

CHAPTER 5 DEVELOPMENT COUNTERMEASURES OF E-COMMERCE IN XINSHENG XIANG BUSINESS COMPANY

5.1 Improving enterprise managers' cross-border e-commerce awareness

The manager of the company should strengthen the consciousness of enterprise innovation, change its concept, actively learn and understand the national policies and related technologies of cross-border e-commerce in our country, understand the current situation, developing environment and development trend of cross-border e-commerce development at home and abroad, and browse the magazine special issues of cross-border e-commerce, celebrity interviews, forums and so on. We should correctly understand the importance and significance of cross-border electricity providers and give full play to the role of cross-border electricity providers. According to the IDC review network, the number of Internet users in the world has accounted for 40% of the global population in 2014, reaching 2 billion 900 million. It is estimated that by the end of 2017, the number of Internet users will increase to 50% of the global population. In 2013, PayPal made a sampling survey of more than 5000 consumers in the world's five major cross-border E-commerce markets in the United States, Britain, Germany, Australia and Brazil, and analyzed the internal cross-border transaction data in PayPal. The conclusion was the five target markets, and the demand for Chinese commodity online shopping reached 679 in 2013. Billion Yuan, to 2018 this figure will reach 14401 Yuan. The rapid development of global e-commerce, more and more online shopping consumers through cross-border e-commerce consumption, they have a strong demand for cost-effective products, for our cross-border e-commerce opportunities to bring more.

Through the cross-border e-commerce to carry out international trade, with the help of network marketing, integration of the relationship between enterprises and overseas customers, making the transaction no longer a traditional one to one relationship, but one too many relations. It can make use of the aggregation of platform information, search for the latest market and customer needs, and carry out targeted production and sales, making the overseas purchasers and terminal consumers all possible potential customers. At the same time, cross-border e-commerce is the traditional international trade free from the time and place limit, can be sold to the whole world, expand the range of product sales, and get more opportunities to participate in international trade.

5.1.1 Understanding the external environment of cross-border E-commerce

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5.1.2 Learning the professional knowledge of cross-border E-commerce

Although cross-border e-commerce is a new thing for some enterprises and enterprise managers, a large number of enterprises in our country have begun to develop cross-border e-commerce. The enterprise manager has the idea of self - being, in the traditional way of foreign trade, not fully aware of the importance of cross-border e-commerce to the international trade of enterprises, and has no concept on the broad prospects for the enterprise to develop cross-border e-commerce. It is far from enough awareness and attention to the development of this new trade form of cross-border

e-commerce.

Managers should change the old ideas and old ideas of cross-border e-commerce, improve their enthusiasm for cross-border e-commerce, get rid of the fear of cross-border e-commerce, have a correct understanding of cross-border e-commerce, and attach importance to the important role of cross-border e-commerce to enterprises; managers should strengthen the study of cross-border e-commerce professional knowledge. On the other hand, we can make an on-the-spot investigation, research and Study on the use of cross-border e-commerce in the market both at home and abroad, and fully understand the recognition of cross-border e-commerce on our cross-border e-commerce websites and the importance of international marketing to enterprises. The managers of the company not only have to study themselves, but also hire experts and scholars to carry out cross border e-commerce knowledge training to all layers of enterprises, drive the employees to study together, learn the relevant basic knowledge and skills of cross-border e-commerce, and use incentives to reward employees who have outstanding contributions in the process of enterprise cross-border e-commerce development. There is a fear of ignorance. Only in a comprehensive understanding of cross-border e-commerce will the real importance and application of cross-border e-commerce be used, and cross-border e-commerce will be used to create benefits for the enterprise.

5.2 Strengthening the internal infrastructure construction of enterprises

5.2.1 Optimize the organization of operation center

The development of cross-border e-commerce will inevitably result in the lack of an organic and coordinated system. A temporary institution can be set up first to co-ordinate and manage the coordination between the various departments and personnel after the expansion of the enterprise, and the factors in all aspects are integrated together, and then the organization is cancelled. And optimize the company's operation center; increase the introduction of talents, set up the operation Department, commodity department, marketing department, sales department and logistics department. Refine the responsibilities of various departments to avoid loopholes in management. The operation Department is responsible for the internal resources of the team from top to bottom to integrate, plan, organize, follow up the operations of the team, and control the overall situation, comprehensive overall planning, and control the direction of the team. According to the market sales trend, the commodity department will customize the sale of goods, foresee the trend of the market, quickly and accurately order the order, follow up the goods arrival cycle, analyze the data of the goods and pay attention to the sales rate of the goods. The promotion department is responsible for improving shop flow, enhancing marketing results and reducing costs by means of through-train, drilling, exhibition and

activities according to traffic indicators. The marketing department is responsible for the project promotion positioning and the theme planning and design work, through its own theme marketing and integration platform activities to enhance the buyer's shopping experience, at the same time enhance the marketing effect and provide the store conversion rate. The sales 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. Logistics department manages inventory, arranges distribution, delivery and other logistics related matters. Each department should also set up an organization to make clear division of labor for each employee, so that there is no corner and no blank space. In addition, the company should adjust the organizational structure of the company, optimize and rebuild the existing process, and finally meet the needs of customers, market oriented, and adapt to the new development of the company's business.

5.2.2 Optimize the organization of operation center

Talent is the foundation of an enterprise. When developing cross-border e-commerce, companies must cultivate and introduce talents. Cross-border e-commerce needs professional talents of "e-commerce + foreign trade", and also master international logistics, national culture and laws and regulations of different countries, and comprehensive talents who can communicate with foreign consumers in foreign languages. For the company, first of all, we should increase the training of the employees within the enterprise. We can regularly employ cross-border e-commerce experts or professors to carry out basic knowledge training to the employees, so that employees can fully understand the key role of cross-border e-commerce to the society, the economy and the development of their own. Through the further training of the network marketing operation skills, cross-border logistics, business negotiation and other aspects of the staff, the staff training more professional cross-border e-commerce personnel. Secondly, we can recruit professional talents in the way of recruitment; new employees will bring new ideas, new ideas and new methods to the company. At the same time, it can add pressure to the old employees and stimulate the crisis awareness, fighting and potential of the old employees. In the end, the enterprise can strengthen the cooperation with the University, establish the practice base of college students, make use of the students' cold summer vacation time, provide students with the opportunity of internship, so that the students can truly transform the textbook knowledge into practical operation, and provide more suitable candidates for the enterprises.

5.3 Improving the competitiveness of enterprises

All along, speaking of "made in China" is another way of saying that products are cheap, of low quality, and lack of technological innovation. Chinese commodities have always been criticized in the international market, and even our consumers tend to be foreign goods at the same price and quality. In order to develop the international market, Chinese enterprises should not only attract consumers by price advantage, but also ensure quality. Therefore, the company should tend to use non price means to compete with competitors, improve product quality and win the reputation of quality. The key to improving product quality is to improve production technology and production process. The product itself has a high requirement for technology. It must pass through many processes, such as grinding powder, powder making, granulating, curing, drying and so on, but there is a certain gap between the current technical level and the technical level abroad. In order to improve the technical and technological level, on the one hand, we can introduce advanced equipment and technical personnel at home and abroad, train the employees responsible for production, improve production capacity and level. On the other hand, we can cooperate with universities, strengthen technological innovation and research and development ability, and provide funds and technical support for colleges and universities. Colleges and universities will improve technology and technology into scientific research projects. The production line should be increased and the production line should be optimized and upgraded to improve production efficiency, so as to improve production capacity, increase production and meet the increasing consumption ability of foreign countries.

5.4 Make full use of the network platform

5.4.1 Choosing the right cross-border e-commerce platform

At present, there are three main modes of cross-border e-commerce business in export enterprises. One is through the self built e-commerce platform, the two is to serve the e-commerce platform through transaction, and the three is through the cross-border e-commerce platform of third parties. The common point of these three forms is to complete cross-border transactions by building an e-commerce platform. The cross-border e-commerce platform can effectively integrate the supply chain, and promote the business to gradually develop into the direction of the whole process across the border. On the one hand, more and more domestic and foreign food enterprises and consumers are attracted by the influence of the expanding network platform, and have joined cross-border electricity providers. On the other hand, the cross-border e-commerce platform has reached cooperation agreements with the inspection and quarantine departments at home and abroad, the customs, the payment institutions and the logistics system, which has improved the efficiency of customs clearance, improved the logistics

speed, realized the security and convenience of the consumer payment, and improved the overall environment of cross-border e-commerce. In particular, such as companies, cross-border e-commerce development is still in the beginning or in the primary stage; relying on the enterprise itself to complete all cross-border e-commerce links is very difficult.

The company should actively evaluate the cost and cost of cross-border e-commerce platform and the possible profits. Enterprises in cross-border e-commerce platform need to pay a certain amount of cost, especially the service type platform, the charge is higher. If the company does not carry out careful and careful evaluation of the cost of income, then after investing a lot of cost in the enterprise, the income is not worth the cost input, not only does not obtain the ideal marketing effect, instead, it has not achieved the effect of marketing. It will make the company face a lot of market risk. We should investigate the options of various cross-border e-commerce platforms, make a comprehensive evaluation according to the business situation and market conditions of the enterprises, and determine the optimal scheme for the ratio of cost and income.

5.4.2 Improving the performance of its own website

When building a website, the company should set up a lively and interesting main interface module, a user communication platform module and a user personal information module for the website. In order to realize the multilingual web site, the website can be presented in the mother tongue of most consumers, and the translation should be accurate and conform to the reading habits of the foreign consumers. We should dynamically manage, maintain and upgrade the website, maintain the stability of the website, and ensure that there is no carton and delay during the visit and transaction.

It is necessary to update the goods, daily recommended information, preferential information, successful transaction records, and the sales volume of every commodity, so that customers can understand the property and information of the business to the maximum when browsing the web, and can complete the purchase, consultation, order and payment more quickly and more efficiently. To provide personalized recommendation functions according to customer purchase records and search records, not only to facilitate customers to search for goods, but also to make customers feel more individualized and more willful.

Since it is online shopping, you cannot avoid browsing the shop page. The enterprise website is the first portal for the foreign consumers to understand the enterprise. In order to make more customers know the self built website, Xiang commerce and Commerce

Limited Company should increase the promotion of the website. More commonly used promotion methods are: search engine optimization promotion, cross-border e-commerce platform promotion, station promotion platform, news soft text promotion and video marketing promotion. Search engine optimization promotion that is called SEO, through the optimization of the web site to achieve the website search engine ranking rise, foreign comparison commonly used search engines have Google, Bing, YAHOO search Yahoo! Search, Ask, and so on, search engine optimization and promotion often takes a long time, which depends on Optimize the optimization ability of personnel and the competition degree of website keywords. It can be popularized on the cross-border e-commerce platform, which is a more effective way of promotion. It can be transferred and sold directly to the product. In addition, the high credibility and good quality of the price ratio are widely known; Ad Network, the platform between the network station and the advertiser, which sells advertising space, is more common. It is also possible to popularize news soft text by spreading in large industry portal or large web site. This way is more and more adopted at present, but it is necessary to pay attention to the authenticity of the content, the value type of content and the direction of promotion of content.

5.5 Strengthening the core competitiveness of enterprises

In the development of cross-border e-commerce, the company should highlight its own advantages and adapt to its own characteristic road, so as to achieve small and special, spiritual, reliable, fast and special advantages, fully with the advantage of cross-border e-commerce in the global economic globalization environment, to maximize the professional quality of its own aspects and to develop into a broad international market. The company should consider the long-term development. First, we should attach importance to the establishment and consolidation of its own brand, build and develop the healthy and green brand image of the enterprise, break through the limitations of the traditional market at home and abroad, and build the brand culture of the enterprise to promote the healthy, sustained and long-term development of the enterprise. Secondly, we should attach importance to the development orientation of the enterprise, grasp the correct direction of the development of the enterprise on the basis of fully mastering the present situation of its own growth, make a precise orientation to the road of development, and avoid the curve and the wrong way. Thirdly, the managers should attach importance to the development of their own cross-border e-commerce, and take the cross-border e-commerce as a knocking brick and a powerful grip on the international market, giving positive support from thought, capital, technology and talent, and careful consideration and planning in action.

Brand promotion is of vital importance to the company. Cross-border e-commerce is the product of Internet information. In the early stages of entering the international market through cross-border e-commerce, it is necessary to give full play to the role of Internet popularization and dissemination. It has a long-term plan for brand strategy. According to its own products and enterprise positioning standard, the characteristics of its own brand and the hot spot of the Internet are put forward. The topic should be combined to promote its own brand, create its own brand characteristics, expand its brand awareness, and create a high-quality brand image. We must be patient and prepare for a long-term battle, because brand promotion is a long-term process. We must not rush to success without any overnight work. The company can first use the cross-border e-commerce platform to promote, engage in some shop activities such as coupons, full vouchers, and so on, to attract consumers through price advantages; and then actively participate in various recommendations and international exhibitions, increase the exposure rate of brands, contact various food magazines, nutrition weekly, self media, twitter, face books. And other media to create healthy, nutritional brand effect, enhance brand image; and finally through the perfect after-sales service, and constantly strengthen ties with buyers.

5.6 Selection of perfect cross-border Logistics

In developing cross-border e-commerce, logistics plays a very important role. At present, the existing cross-border e-commerce logistics mode has its own advantages and disadvantages. First of all, we can make use of the perfect logistics system of cross-border e-commerce platform, and take advantage of the advantages of logistics infrastructure, so as to reduce the cost of enterprises and speed up the transport efficiency of goods. Second, strategic cooperation with other logistics enterprises can be carried out to complement each other, share interests and take risks together to form a cross border logistics alliance. When choosing the cooperation of logistics companies, we should make a comprehensive assessment from the comprehensive strength, credit, service level and price of the logistics companies, and can not only ignore the lower price and ignore the quality of service. Finally, when the company develops to a certain scale, it will establish an overseas warehouse in the exporting country. Stock can be prepared according to the forecast of the market, and then the goods will be delivered to the overseas warehouse service platform. The overseas warehouse service platform conveyed products to overseas warehouses in various countries by air and sea transportation. When the consumer is sending out the purchase behavior, it can fill in the distribution commodity information, the buyer's contact mode and the distribution address according to the overseas warehouse logistics management system online and the overseas warehouse points can be distributed according to the order details.