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Abstract. The international operation of small and medium-sized enterprises is the development of the small and medium-sized enterprise to a certain stage of the objective needs, and it is the important sign of the small and medium-sized enterprise to mature. With the deepening of economic globalization, the pace of internationalization of Chinese enterprises to gradually accelerate. This paper analyzes the existing problems of the international operation of small and medium-sized enterprises in China from the aspects of talents, capital, independent intellectual property rights, and then analyzes brands, localization operation, information construction and other aspects of China's small and medium-sized international business development strategy.

Introduction

At present, China has more than 10 million small and medium-sized enterprises, accounting for 99% of the number of registered enterprises, industrial output value accounted for more than two thirds of China's total, Small and medium-sized enterprises provide about 70% of employment opportunities, has become an important growth of our national economy point. In the background of the continuous development of economic globalization, the problem of the growth of small and medium-sized enterprises in China is how to face up to their own advantages and disadvantages, and participate in the international operation. The development of small and medium-sized enterprises has become a major problem related to the development of national economy, and international operation is an important way for the development of Small and medium-sized enterprises in the new era.

The Motives of International Operation of China's Small and Medium-sized Enterprises in the New Era

China's small and medium-sized enterprises in order to survive and develop, we must take the road of international operations, the implementation of international operations. At the same time, Under the guidance of the international business strategy, China's small and medium-sized enterprises is committed to learning advanced technology and management experience, make full use of modern scientific and technological progress, to enhance enterprise competitiveness.

Adapt to the Needs of Economic Globalization

Compared with the domestic business, the international business environment is more complex and risky. Different the culture of language, the legal system, the volatile exchange rate, the political turmoil and so on. For Small and medium-sized enterprises, economic globalization led to this change that is both opportunity and pressure. Small and medium-sized enterprises need to take full advantage of the opportunities brought by globalization, implementation international operations under the pressure of market competition. This is an inevitable choice for Small and medium-sized enterprises to face the opportunities brought by economic globalization and market competition.

The Need of Learning Advanced Technology and Management Experience

Small and medium-sized enterprises in China's current primary task is to rely on advanced production technology to get rid of difficulties. China's small and medium-sized enterprises in the
industrialized countries or regions to open a number of technology-intensive or technologically advanced joint ventures, and through participation in management, absorption of some advanced technology and crafts, and then transferred back to China to promote the level of industry technical of small and medium-sized enterprises. In the process of internationalization, enterprises can get a wide range of contacts and exchange opportunities, broaden the horizons, broaden the train of thought in the international market.

The Need to Attract and Utilize Foreign Capital

Small and medium-sized enterprises to conduct international operations, on the one hand, you can set up joint ventures to attract foreign funds to enter our country; On the other hand, foreign exchange is earned by means of product export, export of labor services and profit from overseas. In addition, there are many financial institutions in the international market, and the financing channels are convenient. The quality, flexible and convenient services of foreign banks can provide opportunities for enterprises to expand their financing channels. The entry of foreign venture capital and overseas listing will enable the growth of small and medium-sized enterprises to expand the financing channels become operational reality.

The Effective Use of Domestic and International Needs of the Two Resources

With the implementation of structural adjustment strategies, China's large, medium and small enterprises are in the relationship between the reconstruction. We should encourage some small and medium-sized enterprises to join the international division of labor cooperation system to carry out intra-industry trade and intra-company trade. This is a shortcut to promote the upgrading of China's industrial structure, but also conducive to the full use of various elements of resources at home and abroad and the best configuration. In addition, although China is vast in resources, but the number of per capita resources is small, and as China's economic expansion, the contradiction between supply and demand of resources will become increasingly prominent, which will limit the development of enterprises. Therefore, China's small and medium-sized enterprises should go to the world, the use of international resources to promote the development of enterprises.

The Practical Obstacles to the International Operation of China's Small and Medium-Sized Enterprises in the New Era

There are many problems and gaps in the small and medium-sized enterprises engaged in international operation, mainly in:

International Talents Shortage

International operation requires that managers not only have the management experience of domestic enterprises, but also familiar with the requirements and practices of the host country. China's small and medium-sized enterprises to transnational operations, the face of complex business environment, the gap between managers mainly in the lack of awareness of risk prevention, product quality concept is not strong, lack of international business and legal knowledge. Most of the internationalized small and medium-sized enterprises due to the lack of international talents, it's not fully aware of the host country's financial and fiscal policy, foreign exchange control, fund management. It is difficult to develop appropriate preventive measures to reduce and transfer risks.

Lack of Operating Funds

On the one hand, banks are generally reluctant to provide loans to small and medium-sized enterprises because it has fewer assets, more risks, and less creditworthiness, and it is difficult for small and medium-sized enterprises as large enterprises through the issuance of corporate bonds, stock market and other means to raise funds. In the process of international operation, if the follow-up lack of funds, it will seriously affect the normal operation of enterprises; On the other hand, due to small and medium-sized enterprises its small size, the lack of anti-risk will avoid
long-term goals with more uncertainties, and focus on short-term projects that can bring immediate benefits.

**Lack of Independent Intellectual Property Rights Products**

China is the third largest country in global international trade, but on the whole, China's brand is still catching up and subordinate in international competition. Export of own brand is not 10%, export of low value-added products brings a series of questions, such as energy saving and environmental protection, trade friction. Small and medium-sized enterprises lack both branded products and scientific research ability, so that enterprises in the international competition at a disadvantage position. At the same time, because small-scale production can’t form economies of scale and generate the higher the cost of the product. If products with low technological content and low operating efficiency will make the product uncompetitive.

**Low Product Technical Content**

China's small and medium-sized enterprises rely mainly on cheap labor and rich natural resources, not enough attention to technical personnel, and there is no perfect scientific research facilities and abundant scientific research funding, the lack of incentives for technological innovation. Most of the production and operation of the products are mainly labor-intensive products and resources of the early processing products, the technological content of products and added value is low. It is difficult to compete with the high-quality, high value-added and high-tech products in the international market. Companies generally lack the continuous development of unique products and the ability to continue the invention of proprietary technology, scientific research conversion rate is relatively low.

**Strategic Tendency of International Operation of China's Small and Medium-Sized Enterprises in the New Era**

The success of the internationalization of small and medium-sized enterprises in China depends largely on the choice of the right path, for which small and medium-sized enterprises should focus on:

**Build International Brands**

To give the brand advantage of the international business path is the only way for the development of small and medium-sized enterprises in China at this stage. All companies are truly aware of the importance of the brand, it is a long-term occupation of the market elements. Export enterprises want to have a place in the international market, it must implement the brand strategy, and actively seek to obtain a variety of international certification. Therefore, China's small and medium-sized enterprises should establish their own brands, building international brands with Chinese characteristics, take the advantage of its own brand of international business path to the international market in an invincible position.

**Implementation of Local Operation**

The implementation of localized operation can solve the problem of lack of talents, capital and resources of small and medium-sized enterprises, which is of great significance to small and medium-sized enterprises. From the perspective of the development of globalization, it is the general route chosen by the internationalization of enterprises through the use of the host country's localization strategy of talents, capital and materials. The localization strategy of internationalization of small and medium-sized enterprises is based on the sustainable development of enterprises and the integration of products, culture, brand, management, talents, financing and so on, so as to cultivate the competitive advantage, thus enhancing the sustainable development ability and core competitive of small and medium-sized enterprises. It is the inevitable choice of internationalization of Small and medium-sized enterprises.
Carry out International Professional Collaboration

With the industrial chain in the international context of the extension, specialized division of labor and collaborative production become the basic requirements of modern business. In the economic globalization, many small and medium-sized enterprises in China have strong production capacity, high management level, can be embedded in the production chain and value chain of multinational corporations, it play the advantages of small and medium-sized enterprises and the implementation of specialized collaborative production. Small and medium-sized enterprises through the industrial chain as a link to enter the international market, once with large enterprises cooperation, it is easy to form a comprehensive advantage, through learning improve technical ability and market responsiveness, improve international competitiveness.

Accelerate the Development of E-commerce

Vigorously develop e-commerce, that is, carry out business activities in the international Internet. This is a major way for companies to internationalize their operations in the rapid development of information technology. On the one hand, enterprises can save the funds needed to carry out international trade and reduce costs, the parties involved in the transaction can only pay a small fee, which can make up for small and medium-sized enterprises Achilles heel of small size, shortage of funds; On the other hand, E-commerce can provide more opportunities to enter new international markets than ever before for small and medium-sized enterprises, which will help to make up for the weakness of the international market information blocking of Small and medium-sized enterprises.

Conclusion

Economic globalization has broken the limits of national boundaries, expanded the space for enterprise survival and development, but also makes the competition between enterprises more and more intense, international business has become one of the dominant trends in business today. Compared with domestic investment, small and medium-sized enterprises that have international business risk, high cost, limited resources, we must identify their own comparative advantage, grasp the market position, to take practical measures to the potential advantage into a real competitive advantage when it decide their own development strategy.

References


