

5.STRATEGY IMPLEMENTATION AND GUARANTEE AFTER THE TRANSFORMATION OF YG OVERSEAS STUDY SERVICE COMPANY

For the development of the transformation strategy, detailed plans and instructions have been given. In this chapter, mainly to the YG agents after transformation, the company's strategy implementation steps, and discusses the implementation of the work of each link, to ensure that the transformation of YG study abroad intermediary company, and get a better development.

5.1 Organizational structure adjustment

Strategic thinking involves the generation and application of unique business insights to opportunities intended to create competitive advantage for a firm or organization. It involves challenging the assumptions underlying the organization's strategy and value proposition. Mintzberg wrote in 1994 that it is more about synthesis than analysis. It is about "capturing what the manager learns from all sources (both the soft insights from his or her personal experiences and the experiences of others throughout the organization and the hard data from market research and the like) and then synthesizing that learning into a vision of the direction that the business should pursue." Mintzberg argued that strategic thinking is the critical part of formulating strategy, more so than strategic planning exercises (Henry, 1994). General Andre Beaufre wrote in 1963 that strategic thinking "is a mental process, at once abstract and rational, which must be capable of synthesizing both psychological and material data. The strategist must have a great capacity for both analysis and synthesis; analysis is necessary to assemble the data on which he makes his diagnosis, synthesis in order to produce from these data the diagnosis itself--and the diagnosis in fact amounts to a choice between alternative courses of action." (Beaufre, 1965). Strategy depends on the internal structure of the company, its strategy of internal organization structure change requests a corresponding adjustment, and the adjustment of the structure can also be used to support and guarantee for the implementation of the strategy, backed by the operation of the company. YG company's strategy is mainly service integration and competitive differentiation strategy, combining with the company's new strategic choice, YG company's organizational structure should also be adjusted accordingly. For the company's internal organization structure, if you want to on the basis of high quality employees maintain efficient operation state, improve the company's operating efficiency, first internal organization structure should be adjusted to a reasonable state. According to the existing organizational structure of YG company, the internal company should be changed from its original functions to the departments to cooperate with each other to realize full service and optimize the allocation of resources.

Responsibility assignment problem against the business department of the company, from the point of company's business sector, suggested that under the

general manager, is mainly composed of a full-time deputy general manager responsible for the company's marketing work, and on this basis, the headquarters of the marketing work for refinement and optimization, on the basis of regional division, make each regional projects can do better, more fine. For example, North America and South America are divided into the americas; European countries, such as Britain, France, Germany and Italy, are divided into European departments. Asia and Oceania are divided into the asia-pacific region. After the division of the business division, the business quality of each department should be guaranteed and supervised by the deputy general manager of the company.

5.2 Financial strategy

YG company didn't have the standardized analysis of financial data, more do not have this aspect of the analysis ability, lead to the company's financial situation can't be ordered all the time, is in a state of a more mixed and disorderly, for the company's overall operating caused obstacles, to develop new financial strategy is imperative.

Now there are professional financial personnel in the company to conduct financial statistics and financial strategy formulation, has been gradually improved, into the right track. YG's financial strategy includes two parts: new project and product investment and operational capital strategic planning. In order to realize the maximization of the benefit of the company has professional ability in financial analysis and financial strategy skills, it's every link of financial allocation and consumption have careful planning and plans, for example, the company's strategic planning needs to be "long term" project in is still in the development period and short-term will produce a higher profit balance between "short-term" project. For the development of new products, the company will focus on the long term and invest more, so that the products can be designed with fine design and achieve greater attraction.

5.3 Human resources strategy

We will greatly simplify the organization and staff, take advantage of the characteristics of part-time staff, and give full play to the advantages of the agency of various provinces and cities. Step by step to long term strategic plan, effectively excavate including corporate and social human resources, efforts to improve the staff's personal ability, for human resource strategic planning and monitoring the situation of the specific implementation, the human resource management information collection and statistics, and information on human resources strategic planning and checking the matching degree of enterprise development strategy, to the enterprise human resources system module design compatibility check, for human resource management in the rationalization of the establishment and operation system modules. At the same time, in a relatively stable period of the implementation of human resource management system and operation analysis and assessment, and internal and external environment of the enterprises to adjust human resources strategic planning

to match the company's overall development strategy. Work against the internal staff of the company, first of all, should be under the condition of the guarantee company manpower enough implementation agencies to streamline, the focus placed on the salesman's service quality and performance. Aiming at the phenomenon of large turnover, we should improve the welfare and incentive system for employees under the premise of basic salary guarantee. In order to solve the YG company staff recruitment and training issues, deal with the work of human resources is optimized, the employed staff recruitment, training, job, career planning and a series of work in the process each link should guarantee its rigor, strict requirements to employees not only is the guarantee of educational background and work experience, the character and quality of the employees are also required to reach a certain standard.

In addition, the notice through business training, to enhance the staff's comprehensive professional quality and service consciousness, improve service attitude, constantly improve the quality of intermediary services, make customers more satisfied, get more customers, so as to enhance YG company agents in Beijing the visibility and credibility of the market. For the enhancement of service, in particular, we should provide customers with more specialized service items to choose from. YG company in terms of quality of service attitude and service itself has certain advantages, is the strength of the company, which the study plan formulation, the school to apply for visa, writing instruments, as well as training and other professional guidance services are becoming mature, visa material preparation and training for students before they are sent, and travel itself has certain advantages, have a certain competitiveness in the peer. Even so, this moment also can't slack off, for strategy formulation and implementation to work harder next, through to the high qualified and experienced service center ka wah intermediary companies such as skadden, complement each other, continuous improvement to enhance the service professionalism and efficiency of the project, let more customers trust YG and give good feedback. Second, build a professional team to enhance YG's overall image. In view of the present fewer employees and frequent flow and comprehensive professional quality staff to promote the development of the status quo, YG company to to achieve comprehensive, professional development, must be from the company's team building, must build a professional team. In order to achieve specialization, the company should abandon the old management concept, within the company sets up the people-oriented concept, actively attract talented people to join, strengthening and reinforcement for the construction of talent team. For the company's existing staff, strengthen the business ability and the training of service process, timely to the material and spiritual inspiration and motivation, improve their enthusiasm and to YG company loyalty and trust. In addition, for the talents loss phenomenon, YG company should actively response, through competitive recruiting high quality talent introduction, in a timely manner to supplement of jobs, improve the team record of formal schooling and professional structure, realize the ascension of the whole team.

5.4 Staff construction

For the organization and construction of the staff team, the staff should be managed scientifically and reasonably in the premise of ensuring the basic quality of employees. To streamline the organization and staff, to work part-time, and to give full play to the advantages of various branches and provincial and municipal project agencies. First of all, people should encourage employees to realize their own degree of ascension as well as a variety of qualification certificate examination and obtain more high quality qualification certificate, such as study abroad qualification, professional English 8, accountant from job seniority card, teacher qualifications, etc., prove employees what level and ability in the field of a sign, not only has great significance to the individual, for the company, and promote the industry of YG qualification and ability the important way.

For fresh graduate, the company should give some guidance and care, make its can quickly adapt to the working environment and combined with the working in time, in the staff to complete tasks at the same time realize own experience of ascension. In order to achieve this goal, for the defect of business and industry development of staff of the new requirements, organize regular staff training work, update information of the industry, and timely and necessary knowledge on study abroad intermediary business to supplement, make employees aware of YG, for example, company can in the month, a month to organize a industry development trends, and business skills training, please the general manager or industry experts to lecture and imparting knowledge, aiming at the present situation and development trend of studying abroad, study abroad industry new characteristics and analyzes the strategy of intermediary company should be how to deal with in the explanation, broaden company staff horizons and thinking ability; In addition, measured in weeks, every week to organize an internal employees video conference and management skills training, against the business situation and the employees of the company, through regular meetings to discuss the problems existing in the work and the corresponding solutions, in order to enhance service standards and service etiquette thoughtful. Employees are rated and encouraged through employee performance, so as to unify employees' thoughts and knowledge and enhance employees' loyalty and cohesion. For employees who perform well, arrange their study abroad, and actively attract talents from the same industry to join YG, so that YG's staff will be larger and better.

5.5 Brand strategy

5.5.1 Brand building strategy

In terms of the construction of YG overseas study agency's own brand, our goal is to build a high-end intermediary brand that is popular and medium - and low-end study. Current agents in the market, to make their own characteristics and advantages of more prominent, it should begin from the brand and business in hand, clear its own brand positioning and business scope, in order to make the business more delicate,

more appropriate. Combining the actual situation, most "LiuXueZhe" as usual in the school study particularly good or bad in particular, the two classes of students accounted for only 20% of China's urban students, and most of the students grades in school is in the middle, this part reached 80%, most of the agents get to that only 20% of the market, rather than the 80% of the blank market competition. Now, in order to make their businesses more refined, more perfect, we aim at the 80%, will market positioning in the 80% of the students, give priority to with this kind of students, according to these students, design a new quality study abroad program, make the YG service has its own characteristics, optimizing the service of the plates, to build their own brands.

5.5.2 Brand marketing strategy

After entering the market, no matter what brand, must carry on the corresponding brand marketing work, make the public quickly to know this brand, make the brand known by the public, thus to get ahead and advantage in competition for customers. The product or service of any company can only be known to more customers through intensive publicity work and promotion work, and it is gradually recognized by this brand. If it's just according to the ancient tradition of "good wine is not afraid of deep alley" brand concept, so in today's intense study abroad intermediary market competition, how no matter how much business is doing fine, service in place, will be submerged in the fierce market competition, will be eliminated by the market. Too, for YG companies to flourish in the peer, competition heats up in the market, publicity and promotion has become the lifeline to the survival of intermediaries in the competition, if not for propaganda and promotion, is to lay down and die. YG company wants to survive in the study abroad market and gradually become big, only when entering the market to begin to publicize work, form a well-known intermediary brand. So, in brand marketing in this work, YG company must strengthen brand consciousness and its own identity, through publicity to let customer to deepen the cognition of its own brand, and to a certain extent affect the consumer choice tendency first impression. In the process of daily management of the company, YG company should strengthen employees' awareness of the company's brand through corporate culture and enterprise spirit, so as to deepen employees' awareness of the importance of publicity. In order to achieve this goal, through lectures held to cultivate and develop the regular training of staff awareness of the promotion of its own brand, the daily consulting services in the process of the work, to student's training education work combined with the company's brand and reputation, establish a unique brand for the YG company; In the process of employee's work, whether it is a business consulting or late service process, must belong to the customer to YG company's unique brand and service tenet, let the customer in the process of accepting service brand to deepen impression of YG company; After the customer service is completed, the customer can be returned to the customer to give feedback to the company's brand.

In order to reduce cost of YG and have good brand marketing effect, YG company can take a variety of brand marketing, is not only a flyer of the distribution and the development of the lecture, you should also make full use of network, the mass media such as television, radio, print YG brand propaganda, through a variety of media increase the company's brand publicity to increase brand awareness and promote degrees. Based on the actual situation and development needs of YG company, brand marketing strategy can be started from the following two aspects.

First, improve the company's website and strengthen network marketing. With a large population base and the largest number of Internet users in the world, the network technology is developed and rich in resources, and the network publicity is one of the basic ways for many companies to expand their popularity. YG company has its own website, but because the website is at the beginning stage, the information is not very comprehensive. In order to make full use of the network resources, YG should fully combined with network advantages, perfect the company website information, the scope of business consulting, specific arrangement, service process and information on the web site to display, at the same time in the web site's home page setting a plate to introduce the development history of YG and enterprise culture, make customer online consulting, have a good first impression on YG. In addition, we set up a consulting section and network customer service on the website, so that customers can communicate with the staff on the Internet at any time, which is convenient and convenient. At the same time, it can also make customers have a pleasant and pleasant service experience.

Second, realize the diversification of brand marketing. The traditional promotion strategies include personnel field sales, advertising, public relations and sales promotion, etc., to attract customers. YG company should not be limited to one kind of marketing mode, flexible use of some or some combination of marketing methods to carry out its own marketing. Field marketing personnel, the staff in the answer with the customers, business recommendation, can at the same time in the communication to our company's culture and advantages of publicity and promotion, and make comparison with other agents in order to highlight the advantages of YG; Advertising, not just magazines and radio, in the middle of the company development but also for the TV advertising, achieve in a certain period of time rolling broadcast, make detailed instructions to the development of the company, and business and introduction, YG brand awareness; Handling public relations, the company can through the universities and the news media units of cooperation, such as conducted to study the business consultation, study abroad Q&A, common sense and other activities, the benefit of students at the same time make the company brand is deeply rooted in the hearts of the people; Company business promotion, to repeat customers, through the old customer introduce new customer, buying a number of services such as the client can appropriate preferential discount, improving customer's psychological comfort and experience, let the customer brand to produce a good

impression on the company, and to make recommendations, but also enhance the YG brand influence.