, in the whole process of the comprehensive budget management should be focused on these problems. Similarly, the budget examination phase can also be aiming at the existing problem of comprehensive budget management and assessment of the results of the SWOT analysis to develop strength greater incentive mechanism. If we can combine the conclusion of SWOT analysis problems of comprehensive management in a targeted to improve comprehensive budget management, comprehensive budget management of scientific, the lean will follow.

SWOT analysis of the guiding ideology is in fully grasp the internal and external environment of the advantages and disadvantages in the opportunities and threats, on the basis of tailored to the future development of corporate strategy, foster strengths and circumvent weaknesses, make free with the opportunities, dissolve the threat.

The Internet Marketing. From the perspective of marketing, managers tend to use a range of pricing strategies for business goals. Most marketing textbooks describe the pricing of new products is for "skimming", hit the market in the current price is high, in the later stage to reduce the price. Managers have by means of pricing strategy, such as discount or rebate, series of pricing as well as the psychological pricing or several pricing to attract customers. Although in theory that the customer is rational, but most of the market the reality is that the reason such as the products and information available, search costs, and customers, big supplier for price limit.

With the development of computer technology, the world's mode of production and information transmission has produced great changes, and so the market marketing also want to adapt to market changes, with the development of the Internet economy. Due to network speed is very fast, is almost at the same time can charge on the market all kinds of information, so that people's way of shopping and consumption patterns and great changes have taken place in the great. Kotler is based on 4P, put forward the marketing strategy of customer dominated, to modify his previous marketing theory, then, featherstone is trying to take the Internet, while the to be followed by a new idea of the 4P. On the ideological content, they actually are interlinked, from customers, marketing from the viewpoint of social development. Perhaps, kotler become obsolete, but obviously not today have been out of date in developing countries, especially in countries haven't get rid of the shortage economy, kotler theory was clearly too advanced, the local people, may not enjoy the treatment of "customer is god", so, 4E, not enough to replace kotler marketing theory.

The Business Innovation and Enterprise Opportunities. Most companies comply with the trend, registered its own site, formulate the corresponding network development planning, build up the network business system. Logistics as the raw material resources and human resources after the third profit source, for the continuous development of e-commerce provides a strong support. Under this basis, we propose the following suggestions for the further analysis.

- **B2B aspect**, the current domestic competition in alibaba, automobil, and purchase between wheat net. Alibaba with that first-mover advantage, dominant in the sector, the other two competitors is still unable to contend with [8].

- **B2C also** can promote the popularity of electronic commerce, including the mature C2C mode. Major domestic manufacturers of taobao, ebay and a beat, although gathered a lot of popularity on the Internet, but the current C2C profit model is still not clear.

- **B2C is the first to rises** Chinese e-commerce business model, but in the later developing has experienced many twists and turns. At present, companies from all walks of life into e-commerce, hope to rely on the platform of network to win in the competition advantage. But
the effect is not very obvious. Many companies are doing a lot of B2C mall or between fine and designed the B2C mall to miss many opportunities.

Conclusion

In this paper, we conduct research on the E-commerce business new pattern from perspectives of SWOT and customer relationship management. Electronic commerce and the linkage development of industrial cluster is a concrete application form, the current domestic influential several big industry websites are with a linkage development of the general industrial clusters. Electronic commerce as a crystallization of the numerous revolution, not only general rewriting the rules of competition in the market, cost, efficiency, liquidity, profound changes have taken place in competition elements such as innovation, and has become an inevitable people, the most dynamic and potential way to trade, but at the same time there are still some urgent problems remain to be solved. Under this circumstance, this paper proposes the novel idea on the e-commerce opportunities that will be meaningful.

Acknowledgement

This paper is supported by the following projects. (1) Teaching reform project in Jiangxi province department of the education (NO. JXJG-14-23-5). Business oriented "network marketing" research on theory and practice of curriculum reform. (2) Nanchang Normal University project (NO. CXCY-15-1). Nanchang normal college innovation reform of entrepreneurial research. (3) Nanchang normal college humanities and social science project (NO. 14RWYB09). Auto enterprise marketing resource integration model research based on marketing grid.

References


