

1. INTRODUCTION

1.1 Research background

Studying abroad is a valuable program for international students as it is intended to increase the students' knowledge and understanding of other cultures. International education not only helps students with their language and communicating skills, but also encourages students to develop a different perspective and cross cultural understanding of their studies which will further their education and benefit them in their career (Sowa, 2002).

The development of China's overseas study industry is decades old, and is developing at an alarming rate. With the continuous development of our economy and the people to the academic value, number of students studying abroad are also rising in China, has been high on study abroad students, countries of the world, becoming one of the large amount of international students export countries in the world. With the rising of studying abroad, the appreciation of RMB and the increasingly loose policies of studying abroad, the overall scale of the overseas study industry has been expanding and developing. In the process of development, a large number of excellent talents have been able to go abroad and study abroad through overseas study agencies. While promoting the internationalization of China's economic development, the overseas study industry has also expanded China's influence in the world and created the talent resources of globalization. From the start to study in industry development up to now, has been derived from a single agency for a variety of industry chain, is not only study abroad intermediary organizations, which also contain the language training institutions, private service agencies and other affiliates, in has helped a growing number of Chinese students "study abroad dream" at the same time, also promoted the rapid extension of our country industry. At one's own expenses study abroad of China's service industries development stage through the chaos, local competition, national expansion, and the comprehensive competition period and so on several stages, along with the expansion of the expansion of the scale and customer base, study in hot countries from Singapore, New Zealand to Europe, North America, Australia and other countries, there are many students choose Asian countries.

According to the United Nations Educational, Scientific and Cultural Organization (UNESCO) in their 2009 World Conference on Higher Education report, Over 2.5 million students were studying outside their home country. UNESCO also predicted that the number of foreign students might rise to approximately 7 million by the year 2020. The main destinations preferred were the United States, United Kingdom, Germany, France, Canada and Australia. Overall, the number of foreign students more than doubled to over 2 million between 2000 and 2007 (OECD, 2010).

Studying abroad is the act of a student pursuing educational opportunities in a country other than one's own.(BBC News. 2000) This can include primary, secondary and post-secondary students. A 2012 study showed number of students studying abroad represents about 9.4% of all students enrolled at institutions of higher education in the United States(NAFSA. 2010) and it is a part of experience economy (Velliaris, D. M. 2016). In the development of overseas study, there are more and more institutions involved, and if studying abroad is regarded as a education service trade, then relevant supporting industries are still thriving. With the expanding agents and related supporting industry, study abroad intermediary institutions is not only exist in a procedure of institutions and agents, it should be said that study in industry development on a class, if you want to achieve better and faster development, that is on the basis of agency procedures, to provide some guidance on planning and the development of the life of study abroad, realize all-round services. To study abroad industry development present situation, in the service industry began to emerge some new attempt, to provide new experiences, such as the so-called "private custom", including some personalized service and customized service. Studying abroad is a valuable program for international students as it is intended to increase the students' knowledge and understanding of other cultures. International education not only helps students with their language and communicating skills, but also encourages students to develop a different perspective and cross cultural understanding of their studies which will further their education and benefit them in their career (Sowa, 2002).

YG study abroad intermediary company, also faces all sorts of problems, mainly reflected in: large agents at present stage occupying most of the market, market competition is fierce, the small and medium-sized agents live on the margins of society.Study abroad programs single products, industrial chain is short, the hard set on students study abroad programs, mode is not flexible, to meet customer needs and requirements be complete, to student's oneself circumstance targeted analysis and develop a plan of study abroad is not perfect does not reach the designated position; The study abroad is still the traditional European, North America, Australia and other big countries, students lack the selectivity, especially the English foundation slightly weak students are difficult to be favored by the famous universities; The function of study abroad intermediary is single, the intermediary of study abroad is still traditional intermediary service, service consciousness is weak, lack planning ability; Now enterprises have already realized, with the market is much more important than having the factory, and have the important way is to have a market advantage of brand, brand is the company's most valuable assets, study abroad intermediary industries and enterprises still exist low brand loyalty, brand positioning is not accurate, lack of creative brand planning, brand construction problems such as lack of planning; Many study abroad intermediary company strategic missing problem, fuzzy its core competitiveness, the company strength and the external environment not match, not suitable for the company's development of strategic objectives, to the benefit of companies and students are not; Education overseas study agencies have distorted

behaviors, misbehaviors, replacement behaviors and dishonesty behaviors in the operation process.

Of course, the overseas study service industry has only experienced more than ten years of development, its market is still to be developed, and the development prospect is still broad. In view of the particularity and sensitivity of the overseas study industry, it was destined from the beginning that it was a highly regarded and controversial industry. From the business situation and development trend of the industry, the connotation of the overseas study industry has been expanded continuously and the extension has been expanded accordingly. On this basis, the strategic transformation of the intermediary company is imminent.

1.2 Research objectives

In study in the industrial chain, study abroad intermediary service industry is one of the most key link, with the warming and in recent years, studying abroad hot economic level rising, how to avail ourselves of this opportunity to study abroad service industry in our country, realize the transformation and upgrading and breakthrough development of its own, constantly improve their own competitiveness, in the industry to become the very urgent and realistic problem. Agents from the initial start work until now running smoothly, while the corresponding progress, but also the agents the serious homogeneity situation, provide intermediary services in a single limit the prospect agents and restricted the further development of agents. Nowadays, more and more diversified requirements of customers, demand is higher and higher, for customers, a single intermediary service already cannot satisfy the needs of customers, aimed at studying the role of intermediary company, the customer need is "value service", namely, personalized service, all-round and high-speeding.

Derivatives, as providers of education in the future quite a long period of agents under the condition of the education resources are relatively scarce, with the rapid growth of demand study, study abroad industry will become a highlight of education market. Under the market economic system, under the influence of different cultural backgrounds, the study abroad market is gradually towards rational, at the same time in the integration and utilization of resources of education, also realizes itself to improve the quality of service. The main purpose of this article is based on the study abroad industry development present situation, aiming at the existing defects and insufficiency in the 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, to the understanding of education products and service idea of improvement, etc., also in order to improve the company's market share to make transformation and breakthrough. Analysis and research of this paper, to clarify the study abroad intermediary industry overall development trends, to study abroad intermediary industry the state of competition has made the detailed analysis, for we

are engaged in the development strategy of the industry puts forward a new conception, is of great significance to the development of YG company. At the same time, it also serves as a reference for peers.

After graduating from high school, in recent years, some children not to go to college, in order to let the children don't lose the opportunity to accept formal higher education, students' parents to send their children to study abroad, so every year there are a large number of students to school in order to seek better opportunities, oceans, to study foreign countries, study abroad in China have a broader platform, has given rise to a new study "tide", studying abroad has become a new trend, the agents play a big role, not only to provide professional consulting, also provide convenient service, at the same time in the study abroad market hot, study abroad intermediary institutions has become the biggest beneficiaries. In 2015, the number of students studying abroad in China has exceeded 450,000, and the market share of overseas study agencies is even as high as 10 billion yuan, still maintaining a growth rate of 15% to 20%. In the face of such opportunities, study abroad intermediary company rapid expansion has been is market development trend, and in the face of this trend and set up YG study abroad intermediary companies not only need to accept the inspection from the market, and they need to serve the market. Study abroad intermediary service market, not only can learn the whole market, but also help from requirements to the market requirement, from requirements to service, from service to successfully send students to study abroad the development of the situation. However, with the development of China's economy and the continuous updating of information technology, in the hot study market, the number of complaints is the most, and the market satisfaction is the lowest. Although our country has been increased to study abroad intermediary regulation, introduced the relevant laws and regulations, and even increase the study abroad to study abroad intermediary early warning, and studying in education foreign regulatory information published online information, but in the process of monitor for study abroad intermediary still exist many problems unsolved. Therefore this article through studies study abroad intermediary institutions, to study abroad intermediary supervision present situation, the analysis of existing problems, puts forward the Suggestions of perfecting our country's study abroad agency rules, also provide strategic guidance to YG and small and medium-sized agents. Agents industry is facing new challenges and opportunities coexist marketing competitive era, in order to deal with sales model of the single, serious product homogeneity and malignant price war situation, more and more company began looking for new ways to study, in order to improve the core competitiveness of the enterprise. In this paper, the study in industry competition characteristic, market environment, industry status quo are described and analysis, this paper introduces the YG study in the company's basic situation, the paper analyzes the relationship between the company management status and management; Based on theory of analysis, while studying in the marketing strategy is analyzed, and then according to the management of the company strategy is described, the implementation of the

security system for the whole study abroad intermediary industry how to effectively implement the management to provide some reference and reference.

1.3 Research contents

At home and abroad in this paper, using a variety of methods to analyze the problems as regards the signing of the strategic management and strategic transformation, the company based on the practice of strategic transformation, reveals the essence of the Chinese private enterprise strategic transformation and law. This paper is divided into five chapters, the first chapter is the introduction;The second chapter briefly reviews the theory of strategic management and the theory of strategic transformation, and expounds relevant concepts and theories, and then defines the definition of enterprise strategic transformation.The third chapter analyses the present situation of the YG study abroad intermediary company, and a detailed strategic analysis, this part of YG company for internal and external environmental analysis, using the analysis tools such as PEST, porter five model analyzes the macro environment and industry environment, at the same time to the company's resources, capabilities, and core competitiveness, this paper analyzed the internal environment, SWOT analysis, comprehensive analysis of the company's internal strengths, weaknesses and external opportunities and threats; In the fourth chapter, the author chooses and analyzes the ways to influence the strategic transformation of YG company based on the theory of strategic management and the theory of strategic transformation. The fifth chapter introduces the strategic transformation plan of YG company and the strategy implementation and guarantee after the transformation.Finally, the conclusion is put forward.

1.4 Research methods

Based on the theory and practice, this paper applies literature method and case analysis method.

The literature method refers to selecting information from the relevant literature collected and analyzed to achieve the research objective method.Case analysis method refers to the method of analyzing a single object based on the literature data and obtaining the general and universal laws.

First is a statement of the theory, the intermediary company a full overview of strategic management theory, based on the theory of solid, again to YG company macro environment, including the international environment and domestic environment, policy environment, as well as the company's internal environment, including technical environment, the quality of employees and so on carries on the comprehensive investigation and study, so as to provide the corresponding information and basis for the establishment of strategic, as well as the possibility of implementation are put forward based on strategy were discussed.Specifically,

namely to YG company's service industry development present situation and the environmental conditions at home and abroad and lots of research, while at the same time the company's own advantages and disadvantages are analyzed and discussed in detail. Need to get the information includes not only internal departments, business development related data and information, and information to be obtained from the external research, mainly including related industry research report, the government public economic information, the way such as via the Internet to collect the development of the industry of public information, etc., thus for the company's real situation and the development prospect to make an in-depth discussion and analysis, on this basis, it is concluded that accord with the actual and practical results.

Secondly, this article through to YG company analyzed the defects and the insufficiency in the development history, draw lessons from experience and explore the new ideas for development at the same time, through the experience summary of strategic transformation to make in-depth research of the company.

Again, this thesis mainly studied according to the enterprise situation, this article starts with the concept and function of study abroad intermediary organizations, the economic background, social background, developing process, properties and function of a comprehensive and profound analysis and interpretation. The materials and inspirations of this paper are based on existing research achievements, literature review and paper thinking arrangement. Therefore, in this paper, the process of writing, to the existing each kind of academic papers, works and network information and so on carries on the detailed explanation, and cooperate with the questionnaire and interview method, full acquisition study abroad intermediary agencies related to the latest data for qualitative and quantitative research. Through the previous research results of this industry, it is combined with the development status and actual demand of YG company, so as to make reference for the strategic transformation research of YG overseas study intermediary company. Through the research of the specific situation of the enterprise, the innovation road of YG company is discussed.