

2.THEORETICAL BASIS AND LITERATURE REVIEW

2.1 Theory of corporate strategic transformation

The existing domestic and foreign research on strategic transformation is not a precise definition, the concept of corporate strategic transformation and few and far between, strategic flexibility and change research is relatively more, and more focus on enterprise change, diversification, industry enter exit and other related research.

Private enterprises have their unique strategic transformation theory: in view of the management level of private enterprises in our country is uneven and organizational structure, uniform standard and pattern cannot sum up, therefore limits the Chinese researchers study of Chinese private enterprise strategic transformation. Li yining who thinks of the theory of li yining who thinks of private economy, from the transformation of consciousness, and mergers and acquisitions, strengthen innovation and intellectual property protection and so on more strategic transformation of China's private enterprises are analyzed. Based on case analysis, the research of "lenovo reengineering" by li jianming is written by cheng zhiming's "suning: the true meaning of growth". The rapid rise of the private economy in China and its surroundings the instability and unpredictability of the contrast, the classic case analysis is needed to help resolve the practical difficulties in enterprise strategic transformation, and then sums up the general private enterprises from the case study of strategic transformation theory and to find out can help to solve the problems of the existing deeper transformation theory. At home and abroad for reference, the strategy definition and the theory of strategic transformation of enterprises, this paper puts forward the definition of enterprise strategic transformation refers to the enterprises to major changes in the environment or resources, strategic goals cannot be achieved, to gain a competitive advantage, again to the whole process of strategic management. Its essence is the balance of internal resources and external environment, main show is a new combination of business, the reconfiguration of resources, to confirm the customers and their needs, adjust product structure, adjusting management pattern, that is to say the strategic transformation is different from the traditional sense of the general strategic change. Strategic management provides overall direction to the enterprise and involves specifying the organization's objectives, developing policies and plans designed to achieve these objectives, and then allocating resources to implement the plans. Academics and practicing managers have developed numerous models and frameworks to assist in strategic decision making in the context of complex environments and competitive dynamics (Ghemawat, 2002).

2.2 Enterprise management strategy theory

Enterprise management strategy theory refers to the enterprise to adapt to changing circumstances, in the face of fierce competition, according to the current and

future, all kinds of conditions to determine the way of enterprise development goals and achieve the goal, measures and means, for enterprise survival and the development of overall, long-term planning and strategy.

2.2.1 Type of enterprise operation strategy

Enterprise management strategy can be according to their level and market competition situation, scale and industry characteristics to classify a few aspects: according to the decision level of enterprise management can be divided into corporate level strategy, business ministry strategy and functional level strategy. Corporate strategy refers to the large companies with many subsidiaries to maximize their investment income through the combination of industries. Career ministry strategy is aimed at a single industry, product, unit or subsidiary management strategy, its purpose is by focusing on a specific industry, product, or market to maximize profits and increase market share. The function level strategy is mainly aimed at the internal functional department or the production unit strategy, the purpose is to improve the effectiveness and efficiency of the work. According to the enterprise operation situation can be divided into stable strategy, development strategy and retrenchment strategy. The stabilization strategy emphasizes the consolidation of existing competitive position by less input or investment in medium resources, and with stable sales and market share. The development strategy refers to the enterprise to increase the competitive position, the existing sales volume and market share to invest a lot of resources and open up new market. Development strategy including the integration strategy and differentiation strategy, integration strategy is to show the enterprise is closely related to each other's business activities should be brought into the enterprise system, to form a unified economic entity control and control process. Differentiation strategy refers to the strategy of enterprises to obtain advantages by offering products or services that differ from competitors in large-scale market. The retrenchment strategy is to take the withdrawal measures to avoid greater losses in the case that the enterprise is very unfavorable to its external environment and internal conditions. In addition, there are large enterprise operation strategy and small and medium-sized enterprise operation strategy.

2.2.2 Strategic analysis tools

In this paper, the development strategy of YG company is mainly focused on the following analysis methods: SWOT analysis, porter's five forces analysis and PEST analysis.

First, the SWOT model is proposed by Andrews. Is a comprehensive analysis and evaluation system. SWOT analysis is for an enterprise to face the external environment and their own internal conditions of various factors, such as system analysis and comprehensive evaluation, which based on the actual company, choose the best, the most practical method of operation strategy. It is actually about the

present situation of enterprise internal management and external objective environment comprehensive and summarized the various aspects of content, the comprehensive strength of enterprises and the internal and external flaw comprehensively and comprehensive review and consideration.

Secondly, porter's five forces analysis, as a micro-environmental analysis method, mainly analyzes the competition structure of enterprises in this industry and the links between the industry and other industries. According to porter. E. Porter point of view, the so-called competition in an industry that is more than the original competition on the hands, but there are five basic competitive forces: competition potential industry new entrants, substitutes, buyers bargaining power, suppliers bargaining power and the competition between existing competitors. The five basic competitive forces and the situation of comprehensive strength, determines the industry's competitive situation, thus determines the final benefits in the industry potential as well as the flow of capital to the industry level, it eventually determine the firm's ability to maintain high yield.

Third, PEST analysis refers to from the Political (here), Economic (Economic), society (Social) and technology (Technological) four aspects to carry out the analysis of the macro environment, thus to YG agents of the company's development strategy made reference. Through the analysis of macro environment, the four aspects of politics, economy, society and technology are the most important factors in the external environment, which play a crucial role in the development of the company. Before the development strategy, from the above four aspects to analyze, so as to grasp the macro environment from the macro, and identify the environment factors on the establishment of enterprise strategic target and what are the effects of the implementation of the steps, is very important to enterprise development prospects.

2.3 Relevant researches on the management of overseas study service agencies at home and abroad

At present, there are no relevant books and books on the management of overseas study intermediary companies, and there is no complete and comprehensive system for the study of study abroad intermediary. Although there are not many literatures about the management of overseas study agencies, there are still some related research materials and literatures, which fall into three categories:

The first kind of literature mainly focuses on the management of the intermediary companies, and discusses and studies how to strengthen the internal management of the company. Classic books including people's study in the research on intermediary business, PangDan legacy said "mediation", in Yang's "specification at one's own expenses study abroad intermediary service market research, study abroad intermediary service agencies regulate operational problems, fang-fei li" study abroad intermediary supervision idea "and zhang wei's" foreign education agents and

the government supervision idea". These books focus on the agents of the company's internal management, from the intermediary company's own development and the management policy of the government, through to our country's education market demand and government policy analysis, internal management and operation strategy of agents opinions and Suggestions are put forward. But most of these literature focused on external factors and market environment, not to study abroad intermediary institutions, the author deeply analyzes the internal factors include the quality of employees, management and operation pattern and so on all have no in-depth analysis, accurate and comprehensive enough, reference is not strong.

The second type of literature, including the related paper documents, mainly focused on the study of case study, including the case of success and failure, and the successes and failures of the case analysis, provide reference and help for the following job. These articles mainly focuses on the experiences and lessons from the abroad at one's own expenses, through the case study abroad intermediary company is summarized in the service process of the problems and errors, and trouble caused for overseas travel and obstacles, etc. Most of these articles are of early warning nature, which has certain reference for the overseas personnel, and has played a certain guiding and guiding role in the overseas study market for customers and companies. For customers, by reading this kind of articles, they can avoid the mistakes that are easy to appear in the application process of studying abroad, and choose intermediary institutions carefully so as to avoid obstacles in studying abroad. For the intermediary company, through the analysis of the case in the article, it can make a long and short distance, and learn from the failure cases in the article, so as to do better. From the perspective of case study, China's overseas study intermediary market is still in a very irregular state, and there are two very serious phenomena. Is some illegal intermediary company in order to get high profits, under the condition of without any effort in to apply for the customer at the same time, according to the requirements of customer to apply for some does not have legal qualification "pheasant school", lead to customers do not have access to highly after going abroad, delay the learning process of the customer, or in the choice or professional language training fee at random, earn high price; Another kind is a qualified certificate of study abroad intermediary, although have a legitimate business qualifications, but don't keep good faith, in the process of service make fake certificates, fake certificates, etc., to the client's reputation and future cause serious adverse effects, the serious infringement damage the legitimate rights and interests of consumers. In view of the above problems, relevant literatures also put forward a solution, which is to set up a service platform in which the intermediary, government, customers, and foreign universities have their own functions (Noonan, 2012).

The third kind of literature mainly focuses on the role and role played by the institution of studying abroad in the boom of overseas study, which is mainly discussed and studied. As for the role of overseas study agencies, this kind of literature usually focuses on the analysis of the role of foreign students studying

abroad, education institutions abroad and the exchange of overseas students. The researchers point out, for to go abroad to study abroad, study abroad intermediary to know nothing about study in information to understand gradually, help them develop a suitable for their own study plan, made a good ground and foundation to study abroad. For our government and various departments, overseas study agencies have provided the convenience for the service of overseas study. In addition, in the process of service, professional agents also cultivate a number of high-quality international education services, gradually become the backbone of China's international education services, contribute to China's international education services; For foreign education and universities abroad, study abroad intermediary is the enrollment of foreign schools set up in our agent, for the recruitment of students at the same time, promoting the international education exchange program in the development of our domestic, at the same time, but also promoted the capital, teaching, technology level, international exchange of personnel training, and professional services, provides a convenient channel of communication for Chinese and foreign education and the bridge of communication.

Foreign institutions differ in their requirement of the content that a student require to be familiarized with and this difference is identifiable in programs which have similar objectives and structure but of different universities. Some may be professional oriented and thus give importance to depth in certain areas and some might be for providing a breadth of knowledge on the subject. Commonly, some institutes might require to master the essentials of a subject as a whole while others might require to master large quantities of content on the subject which might not seem practical in a framework of short period of time. More accessible institutions provide syllabus of their previous and current programs and courses for better pre- and post- program communication. Relationships are an important part of the foreign academic experience and for healthy social support. Relationships with faculty are very important for academic success and for bridging cultural gap. But in off campus venues, appreciate their life outside of campus and every time you view one another as individuals, avoid asking favors that can affect teacher student comfort zones and expect cautiousness from them in an attempt to avoid notions of favoritism and friendliness to break down barriers of role and culture (Noonan, 2012).

From the above research results and related information about stay at home and abroad intermediary, previous research is not enough to study abroad intermediary agencies system, tend to focus on in a certain aspect, such as internal supervision, case study, there is a problem, although the study of each part are detailed, comprehensive is poorer, but the lack of a systematic and complete research.