

## **CHAPTER 4 THE DEVELOPMENT OF SMALL AND MICRO CROSS-BORDER E-COMMERCE**

### **4.1 Introduction of Xiang Company**

#### 4.1.1 A brief introduction to Xiang business cross-border commerce

Xiang Trading Co., Ltd., located in Yunnan province Linsang high tech Zone, was formally established in March 15, 2013, starting from the source of the product, selecting the high quality raw materials in Northeast China. It is produced and processed by itself: cereal powder, bean powder and pumpkin, tomato, carrot and other vegetable powder, which guarantee the raw material, nutrition, green and no The product has no added pigments and preservative, healthy, nutritious and green products.

In product quality, the product is strictly in accordance with the ISO22000 food safety management system certification and the requirements of ISO9001 international quality management system. The raw materials are strictly controlled in the factory, the production process control and the product factory inspection, and the whole production process is monitored and monitored in real time. The whole process of plant monitoring ensures that the quality of products is in line with food standards and traceability of products.

With the continuous expansion of the production capacity and the gradual expansion of the market, we can realize the three-dimensional cross layout of the national market, create a broad market of more than 100 billion Yuan, create mature marketing experience, quickly form a marketing network covering the whole country, develop the international market gradually, and make it convenient and fast. Fast, nutritious, healthy breakfast porridge goes into thousands of households.

The series of products produced by Xiang Business Co., Ltd. think that human beings provide a comprehensive, healthy and balanced nutrition target as the starting point. The main features of the products are convenient and fast, and the marketing features are "none fried, no added, factory direct selling". It is oriented to four kinds of busy consumption in chasing control, nocturnal cat control, chasing drama control and tourism control. A variety of combinations, various packaging specifications and various flavors of nutritional congee, convenient rice, convenient grain powder, convenient reproduction of rice, rice gift boxes and other 100 products. The convenient porridge has 21 kinds of flavors including five grains, vegetables, meat and grain. The convenient rice

has 12 kinds of flavors: ordinary rice, soup rice and fried rice; it is convenient for 2 flavors of grain flour; it is convenient to make 8 kinds of rice.

#### 4.1.2 The current situation of cross-border e-commerce management of the company

At present, the company has launched cross-border e-commerce activities, has completed the construction of self built website, foreign consumers can buy directly through the website. Moreover, the company has developed e-commerce in China through JD, Tao and other three party e-commerce platforms. Sales in 2016 were higher than those in 2015, indicating that the company's products are becoming more and more popular among consumers.

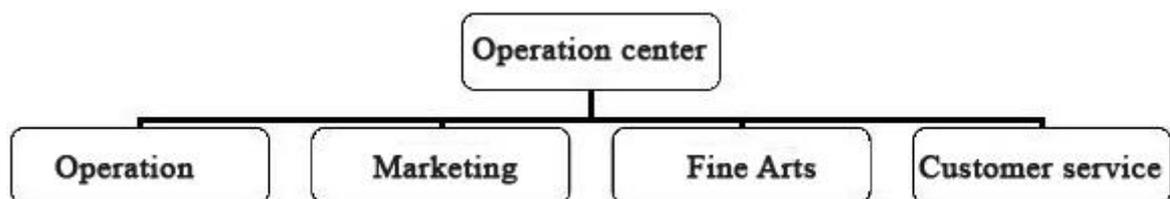
**Table1: 2015-2016 years Xiang Trading Co., Ltd. e-commerce sales**

YEAR	TIANMAO	TAOBAO	WEB	JD	NO1
2015	170000	110000	10000	15000	13000
2016	200000	150000	25000	67000	32000

#### 4.1.3 Organization structure of operation center of Xiang Trading Co., Ltd.

Xiang Trading Co., Ltd. has 10 operations centers, including four parts: operation Department, promotion department, art department and customer service department. The promotion department is responsible for the project promotion positioning and the theme planning and design work, through its own theme marketing, combined with the activities of the website and platform, enhance the buyer's shopping experience and marketing effect, and provide the store conversion rate. The art department is responsible for the maintenance of websites, online stores and flagship stores. The customer service department is facing the consumer directly, with the best service attitude, using the sales skills, looking for and satisfying the buyer's demand, and providing good after-sales service, providing the buyer's good customer experience.

**Figure4: Organization chart of company operation center**



#### 4.2 A survey of the cross-border e-commerce of the company

This paper investigates the problems of cross-border e-commerce in Xiang Trading Co., Ltd. in two ways: one is to interview the leader of the enterprise, and the two is the questionnaire. The questionnaire is divided into two parts. A part of the questionnaire

survey is carried out on the internal staff of the enterprise. It is through the opportunity of the company's administrative department to use the company to hold the general staff meeting. When the questionnaire is popped up, the online answer is submitted online.

Through interviews with the leaders of Xiang Business Co., Ltd., this paper understands that the knowledge of cross-border e-commerce knowledge is less, and that the cross-border e-commerce business process, industrial chain and main operation mode are not well understood, and the interests of cross-border e-commerce enterprises are not very well known. Only through the literal meaning of cross-border e-commerce and the domestic e-commerce business that has already been carried out, it is probably known that cross-border e-commerce is sold abroad by electronic commerce, the development of the food industry, the national cross-border e-commerce development, the trend of development and the promotion of cross-border e-commerce development by the relevant ministry of our country. If customers, trade partners and enterprise competitors have already carried out business through cross-border e-commerce, they will also develop cross-border e-commerce, and do not want to lose many customers without developing cross-border e-commerce business, but the main direction of the business is home and will not be given too much for cross-border e-commerce businesses. Multi - force support; when choosing third party cross-border e-commerce platforms, only a few e-commerce platforms, such as Alibaba and Dingdong, do not know much about foreign e-commerce platforms.

#### 4.2.1 A questionnaire survey of enterprise employees.

The questionnaire is for all employees within the company. The total number of employees is 50, including 5 management, 5 administrative departments, 20 operation centers, 5 R & D departments, 5 quality control departments and 10 production departments. A total of 50 questionnaires were issued, 50 were recovered, the recovery rate was 100%, and 46 valid questionnaires.

Through the survey of the internal staff of the company, we know that there are the following problems in the cross-border e-commerce: the enterprise managers do not understand and attach great importance to the cross-border e-commerce, and the cross-border e-commerce development is not strong and the support is insufficient. The functions of various departments are incomplete, lack of professional personnel in cross-border electricity providers, strong computer technology, insufficient funds and difficulties in market financing. The production technology and production level of the enterprise are relatively low, the production line is few, the productivity is insufficient, the production demand cannot be met, the product innovation, the R & D ability are not

strong, and the kind of goods is not enough.

Rich. Failed to give full play to the advantages of the third party cross border e-commerce platform, lack of cross-border electricity supplier strategic plan and marketing concept, and did not adjust in time according to market demand. The self built web site has the existence of carton, the late maintenance is not in place, the payment environment is not safe and convenient, the customer service and the consumer communication, evaluation, feedback, timely and smooth, logistics and distribution are not convenient and timely, cannot meet the consumer purchase experience.

**TABLE2: Statistical results of cross border e-commerce survey results**

<b>Title</b>	<b>Strongly agree</b>	<b>Agree</b>	<b>Neither agree nor disagree</b>	<b>Disagree</b>	<b>Strongly disagree</b>
Enterprise management is very aware of cross-border E-commerce	6	5	5	10	20
Enterprise leaders attach importance to the development of cross-border E-commerce	0	3	5	16	23
Business leaders are very supportive and invested heavily in cross-border electricity providers.	0	2	3	27	14
Enterprise customers have already used cross-border E-commerce	18	10	9	4	6
Business competitors have already used cross-border E-commerce	17	10	8	5	7
Trading partners have already used cross-border E-commerce	17	11	8	4	7

Not developing cross-border e-commerce business will lose a lot of customers	20	13	9	3	3
Can handle customer's opinion in time	0	5	8	18	16
The functions of various departments of the enterprise are very complete, so that they can fully cope with cross-border electricity providers.	0	6	7	13	21
The staff of all departments are adequate and properly configured	3	5	8	12	19
Adjust the organization in time in accordance with the development needs of the company	3	6	5	14	19

#### 4.2.2 A questionnaire survey of consumers

In this paper, a questionnaire survey was conducted among two consumers in the survey of goods and services. The online questionnaires were submitted online by the company in the form of the website itself. A total of 110 questionnaires were received and 97 were valid, with an effective rate of 88%.

The results of the questionnaire survey show (see table 3-3) that the products and services of the company have the following problems: less commodity, less taste and slow renewal, which cannot meet the growing demand of consumers. Self built website update frequency low, shop layout is not attractive, running is not smooth, the existence of delay and carton, the purchase operation is not convenient, the lower order is slower, and the delivery is not timely. The payment method is single and the payment environment is not safe. Customer service attitude is not good; the answer is not timely and slow. Product packaging is not solid, damaged, and logistics is slower. In the questionnaire, the customer also put forward the following suggestions: the purchase of goods for the convenience of porridge, convenient rice, but the convenience of porridge with less meat

taste, some taste too sweet is not suitable for special people to eat; convenient rice varieties, can be integrated into different regional food tastes; in general, the main food is only convenient porridge, convenient, convenient, convenient porridge, convenient These two kinds of soup rice cannot meet the increasing living standards of customers.

**TABLE3: Statistics of the result of commodity questionnaire**

content	Strongly agree	Agree	Neither agree nor disagree	Disagree	Strongly disagree
The company has a rich variety of goods to meet the daily needs	15	15	11	30	27
The company's products are updated quickly, and new products are always available.	12	20	5	37	24
The company's goods are natural, green, cheap and cheap	22	23	12	21	20
Smooth operation, convenient purchase operation, quick order and quick delivery.	9	11	7	33	38
Support multiple payment methods, payment environment security and convenience.	7	6	5	38	41
Commodity packaging is strong, no damage, fast and convenient logistics.	13	9	15	34	27
Customer service attitude is good, answer questions in time, no delay.	5	7	8	43	36
The self built website is updated frequently and the layout of the shop is attractive.	9	10	7	33	39

### **4.3 The problems of the development of the cross-border e-commerce of the company**

#### **4.3.1 Enterprise managers are not aware of the development of cross-border E-commerce**

(1) Business managers are not fully aware of cross-border electricity providers.

The manager of Xiang business Limited has the disadvantage of blindly entering the cross-border electricity supplier. According to the results of the questionnaire survey of the employees, the company managers have 5 people, of which 3 people do not know much about cross-border e-commerce. The other 2 people have a general understanding of cross-border e-commerce, and there are cross border e-commerce shopping experiences, but all of them operate more through the third party platform. Through interviews with the leaders of the company, we know that the knowledge of cross-border e-commerce knowledge is less, and that the cross-border e-commerce business processes, industrial chains and main operating modes are not well understood, and the interests of cross-border e-commerce enterprises are not very well known. Company managers see business customers, trade partners, business competitors are in the application of cross-border e-commerce, and see the competitors on the cross-border e-commerce success side, do not want to lose potential customers because of the late entry, blindly followed the cross border business of the army, but business managers themselves on cross-border e-commerce recognition. Very poor understanding, the degree of understanding is very limited, think that if you spend money to build a own website or join a third party platform, spend a little money to make a few ads, to carry out propaganda, you can be at home on the computer and wait for customers to come down. The company managers are unfamiliar with the business of cross-border e-commerce, and do not understand the late sales. They cannot really carry out cross-border e-commerce, and cannot really use cross-border e-commerce to reduce costs, release information marketing, expand sales scope, improve production capacity, and cannot really play the role of cross-border e-commerce.

Cross border e-commerce can help companies find raw materials suppliers at the lowest price in the most extensive areas, thus reducing transaction costs; it also strengthens cooperation between companies and suppliers, establishes long-term stability relations, forms an information transfer and processing integrated system, is conducive to precise control of product inventory, reduced inventory or elimination. Stock。 It can break through the limits of time and region, and provide customers with products and services at any time in any place, free from the restrictions of the traditional market and widen the scope of sales. Through interviews with the leaders of the company, we know that managers are not fully aware of cross-border e-commerce, and do not know that cross-border e-commerce has a lot of benefits for the development of the company, so it will not be strongly supported by the cross-border e-commerce.

#### 4.3.2 Lack of core competitiveness of enterprises

(1) Lack of cross border e-commerce strategy and marketing concept.