

Development Trend and Strategic Adjustment of Enterprise Economy and Trade

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Abstract: In view of the low economic level caused by too many external market factors and low consumption rate of residents, this paper analyzes the development trend of enterprise economy and trade, and gives the corresponding strategic adjustment scheme to achieve effective solution. By comparing the overseas export volume, the volume of sales of enterprises, the proportion of new products in real time, the growth of large-scale enterprises and the annual GDP of enterprises in recent years, we have analyzed the development situation of Chinese enterprises in recent years. Based on the gross national product and the average consumption level of different regions, it is judged that the trade economy of Chinese enterprises is in a relatively low development trend in the next few years, and it is based on this to make corresponding strategic adjustments: Select the strategic direction which is more in line with the consumption level of residents, select the production goods according to the average consumption rate, and then gradually open up the overseas market, adopt the strategy of "bring in, go out" to solve the big problem of regional consumption segmentation, put forward reasonable preferential policies, and change the inherent concept of Chinese enterprises' economic and trade. Finally, the implementation of the joint economic policy to strengthen the concept of law and economy, improve the core development concept of enterprises, enhance the market share of enterprises, realize the strategic adjustment path of diversification.

Keywords: Overseas export volume; Gross national product; Resident consumption rate; United economy; Legal economic concept

1. Introduction

In recent years, with the continuous improvement of international economic and trade capacity and productivity level, the external market environment has undergone large-scale changes, and the economic and trade of enterprises in China has also undergone major reforms. In the past 30 years, China's enterprises have experienced various difficulties and dangers in economic trade. Through continuous improvement and innovation, they have gradually developed into the consumption and production center of the world economy and trade. As the enterprise is gradually pushed to the international market, its shortcomings are gradually exposed. The rough summary is mainly as follows: the brand innovation is low, the production scale of the enterprise is small, the sales range is too narrow, and the internal management is scattered. These factors lead to the low comprehensive competitiveness of the enterprise, affecting the economic efficiency and market share.

In view of the above situation, by analyzing the development trend of my country's enterprises' economic and trade development in recent years, and giving corresponding strategic adjustments. It mainly starts from two points of my country's resident consumption level and gross national product, and accurately analyzes the factors that cause the resident consumption rate to gradually decrease. Combined with the production characteristics and sales attributes of related products, it is determined that the relevant market will always be in the stage of fluctuation and adjustment in the next few years in my country, and the stabilization of the current market is the first priority. Combined with the development trend, this paper gives five strategic adjustments for the enterprise. The first point is to choose the best development, improve the recovery profit of the enterprise, and reduce the marketing risk; The third point is to propose preferential price policies, increase product sales, and improve the profit recovery rate; the fourth point is to cultivate brand characteristics, optimize the allocation of resources, and increase luxury income; the fifth point is to realize the joint economy and complete the rational allocation of corporate resources. Through five-point strategic adjustment, we can improve the current situation of economic resources of Chinese enterprises, improve economic efficiency, and

expand the market share of enterprises.

2. Analysis of the current situation of economic development

Driven by China's market economy reform, the economic situation in the industry has also undergone tremendous changes:

(1) Export volume of products. With the improvement of the national economic level, the overseas market has begun to develop continuously and has gradually opened up overseas sales channels. In 2015, the overseas sales volume was poor, the export volume was not ideal, and the commodity unit price was low; Compared with 2015, the sales volume of relevant products today has increased by 6% and the unit price has increased by 18.6%. It can be seen that the effective development of international economy and trade is conducive to the growth of China's enterprise industry chain.

(2) In recent years, the sales profit of enterprises with large scale has increased significantly. In 2020, the average annual sales profit rate of large-scale enterprises in Chinese Mainland was 5.1%, an overall increase of 0.8 percentage points compared with the previous year. It can be said that large-scale enterprises, due to their large sales volume and production volume, constantly increase the marketing productivity and the marginal income^[1], and gradually form a regular marketing mode with strong business stability.

(3) Increase the proportion of new products. In 2018, the proportion of new products in the industry only accounted for 5.9% of the total industrial value. Today, the proportion of new products has increased by 0.7 percentage points in previous years. It shows that the development of new products can strengthen the advantages of corporate strategic planning, and new products can better meet the innovation needs of consumers. In a diversified development environment, through highly personalized and multi-element novel products, consumers' desire to buy is stimulated, thereby increasing corporate profits.

(4) The number of enterprises is increasing. According to rough statistics, the number of enterprises in 2020 is about 17,821, an increase of 18% compared with the previous year. It shows that in recent years, the output and sales volume have been increasing, and the competitiveness of enterprises is also increasing. In terms of the overall environment, it is conducive to the development and innovation of new products and the development of economic and trade, thereby increasing the market share^[2]. For individual enterprises, the increase in competitiveness will affect the inherent sales volume to a certain extent, but it will promote the marketing and innovation capabilities of the enterprise.

3. Looking at the economic development trend from the resident consumption rate

The resident consumption rate mainly refers to the proportion of the average consumption amount of residents in the gross national product, which reflects the role of the consumption rate in the three major demands of the national economy. A high resident consumption rate^[3] is not only conducive to the optimization of the marketing structure, but also conducive to the growth of the national economy and the progress of social civilization. Therefore, if we want to promote the development of the future economy, raising the resident consumption rate is the main driving force, which will enable China's economy to enter a benign development stage of stable growth in the next few years.

For many years, China's GDP^[4] (Gross National Product) has been gradually increasing, maintaining a 6% growth rate and rising steadily. Among them, the consumption economy of residents shows a stable upward trend with GDP, and the consumption rate of each year only accounts for more than 40% of the total. It can be seen that in recent years, the overall change of China's resident consumption rate has been showing a slight downward trend, among which, the resident consumption rate in 2020 will only reach 50%. Due to the different stages of national economic development and social culture, the resident consumption rate of each country will deviate. However, from the perspective of the current world economy, China's economic consumption level is lower than the international average and has been in the middle and lower reaches.

Due to the low consumption rate of residents, my country's economic level is also affected by it, but the overall impact is not large, because my country's enterprise trade has entered a stable stage in the past few years, and the degree of anti-risk is relatively high. However, due to the epidemic, trade risks^[5] have increased, and many unfavorable factors have been accumulating, which has gradually increased the pressure on market development. From this, it can be inferred that Chinese enterprises

will enter a stable and in-depth adjustment stage in the next few years, and will also face challenges such as increasing environmental protection efforts, increasing comprehensive costs, and market environment impacts. Therefore, maintaining the status quo and maintaining stability is the fundamental solution to many challenges. In terms of macroeconomic development^[6], my country's economy has taken the lead in achieving stable growth in 2019, demonstrating the flexibility and resilience of my country's economic development^[7].

4. Adjustment of enterprise economic and trade strategy

First, we should choose the right way and choose the best for development. When the national economic consumption level is low, we need to take corresponding strategic adjustments to improve the market environment of our enterprises at this stage. For small and medium-sized enterprises, the marketing strategy of "going out" is mainly adopted to vigorously develop the overseas market, and the most important one is to directly export the core products. The profit return rate of this marketing method is faster and the risk proportion is smaller, which is more suitable for small and medium-sized enterprises just entering the primary development stage. Because direct export requires enterprises to have the conditions for independent transportation and marketing, if the conditions of enterprises are insufficient, then indirect export can be adopted to help export by employing corresponding intermediary companies, so as to achieve the same economic benefits as direct export.

According to the current situation of the industry and the development experience within the scope of internationalization, for some enterprises with small investment capital or small scale, the sales form of overseas agent has a rapid profit growth and obvious profit effect.

Second, form a transnational industrial chain and develop procurement business. Enterprises need to seize the opportunity to form a transnational industrial chain after they export their core products overseas and generate certain profits. On the basis of the economic profits obtained, develop the incidental sales of related products. Among them, the enterprises that directly export can increase the number of products, expand the export scale and speed up the export speed. The indirect export enterprises can develop long-term cooperation with intermediary companies or develop their own industrial chain according to the actual situation.

In order to increase the share of Chinese enterprises in overseas markets, it is necessary to establish cross-border procurement centers for products, accelerate the expansion of the number of supply hubs, and move the sales centers to mainland China to facilitate management. At the same time, in order to ensure the quality of the products sold, it is necessary to set up strict monitoring agencies in each transportation link to reduce losses caused by unexpected situations. Through cross-border procurement, it provides excellent cooperation opportunities for enterprises in mainland China and foreign-funded enterprises, and promotes the multi-faceted development of products. And enterprises can also take this as a breakthrough to enter the international market smoothly, laying a good foundation for further international economic development.

The advantages of forming a multinational industrial chain are: the enterprise can obtain stable long-term orders in a short period of time and stabilize economic benefits; because in general, the number of orders for cross-border sales will be large, so the scope and types of purchased products are relatively single, the procurement activities are relatively stable; the reputation of multinational enterprises is generally relatively good, and there will be no untrustworthy or other abnormal situations, which can reduce investment risks; through the formation and cooperation of multinational industrial chains, enterprises can quickly understand some aspects of international trade in a short time. Relevant regulations to help maximize profits.

Third, put forward preferential price policies and realize reasonable promotion. In order to improve the implementation of the international export policy, my country's foreign-funded enterprises will be provided with strong policy preferences, and the foreign-funded enterprises will be reasonably helped to expand their international production routes and improve their competitiveness.

In recent years, in order to promote the development of export trade of enterprises, the state has increased the export tax rebate rate for a series of export products, greatly increased the number of foreign-funded enterprises, reduced the comprehensive cost of export trade products, and provided favorable help for international trade. Due to the increase of the tax rebate rate, the enterprises in China are also affected by it, and the export preferential factors are fully considered when formulating the price policy. We should make rational use of the state's auxiliary policies, improve the international

market share and enhance the advantages of enterprises through the capital liquidity of export products and preferential tax policies. In addition, enterprises need to deeply implement the price concept of "good quality, low price and good value for money", reasonably implement and appropriately publicize. So as to achieve the goal of gaining the favor of consumers. Even if the ideal effect is not achieved, it will play a "preconceived" idea and strengthen the subjective cognition of consumers. In addition, we will continue to increase the number of production, expand the scope of sales, and intensify publicity. As time goes by, this will gradually enhance the ability of consumers to accept product information, and further expand the sales industry chain of Chinese enterprises at home and abroad.

Reasonable promotion can not only increase the real-time sales of products and reduce the corresponding inventory, but also quickly recover the lost cash in a short time to ensure the integrity of the enterprise's capital chain. However, the use of promotional strategies must be carefully selected. Only when the enterprise is in a downturn can the preferential strategies play the greatest role. If commodity discounts or other promotional discounts are blindly carried out in the rising period, it may have a negative effect, causing customers to have a negative psychology, leading to a reduction in purchasing desire and affecting the profits of the enterprise.

Fourth, cultivate brand characteristics and create a luxury market. In the period of economic depression, enterprises need to make greater efforts to seize the opportunity of luxury market, so as to open up the marketing market of luxury goods, cultivate personal brand characteristics and expand the international influence of enterprises. Therefore, before this, we need to adjust the inherent brand concept, study the consumption positioning, analyze the target population, test the acceptance ability of the willing consumer groups, optimize the resource allocation of luxury goods, increase product input, and then consolidate and improve the brand's position in the competitive market.

After the continuous increase in the number of product orders, enterprises can extend the product life of the brand by raising funds, and create related ancillary products to increase market share and enhance competitiveness. brand status. Adopting a continuous cultivation strategy and injecting innovative elements into the brand, such as environmental protection, resource conservation, etc., can not only enhance the brand concept but also enhance the brand effect, and enhance the brand's position and competitive advantage in the international market. In addition, through reform and innovation in the luxury goods sector, it can also enhance the company's ability to cultivate new products, consolidate original ideas, improve innovative thinking, and bring new vitality to the market.

Fifth, strengthen the concept of economic law and realize economic union. In the horizontal enterprise joint economic development, for various economic factors such as working capital, production equipment, raw materials, fixed assets, production technology and labor, corresponding contracts must be signed in order to have legal effect and generate economic benefits. Therefore, enterprises must abide by laws and regulations in all economic activities, strengthen the concept of economic law, and have certain constraints and constraints on both parties of the joint economy, so as to ensure the fairness and safety of enterprise cooperation.

To sum up, when an enterprise encounters difficulties, as long as it establishes the correct value concept, it can solve the problem reasonably and quickly. The economic combination method adopted by the enterprise can be matched and formulated according to the development strategy of the product. Adopt the production direction of vertical development, and implement the combination and rational distribution of various economic factors such as working capital, production equipment, raw materials, fixed assets, production technology and labor force in a large market area. Only in this way can we expand the scale of production, promote the development of the enterprise economy, improve the completion of strategic measures, and finally achieve considerable economic benefits and promote the comprehensive development of my country's industry in domestic and foreign markets.

5. Conclusion

Through the analysis of the development trend of enterprises from the aspects of the economic level of residents' consumption and the gross national product, five strategic adjustment plans for the development of enterprises' economy and trade are given. Through the adjustment of policies, the overseas trade and export mode of enterprises will be changed, so as to improve the status of enterprises in the international market. Moreover, it is easier for small and medium-sized enterprises to implement and has less risk, and the profit recovery rate and speed are higher. The formation of transnational industrial chain can help the market open the global marketing route, increase the share of the international market in a short time, improve the current situation of venture enterprises, and realize

the rapid transformation of the sluggish economic trend. Finally, through the creation of the innovative image of luxury goods and the development of the United economy, we can promote the rational distribution of production factors, reduce production costs and maximize benefits.

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