

**STUDY ON STRATEGIC TRANSFORMATION OF YG OVERSEAS STUDY  
AGENCY**

**ABSTRACT**

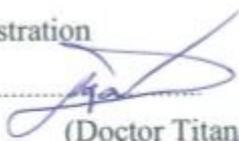
Title: Study on strategic transformation of YG overseas study agency.

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Education has always been an important strategic means in national economy, national international status rise, depends on the improvement of national quality, depends on the improvement of national human resources quality, and education is to improve the national quality, improve the national strength the necessary way of human resources. With the continuous development of the economy and the impact of the global storm, the economic level of our country can be improved rapidly. On the one hand, under the background of new era, has become increasingly broad vision of students in our country, the traditional teaching have been unable to meet the students' thirst for knowledge, so the student study way also increasingly diversification and globalization, the study on the amount of investment proportion is more and more big, in order to realize own ascension and the broad vision, studying abroad has become one of the main way of college students to further their studies in China; On the other hand, the development mode of internationalization and globalization makes the traditional knowledge can not meet the needs of our country's talents and compels some students to choose the international learning model. Studying abroad has become an important way for them to strengthen their own strength. So the team of studying abroad is growing gradually, and our country has even become the international scale of studying abroad. One of the largest countries. Under this trend, the overseas study agency team has been able to develop and grow. At the same time, there are many problems and defects, and

there is a lot of disagreement about the attitude of the institutions. For all kinds of defects and deficiencies, the overseas study institutions should actively adopt the strategic transformation, provide better service for overseas students, and gain a foothold in the fierce market competition.

To alleviate the problems and defects existing in the agents, based on the study in industry development present situation, aiming at the shortcomings of the existing study abroad intermediary company, to explore the development trend of study abroad intermediary industry and to develop new development strategy for the company. At the same time, for study abroad intermediary company, also for the market to explore, master of education products, improvement of service concept, in order to improve the company's market share to make transformation and breakthrough. Through analysis and research of this paper, to clarify the study abroad intermediary industry overall development trends, to study abroad intermediary industry competition analysis in detail, the author puts forward a new development strategy are engaged in this industry, is of great significance to the development of YG company. From the perspective of strategic management, this paper puts forward a new strategy to YG company goal, through the implementation of the new strategy, achieving the strategic transformation of YG company as a whole, so as to realize the strategy of differentiation and integration of the company.

Through the research, it can be found that YG company has insufficient experience in development, insufficient target country, and insufficient marketing capability. YG's advantages are mainly service attitude and good customer feedback and strong product development ability. The disadvantages mainly include low brand awareness, lack of diversification of publicity strategies and lack of experience. Through these analysis we can conclude, promote the transformation of YG company needs from the following aspects, need from the original single intermediary to provide more additional service of the whole industry chain, from the assimilation of the original to differentiation. The strategy implementation of YG company needs to start from the aspects of human resource strategy, brand strategy, marketing strategy and financial strategy, so as to ensure the applicability and feasibility of YG's development strategy.

**Key words: Overseas study intermediary; Strategic transformation; Integration of services; Differentiation**

## 摘 要

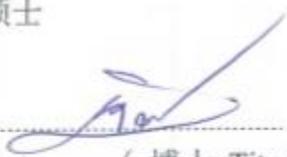
题 目： YG 留学中介公司战略转型研究

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18 / 6 / 18

教育一直都是国民经济中的重要战略手段，国家国际地位的提高，有赖于国民素质的提高，有赖于国家人力资源质量的提高，而教育正是提高国民素质，提高国家人力资源力量的必要途径。而随着经济的不断发展和全球化风暴的影响，我国的经济水平得以迅速提升。一方面，在全新的时代背景下，我国学生的视野变得愈发开阔，传统的教学已无法满足广大学生的知识渴求，所以学生的求学途径也越发多元化和全球化，在求学上所花费的投资比例愈来愈大，为了实现自身的提升和视野的开阔，出国留学已经成为我国大学生深造的主要方向之一；另一方面，国际化和全球化的发展模式使得传统的知识并不能满足我国的人才需求，这种发展模式亟需国际化的知识教育，这也迫使了部分学生想要有较好的发展规划，就会选择国际化的学习模式，出国留学成为了他们增强自身实力的重要途径，于是出国留学的队伍逐渐壮大，我国的出国留学规模甚至成为了国际上留学规模最大的国家之一。在这种趋势下，留学中介公司队伍得以发展并不断壮大起来。但与此同时，随着留学机构的不断拓展，其中也出现了不少问题和缺陷，人们对于留学机构的态度出现了褒贬不一的现象，争议颇多。针对种种缺陷和不足，留学机构应积极采取战略转型，为留学生提供更好的服务，在激烈的市场竞争中取得一席之地。

为了缓解留学机构存在的问题和缺陷，本文基于留学产业的发展现状，针对留学中介公司现有的不足，探究留学中介行业的发展趋势和为公司制定新的发展战略。同时，对于留学中介公司来说，也是对留学市场的探究、对教育产品的把握、对服务理念和改进，为提高公司的市场占有率做出转型和突破。通过本论文的研究和分析，厘清了留学中介行业的整体发展趋势，对留学中介行业做了详细的竞争态势分析，对笔者所从事的这个行业提出了新的发展战略构想，对 YG 公司的发展具有重大意义。同时，对同行来说，也起到了借鉴的作用。为此，本文将针对 YG 公司的运营特点，提出针对性的转型战略。本论文从战略管理的角

度，对 YG 公司提出了新的战略目标，通过新的战略的逐步实施，顺利实现 YG 公司整体的战略转型，从而实现公司的差异化和一体化战略。

通过研究可发现，YG 公司在发展中存在经验不足，目标国家不够多，营销能力不够强三个问题。YG 公司的优势主要是服务态度以及客户反馈良好、产品开发能力较强；而劣势主要体现在品牌知名度较低、宣传策略不够多样化以及经验的缺乏。通过这些分析我们可以得出，促进 YG 公司的转型需要从以下方面入手，需要由原来单一的中介向提供更多附加服务的全产业链转变，由原来的趋同化向差异化转变。而 YG 公司的战略实施则需要从人力资源战略、品牌战略、营销策略、财务战略等各方面入手，以保证 YG 公司发展战略的适用性和可行性。

**关键词：留学中介机构；战略转型；服务一体化；差异化**