

A Study on Business Model Innovation of Foreign Trade Service Enterprises

Yucong You

Guangzhou College of Business and Technology, China

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Abstract: This paper, based on the analysis of the current status of foreign trade service enterprise clusters under a global perspective, proposes some strategies for the cluster innovation of foreign trade service enterprises under the “Internet +” condition. Through the further analysis of the feasibility and process of establishing a B2O2O2C foreign trade service enterprise cluster operation innovation model, this paper draws a conclusion that B2O2O2C features its innovation on product and service level, on target customer level, on the relationship network level, together with the internal value chain level of mining big data value, based on which, this paper also puts forward the proposal of innovation-drive for foreign trade service enterprises.

1. Introduction

The clustered development of foreign trade service companies is a typical main feature of the global regional trade industry. However, this geographically-centric cluster has the problems of inaccessible external resources, poor internal resource mobility, weak technological innovation and changes in consumer demand. This is quite evident when it comes to slow response and other shortcomings. These shortcomings are exposed under the combined effects of declining international market demand, exchange rate appreciation, and rising labor costs. In particular, in the context of the apparent slowdown or even declining growth of the traditional regional foreign trade industry in recent years, and the difficulties of many foreign trade service companies, how to promote the transformation, upgrading, and healthy development of foreign trade service companies, especially the large and small foreign trade service companies, has become one of the important issues that governments around the world need to solve urgently. With the deep integration of Internet technology and traditional industries, the innovative business model of “Internet+” foreign trade services has risen. This innovation model can greatly reduce intermediate links, lower operating costs, and can meet the diverse needs of consumers. The development of the innovative business model of “Internet +” foreign trade services has provided new opportunities for the transformation and upgrading of foreign trade service companies, and it is also an important issue for foreign trade service companies how to innovate and develop under new conditions.

2. Literature References

The rapid development of foreign trade business is closely related to the continuous innovation of foreign trade service companies. Foreign trade service companies are the product of social division of labor. The production of foreign trade service companies can effectively allocate resources in their fields to achieve optimal resources. Initially, foreign trade service companies in the global region need not only manufacturing, but also professional international trade capabilities, involving export customs clearance and international logistics operations. In order to further achieve mutual independence between the company's core business and non-core business, companies continue to increase production efficiency and reduce production costs. More production materials and resources will be concentrated on the core business of company production. Besides, it actively uses the advantages of research and development of advanced new products at home and abroad to enhance the ability of independent innovation and realize the large-scale operation of enterprises. Therefore,

foreign trade service companies came into being.

At present, foreign trade service companies have gradually changed from the fight for manufacturing and manufacturing to the fight for trade services. The emergence of foreign trade service companies has brought good news to the foreign trade industry. They provide professional services for foreign trade processes, including customs declaration, foreign exchange settlement, and tax rebates. Foreign trade service companies are only responsible for receiving orders and production. Focus on the core business. Therefore, the development of foreign trade service companies has a bearing on the development of foreign trade in the global region. In order for the global regional foreign trade to gain an advantage in international competition, the need for foreign trade service companies to innovate business models and enhance their competitiveness is imminent. This article aims to sort out and summarize the research results of domestic and foreign scholars on business model and business model innovation, and form the definition of the basic concepts of business model and business model innovation. On the basis of general theories, we summarize the basic approaches and evaluation methods of business model innovation, and combine accurate analysis of the actual operation of global regional service companies. In this way, we can conclude that this type of model innovation practice provides Enlightenment and guidance, and promote the continuous development of business model disciplines.

3. Model

The B2O2O2C network service platform is based on the establishment of the Internet + foreign trade logistics and the rapid development of the Internet + foreign trade, and is in line with international trade. The one-stop service for customs declaration and other links will continue to increase the efficiency of foreign trade enterprises while providing them with better services, shortening the time for customs clearance and lowering the cost of customs clearance, thus achieving cost savings for foreign trade companies and improving business operations. Efficiency shortens the flow of goods, and increases the use of funds. B2O2O2C's network service platform utilizes innovative technologies to optimize the allocation of resources, thereby enabling it to break through limitations, highlight its own characteristics, and better serve foreign trade exporting enterprises in the process of serving the majority of Internet+ foreign trade SMEs. Especially for large and medium-sized enterprises with a certain scale of development, B2O2O2C network services can realize the integration of resources, improve service levels, further optimize the industrial structure, and greatly reduce export costs. Make foreign trade companies able to focus on the core production and marketing operations, and strive to be famous companies, get rid of the complex and diverse non-core business. In short, B2O2O2C is based on the innovation of traditional business models.

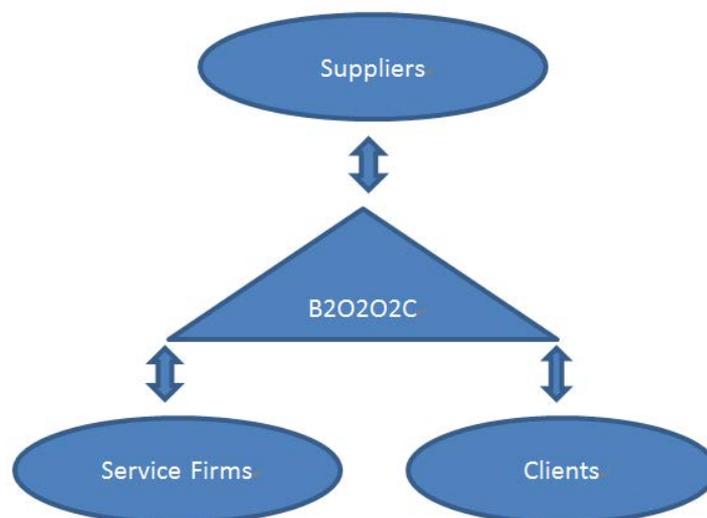


Figure 1 B2O2O2C Enterprise Cluster Internet + Foreign Trade Operation Mode

B2O2O2C is an import and export process outsourcing service platform for small and medium-sized enterprises. The B2O2O2C model refers to an integrated Internet + foreign trade operation model integrating B2C, B2B, C2C, and O2O. The B2B2C model-based cross-border Internet + foreign trade comprehensive service platform can effectively integrate various resources on the virtual cluster, thereby closely linking overseas producers, domestic vendors, and domestic consumers. The foreign trade service enterprise cluster service platform helps merchants directly act as sellers, thereby shortening the sales chain, reducing shopping costs, and increasing business profits. Relying on the relevant theory of virtual clusters, this study proposes a cluster operation model of B2O2O2C foreign trade service enterprise based on cluster innovation driven and relying on O2O service platform, as shown in Figure 1.

As can be seen from Figure 1, the B2O2O2C enterprise cluster Internet + foreign trade operation model consists of four parts: supplier, service provider, customer, and cluster service platform. Among them, suppliers include foreign trade service companies, foreign producers, and channel partners; service providers are organizations or individuals that provide services such as marketing and promotion, supply chain, financing, customs inspection, logistics, and human resources. Suppliers, service providers, and customers use the cluster service platform as a link for information exchange and resource sharing. Cluster service platforms integrate B2C, B2B, C2C, and O2O models based on a common cluster brand. For foreign trade service companies, through the B2B2C operation model, companies can build a B2C+O2O+B2B channel access model to solve existing bottlenecks in enterprises. O2O here is not a simple traditional sense of the online customer flow to the offline, but through the offline entity stores to narrow the distance between companies and customers, expand the company's contact with consumers, and achieve online and offline interactive effects. This way, on the one hand, it can meet the needs of offline online shopping experience, and on the other hand, it can meet offline customers to select and pay online, thus forming a B2C+O2O+B2B closed loop. Businesses can constantly attract new customers and promote; Old customers repeat purchases. In the B2B2C enterprise cluster Internet + foreign trade operating model, each member will form a fate community, will jointly maintain the brand's reputation and reputation, guarantee the authority and credibility of the cluster public service platform, and ultimately promote the upgrade of foreign trade enterprise clusters. Innovation.

4. Procedure

According to the actual needs of foreign trade service companies, B2O2O2C is a one-stop service for foreign trade service companies, including information, trading, finance, and a series of links. B2O2O2C is no longer a single entity, but is a new type of integrated company with customs declaration companies, foreign trade service companies and freight forwarding companies. This behavior of breaking the tradition is that the service industry has a kind of cognition. Breaking the routine and moving toward a new market will become a model. Because of this idea, it has become a trading platform for foreign trade service companies to provide resources. The basic service flow of B2O2O2C is shown in Figure 2

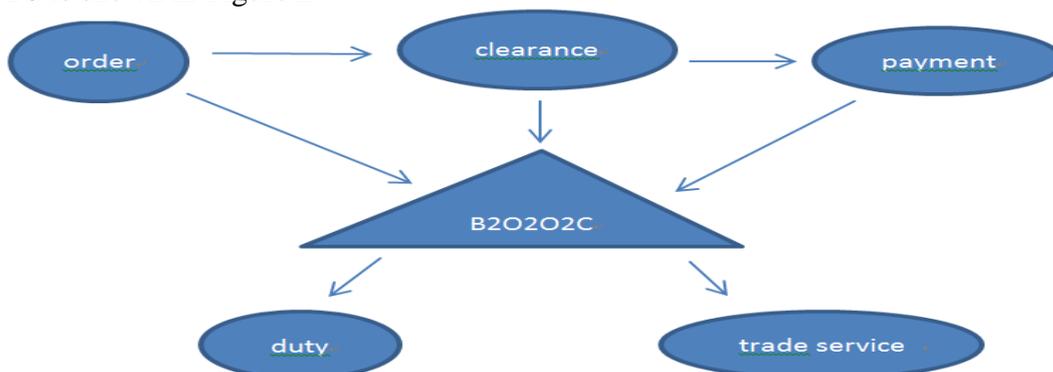


Figure 2 B2O2O2C One-stop Innovation Service Process

In the process of winning customers, B2O2O2C is more innovative than the traditional foreign trade service companies at the target customer level. With the development of modern information technology, the Internet online service platform is gradually applied to the foreign trade service industry, and the B2O2O2C service platform is passed through computer technology. , network technology and telecommunications technology, for foreign trade service companies to provide professional services such as foreign exchange settlement, all customers can apply for services on the B2O2O2C platform online, tracking records. Innovative foreign trade services continue to directly connect with the Internet and foreign trade. While improving its convenience, it also provides cheaper service preferential prices for the development of the Internet and foreign trade, giving more convenience and convenience to our customers. The scope of the design includes customers in all areas of the world and the scope of services is relatively extensive. Today's business competition is no longer a competition between single companies, but competition or alliances across the entire cooperation network. The development of foreign trade service companies is inseparable from the integration of various key resources in relational networks in foreign trade processes. As an independent third-party operating platform, B2O2O2C can integrate foreign trade service companies and customs, government, financial institutions, logistics hubs, and provide more large-scale and lower-cost services for foreign trade service companies. The biggest innovation with traditional foreign trade service companies is to combine the customer resources of the B2O2O2C platform to achieve a win-win situation for the enterprise.

5. Summary

As mentioned in the opening chapter, the future business competition of enterprises will be the competition of business models. In the face of a complex business and social environment, apart from expanding the scale of enterprises, increasing the degree of informationization and management, enterprises can only consider the new development of the business model from the point of view of innovation, and find ways to adapt to their own business model. In the fierce competition to take the initiative. In the past, the global regional foreign trade service companies focused their business on the production process for a long time, focusing on the cost and quality, and the demand for service for foreign trade service companies in the global region continued to increase. The world economy is undergoing profound transformation and transformation, guided by the current policy of the five major development concepts in the global region. Innovation has become an inevitable strategic thought that runs through the development of enterprises. Foreign trade service companies must guide their own human resource management innovations, service innovations, and product innovations through the five major development concepts.

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