Development Strategies of E-commerce for Small and Medium-Sized Enterprises

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Abstract

In the economic structure of our country, small and medium-sized enterprises (SMEs) are the most important part of the backbone, with the continuous popularization of the Internet, e-commerce has gradually become a business model that the current small and medium enterprises must face and accept. The development of enterprises is of great significance. In this context, the article first introduced the importance of the development of e-commerce SMEs, and then based on the actual operation of the community put forward and analyzed the current e-commerce development under the existing problems, and finally based on the actual lack of effective Development Strategy of E-commerce for Small and Medium-sized Enterprises.

Keywords: small and medium enterprises; e-commerce; development strategy

INTRODUCTION

With China's information technology and the continuous development of the Internet, China's e-commerce development has made great breakthrough in the world and is also among the forefront. E-commerce is open and convenient features, is the main mode of future business development. After the reform and opening up, small and medium-sized enterprises have gradually become the backbone of the current social economy, which plays an important role in the country's economic development. It is necessary for SMEs to further develop the correct and rational application of e-commerce to SMEs. The paper focuses on how to apply e-commerce scientifically and rationally in the small and medium-sized enterprises, and has carried on the detailed analysis and discussion in three parts. It aims to help the SMEs to better apply the electronic commerce, and further develop to provide some theories Knowledge, the following is the specific content.

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First, the importance of electronic development of SMEs in the development of e-commerce
E-commerce is the future direction of the evolution of business models, so to achieve their own continuous development and not being abandoned by society, small and medium enterprises must follow the main trend of society, the corresponding adjustment, that is, in the enterprise needs full and reasonable use E-commerce. SMEs\(^1\) in the application of e-commerce can first enhance the level of its economic management and decision-making, enterprises in order to meet the objective of e-business model, it is necessary to optimize the existing management and reorganization, in the process to achieve the management and decision-making Standardization, and optimization; Second, the rational use of e-commerce can also improve the business environment for SMEs, e-commerce is open and convenient features, so this will make the enterprise more focus on the product Quality, relying on e-commerce open and convenient for sale; secondly, e-commerce can also provide SMEs with more market opportunities, the network is open, not only limited to the domestic market for foreign markets, there are many involved Moreover, the reasonable application of e-commerce can also reduce the operating costs of SMEs to a certain extent, the main mode of communication of e-commerce for the network (e-commerce, e-commerce, e-commerce, e-commerce, Dialogue, and therefore do not need additional travel costs and telephone costs, but also does not require a certain line of sales channels, directly through the network channels can be achieved through the channel structures, which also greatly reduce its operating costs; E-commerce through the network can enhance the visibility of SMEs, the network is very wide, so e-commerce for small and medium enterprises to bring more audiences, their visibility will rise accordingly, to help enterprises \(^2\).

Second, the current stage of development of SMEs in e-commerce problems
(A) the enterprise management level of cognitive deficiencies, lack of attention
Because many of China's SME management is still some middle-aged, its traditional business model has formed a certain sense of solidification, and for the virtual network that is difficult to accept, so there are many enterprise management level for e-commerce recognition Awareness and attention to the extent of inadequate phenomenon. In the upper level of the
enterprise for the lack of attention to e-commerce, and then its investment will be inadequate, but e-commerce in its early stage of construction requires a lot of capital and human input, short-term profitability is difficult to achieve, which also led to the development of enterprises E-commerce from the outset in the status quo, or not the idea of the development of e-commerce [3].

(B) the lack of talent and capital, low level of information technology

Although e-commerce in China has more than a decade of development time, but its real development time is still in the last five years, a university to train a qualified e-commerce talent is also the shortest four years, so the current market On the other hand, small and medium enterprises are mostly private enterprises of its size is not very large, not very adequate in terms of funds, however, a large number of small and medium-sized enterprises in the development of e-commerce, At present, China's e-commerce operation of the construction cost is higher, which is currently the development of SMEs in e-commerce is one of the major problems facing.

(C) the application of e-commerce external environment is not perfect

E-commerce model Although China has been in the forefront of the world's state of development, but look at the current external market environment, for e-commerce is still imperfect, its mainly reflected in the following areas: one of the network of real name Its e-commerce industry standard has not yet been implemented; its three e-commerce taxation is not yet clear; its four network-based environment, security is not perfect; its five e-commerce for the traditional law has brought some challenges.

Third, small and medium enterprises to develop e-commerce strategy

(A) combined with the actual business development model for the creation of e-commerce

E-commerce is an extremely complex system process, which for enterprise system, management and technical aspects of a certain involvement, so enterprises in the e-commerce model structures must be strictly in accordance with the facts of the enterprise reasonable structures. First of all, the original system of enterprises need to be reasonable to improve and make it match the e-commerce model; Secondly, the enterprise's product structure should be
close to the adjustment of e-commerce; Furthermore, the e-commerce and enterprise risk management between the two Confidentiality; Finally, in the e-commerce model and the choice of ways, must be based on the actual needs of small and medium-sized enterprises for the development of e-commerce plans, and in the process of continuous adjustment.

(B) the high standard in the application of e-business model

In the application of e-commerce, the need for the management of the enterprise to give full attention, and then pay attention to increase in the early stage of capital investment, as well as personnel recruitment and training investment to solve the financial problems and personnel issues. In the case of funds and talent are available, you can achieve high-standard e-commerce model structures, which is mainly to achieve the standardization of basic management, digital resources, business processes, high concentration and sales network. Through such a high-standard model structures, small and medium-sized enterprises will stand e-commerce in the forefront of the overall e-commerce, and thus can achieve the greatest degree of e-commerce dividends to help the further development of small and medium enterprises.

(C) the rational use of third-party outsourcing services to help businesses adapt to e-commerce

SMEs in the e-commerce structures, their own e-commerce experience in a relatively lack of state, and to achieve the accumulation of experience will take some time to recruit experienced e-commerce staff to build its high cost, so the use of outsourcing model, Small and medium enterprises to achieve e-commerce site construction, warehousing, operations, logistics, customer service, data and after-sales service and other high-standard structures, after all, small and medium enterprises to quickly and cost-effectively enter e-commerce a shortcut to help SMEs in no experience The realization of e-commerce applications.

CONCLUSIONS

Information technology, is the future development of the main aspects of e-commerce, is also an important business model for the future, so SMEs must pay attention to e-commerce, try various ways to achieve the effective use of e-commerce enterprises. According to the analysis, it can be seen that the application of e-business model in SMEs can enhance the level of
economic management and decision-making, improve the operating environment of SMEs, provide more market opportunities for SMEs, and reduce the operation of SMEs, to a certain extent. Cost and e-commerce can also enhance the visibility of small and medium enterprises, but there are still in its application in the enterprise management level of cognitive deficiencies, lack of attention, lack of talent and capital, low level of information technology, application of e-commerce external The environment is not perfect and other issues, combined with the actual business model for the development of e-commerce to create a high standard in the enterprise application of e-commerce model, a reasonable third-party outsourcing services to help companies adapt to e-commerce, etc. it can effectively solve these problems, to help small and medium enterprises better application of small and medium enterprises, continuing to provide the impetus for socio-economic development.

References


