

4.STRATEGIC TRANSFORMATION AND PATH ANALYSIS OF YG OVERSEAS STUDY INTERMEDIARY COMPANY

In view of the above analysis of the internal factors and external environment of YG company, we have gained a general understanding of the advantages, disadvantages and the opportunities and challenges faced by YG company. For YG company, if you want to develop a suitable own transformation strategy, first of all to its own hardware and have a clear understanding of the advantages and disadvantages in the second to find out the situation, is good at seize the opportunity, can in the fierce competition in the education service highlight the characteristics of its own in the market, gain a competitive advantage, to create a fixed customer base, high awareness and good quality of service and marketing ability is strong new agents.

4.1 New development strategy

Study abroad intermediary company, first of all, is a normal company, to achieve efficient operation and good profits, from the general to the individual, its operation must conform to the general rules of the operation of the company under the premise of respect for law to realize the strategic transformation of the company. But the current study abroad intermediary market, to grasp the company run law general rules and reasonable use of agents of the company is not much, most of the intermediary companies often in the absence of the industry market urgently take strategy before a detailed investigation, so even if made an effort, and ultimately to hide but the fate of being eliminated by the market competition. Principles of universality and particularity, general company has a general company, study abroad intermediary company has its particularity, managers even insight into the general company rules, but cannot grasp the good study in the special rule of the industry, in accordance with the general rules to management of the operation of the company cannot make the company realize the maximization of the efficiency of optimization and benefit eventually there may be no good prospects for development. As for the development law of the company, we can say that the general rule is the shell of the operation of the company, and the special law is the core of the operation of the company.

According to the advantages and disadvantages of YG company and the comprehensive environment, we can work out the SWOT matrix of YG company based on the status quo. As shown in Table 3.

Table 3: SWOT matrix of YG company

		Advantages (S)	Disadvantages (W)
A strategic choice	Internal factors	Good service attitude; Good customer feedback; High return rate and high recommendation; Strong product development capability.	Low visibility; The propaganda strategy is not diversified enough; Experience a lack of capability.
	External factors		
Opportunities (O)		S + O strategy	W + O strategy
National policy support; Foreign policy is open; The domestic economic situation is good; Chinese education concept of enlightenment; Excellent social environment; Increased demand for study abroad		Product development for customer needs. Actively improve service quality. Optimize service efficiency to attract repeat customers.	Optimize the company's publicity plan and intensify the publicity; Efforts to improve the company's visibility; Optimize service flow and increase experience.
Threat (T)		S + T strategy	T + W strategy
Fierce competition in the industry; Increased potential threats; Illegal agents have a negative impact.		Improve the competitiveness of the company through the optimization of the service and the simplification of the process; We should implement the strategy of cooperation and achieve win-win results.	We will actively implement the strategic transformation and optimize the development plan.

Through the YG company SWOT matrix analysis can be seen, YG company is facing more challenges and threats, even though the company itself has certain advantages, but to occupies a place in the fierce market agents, YG company's management should take swift service integration and transformation of competitive differentiation strategy. For YG company, for the implementation of strategic transformation, will be from the original single intermediary, to provide more additional service of the whole industry chain, from the assimilation of the original to differentiation, the company services in depth integration, competitive differentiation strategy. Including two parts, one is to provide foreign colleges and universities for students by the original information, to assist students to apply for foreign universities, help student visa and training basic services such as comprehensive extended to pick

up, accommodation arrangement and school outside services such as registration, and after the returnees qualification certification and employment recommendation, life planning, etc. It includes several aspects including the change of business scope, the transformation of target market, the transformation of competition mode and the transformation of service object and mode.

4.2 Changes in business scope

Since YG company is in the early stage, the service chain of the company is relatively single, covering only.

Some of the extension work of mediation and mediation services. The existing way is mainly to cooperate with the school to recruit students, and rely on word of mouth and advertisement.

For overseas study agencies, to gain more customers' favor and expand customer base and market influence, we should first realize the breakthrough and renewal of business quality and service scope. YG company if you want to gain greater competitiveness, obtain a bigger industry advantage, should realize the comprehensive transformation of the business, in addition to the new development of custom study abroad program, while the company also should be promptly insight into market demand and customer preferences, create new, humanistic quality products. By a single intermediary services to deep integration service transformation, mainly refers to provide additional services for students, including language learning, curriculum planning, psychological consultation, certification of home, home employment planning and life planning, etc.

4.3 Transformation of target market

From Europe, North America, Australia and other big countries to southeast Asia and other small countries to study abroad. Watch today's study abroad intermediary market, it is easy to find, in a dominant position in the market and customers a rising number of intermediaries, in addition to the vast scope of business, there is a big advantage that study abroad enter the country's diverse and flexible and wide target market, not only to the popular European and American countries such as Britain, the United States agents can skilled work, agents in southeast Asia a few small countries work is also busy. In view of the target market of YG overseas study intermediary company, it is not enough to be limited to great powers such as Britain, USA and Australia. Although done for UK this target market is particularly skilled, YG is the company's competitive advantage, but the narrow target market is significantly weaken the market competitiveness of YG, in the number of agents in the market advantage. Therefore, to expand customer base and increase order quantity, YG company's target market transformation and expansion is imminent. From the assimilation of the original to differentiation, implement differentiation strategy refers to by the Chinese mainly study in Europe, North America, Australia, southeast Asia

studies abroad is complementary, to give priority to in order to study abroad in Thailand, Malaysia and other southeast Asia countries, Europe and America countries such as the Australian study abroad is complementary, and make characteristics for small countries in southeast Asia like Thailand to study abroad, to develop other intermediary institutions of new project, no more to do your best to concentrate on the this project.

4.4 The transformation of competition and marketing mode

From the original extensive advertising competition to the precise marketing of intensive mode transformation. Direct to the students who have the need, to some secondary school, junior college, vocational colleges to preach. From cost competition to product characterization, differentiation, agents due to study abroad of domestic demand market increasingly intense and heated, propaganda in the company's big companies go to great lengths to vigorously promote the company's products, in the face of such intensive publicity and promotion, YG company should be flexible, realizing the change of competition mode, from extensive to intensive mode of precision marketing advertising competition shift, from cost competition to product characterization, differentiation. In advertising on the side, in addition to using the website promotion and newspaper advertising, but also in advertising material and flyer printing and can spend more time out, in the student resource intensive campus to carry out the study in the lecture, explain the role of agents and actively promote the study in the business of the company, in order to achieve the promotion of brand, the effect of the students. Cost competition in product competition, it is not a long-term solution, to minimize cost and benefit maximization under the premise of guarantee the diversification of products and high quality, YG intermediary company opened in Thailand for Chinese secondary students language level, can be used in both Chinese and English bilingual teaching, and also in the class are Chinese, easy to graduate, this is other countries can't than, high gold content. College, vocational college students, a Thai docking this even read two years, cost 150000 yuan, to Thailand to realize even read technical secondary school, a total of 4 to 5 years, cost 250000 yuan, and to study abroad in Europe and the United States and other countries, not only longer and cost more, basically is southeast Asia's costs 3 to 5 times, regardless of time and money, study abroad in southeast Asia than to study abroad in Europe and the United States, this is the characteristics of study abroad in southeast Asia to attract people.

4.5 Transformation of service objects and methods

Observation of domestic service industry development present situation as well as the way of service, we can summarize in domestic study abroad intermediary services, generally is very narrow, only stay in the student visa boarding a plane to go abroad, to follow-up services, and not enough positive feedback survey. On the transformation of the service object, YG study abroad intermediary company the original service object is the high level customers, mainly to Europe, North America,

Australia's foreign students, the demand is higher, of language to the toefl in the United States, Britain to ielts, curriculum, learning time is long, difficult to entrance, more difficult to graduate, Germany, Russia, France, Japan, South Korea has to specifically to learn a language, longer and more difficult. Now to the transformation of low level customer service, which is aimed at Thailand, Malaysia, etc., language requirements is low, can be in both Chinese and English bilingual teaching, curriculum, learning time is short, easy entrance and less easy to graduate. The follow-up service is indispensable for the overseas study intermediary service, and has a far-reaching influence on the reputation and image of intermediary organizations. In Japan and other countries and regions, there is a large demand for overseas study service in these places, and the number of overseas study agencies is very large, which can be said to be a lot of hair. It is much easier to obtain visas in these places than in China. The procedures are simple and quick, and people's understanding of visa application matters is often higher than the general level of understanding in China. But even abroad for a visa for there are many advantages and the understanding of overseas study, a dime a dozen in the study abroad intermediary institutions also can survive in the fierce market competition, because abroad intermediary services, overseas service is an important part of is the basis of its survival. Some parents of overseas students have studied abroad. For those who have studied abroad, it is necessary for them to realize the overseas tracking service. Understand the process of study and their children in the process of studying will encounter obstacles and difficulties, all aspects of these problems, big or small, all need agents to provide the corresponding auxiliary and services. This overseas service relating to pick up, accommodation arrangement, school registration, bank card is dealt with, insurance, delays the formalities, etc., in addition, if a legal dispute, agents should take timely measures to ensure the safety of students, to better study. In addition, the management of overseas students is necessary, for there are a few students produce rebellious psychology, does not comply with the requirements of the school, not on time study, random consumption and interpersonal problems, problems such as study abroad intermediary organizations should be involved, to concern and care for them.

Marketing of higher education is a well-entrenched macro process today, especially in the major English-speaking nations i.e. Australia, Canada, New Zealand, the UK, and the USA. One of the major factors behind the worldwide evolution of educational marketing could be a result of globalization, which has dramatically shriveled the world. Due to intensifying competition for overseas students amongst MESDC, i.e. major English-speaking destination countries, higher educational institutions recognize the significance of marketing themselves, in the international arena. To build sustainable international student recruitment strategies Higher Education Institutions need to diversify the markets from which they recruit, both to take advantage of future growth potential from emerging markets, and to reduce dependency on-and exposure to risk from major markets such as China, India and Nigeria, where demand has proven to be volatile (Hobsons, 2016). For recruitment

strategies, there are some approaches that higher education institutions adopt to ensure stable enrollments of international students, such as developing university preparation programs, like the Global Assessment Certificate (GAC) Program, and launching international branch campuses in foreign countries (Schemo, 2007).

To solve above problems as well as the status quo of service, study abroad intermediary institutions should be based on actual demand and the reality, establish overseas special tracking service, and arrange for special personnel in charge of the students' daily life feedback and help, and in a timely manner to understand students and report the school and the parents, the parents, the school established a close relationship between bridge of passing information.