

Development Model and Strategy Suggestions of Cross-border E-commerce in China

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Keywords: Cross-border E-commerce, Strategy Suggestions, Development Model

Abstract: Nowadays, the society is an era of continuous economic development and continuous social progress. At present, the economy is also developing in the direction of arguing integration, and the traditional business management model cannot be corresponding to society, and it seems to be very backward. Therefore, new types of electronics Business has gradually been discovered by people. In recent years, cross-border e-commerce in China has gradually developed rapidly. In the process of development, it has also been challenged. Of course, there are certain opportunities. Therefore, in order to better develop cross-border e-commerce in our country, and the structure can be more obvious and accurate, this paper analyzes the business model and development prospects of e-commerce. It is hoped that this paper will help the relevant personnel engaged in the industry, promote the better development of cross-border e-commerce in China, and make fundamental suggestions in the process.

1. Introduction

In the era of continuous development, all countries have experienced financial crises, and the beginning of the financial crisis has a certain impact on the economies of all countries in the world, which has led to the downturn in the international market in recent years. China is now actively engaged in trade with countries around the world to promote national development. Under this situation, China's development trade has also been severely deterred, and its own pressure is constantly increasing. However, today's cross-border e-commerce industry is advancing by leaps and bounds in this situation. The development of this new type of industry has changed the development model of our country and formed a polarized trend with the traditional methods used. At the same time, the continuous development of transnational e-commerce not only improves China's economy as a whole, but also promotes the growth of China's foreign trade. Therefore, under such conditions, under the conditions of constant changes in the market economy, under the new situation, China must also change the international trade industry to meet the development track of the times. Nowadays, e-commerce is gradually being paid attention to by the industry and has become a top priority.

2. Factors affecting cross-border e-commerce in China

In recent years, with the continuous development of cross-border e-commerce in China, it has played a very important role in China's market economy, so that all sectors of society are very concerned about cross-border e-commerce, and this is due to the cross-border in China. The resource advantages and markets that border trade has achieved in development. The national government has a certain strategy for the development of cross-border e-commerce. At the same time, there are corresponding policies in various regions, so that the development of the enterprise has a certain guarantee, and in this process, it is still The regulatory issues of related companies have been improved, so that cross-border e-commerce companies can have a better development. [1] China's Hangzhou City, now the "China's e-commerce capital" China's comprehensive national situation, in Hangzhou, China (Hangzhou) cross-border e-commerce comprehensive pilot zone was established, in the hope of gradually solving the cross-border e-commerce development process The problems encountered in the process.

This has a certain impact on the development of our country. Under normal circumstances, the goods suppliers of goods will not talk directly with customers. Although this process will not produce fundamental changes, this change will lead to local links. Changes may even affect the development of the entire e-commerce industry chain [2], so in the process of cross-border e-commerce trade, the transaction volume between the two will not change significantly, but it will change the frequency of transactions between commodities, and at the same time, it will have a certain impact on the efficiency of commodity clearance. Therefore, domestic and foreign customs will gradually increase the pressure on commodity supervision.

The impact of logistics on the development of cross-border e-commerce in China is the cost of logistics. The main modes of logistics are: cargo sorting, cargo warehousing and packaging and distribution. In contrast, logistics is the buyer. The main aspect of communication with sellers, China's e-commerce model is gradually in the process of maturity, and this has a certain role in promoting logistics. Compared with ordinary cargo logistics in China, the basic is that cross The difference in the cost of logistics, and the main point of generating costs is the mode of transportation used in the transportation process. Most of the transnational logistics use air transportation. In addition, there are international e-commerce for many years. In the development process, there have been very obvious progress in all aspects, and its system has gradually improved and its technology is relatively mature. [3] China's e-commerce development in the long-term experience, infrastructure is also constantly improving, development is also very stable, the system is constantly improving, but the development of cross-border e-commerce is relatively late, and, with the current development speed of society Nor can it form a direct comparison. That is to say, today's cross-border e-commerce trade direction, electronic payment, cross-border logistics, etc., can not meet the fundamental needs of e-commerce trade, resulting in the loss of goods, so that our enterprises are the development of cross-border e-commerce has created certain obstacles.

This is mainly for the cross-border logistics model. If you want to make the logistics model better, you need to change the current logistics system and change the development speed. The main content of cross-border e-commerce is express mail. It will make the seller have no way or get a list of commodity transactions, which leads to no effective supervision in the process of logistics and transportation. That is to say, there is no perfect preparation in the management of customs goods trade. The program, therefore, for the issues of tax rebates, inspections, etc., the relevant policies formulated by China cannot play a role.

3. The future development strategy of e-commerce and reasonable suggestions

Nowadays, cross-border e-commerce has made important breakthroughs in the development process for many years, which has made people's lives full of convenient conditions. At the same time, it has also eased many of the troubles, and the products purchased on the Internet. Gradually replaced the physical store to choose consumption, so that people's time loss is greatly reduced, at the same time, also saved a lot of money. But because the current network system is not perfect, it makes online shopping full of risks. [4] For example, some transactions require customers to fill in personal information such as personal information and ID cards when conducting transactions, and if they fill in, they will let their important information leak, thus threatening personal property security, even Life safety, and for this phenomenon, is continuing to be a transparent e-commerce security platform, and this is also an urgent need to establish a point that can ensure the customer's information security, privacy and customer property security. In addition, it is necessary to let relevant enterprises develop an auditing system. At the same time, in the process of re-circulating cross-border commodities, security audits are also required. China Customs needs to define a system and establish a sound credit system. Senior information system auditing capabilities. Therefore, China's e-commerce industry can be better developed, and the market environment in China will be more harmonious and orderly.

Nowadays, in the process of cross-border e-commerce transportation in China, the main method is to use express delivery. However, such national express delivery will waste time, and at the same time, it will waste customers a lot of time waiting for goods. The arrival of this, therefore, in this

case, will cause great changes to the customer, therefore, in order to make customers more satisfied and meet the needs of customers, it is necessary to continuously improve the logistics development model, so that cross-border e-commerce can be from itself The basic logistics relies on it, so that it can develop better and move toward a more perfect direction [5]. At the same time, China has capital, strong cross-border e-commerce enterprises should also establish their own warehousing and logistics bases abroad, so that time and cost can be reduced, improve the efficiency of transportation, so that logistics and transportation have A certain guarantee, so that security can be protected, so that the user's experience can be further improved, and actively develop overseas markets. Expand overseas markets.

From the current point of view, the proportion of China's service industry is relatively large, and nowadays China's enterprises have a high demand for quality and service level. As the company continues to improve, the fundamentals of understanding competitiveness and social benefits are improving. Senior product quality and service level. In the current society, in the process of rapid economic development, people's pursuit is not only in the quality, but more importantly, the improvement of their spiritual needs, but the user is buying the goods. In the process of the service, we also attach great importance to the service level. Today's society has a certain degree of hunger for service quality. The quality of a service is directly related to the success or failure of a company. Cross-border e-commerce enterprises are the same, only let their own The improvement of the service industry can ensure the effective combination of the industry chain and the chain of custody, and continuously improve the quality of products, thereby promoting the development of transnational e-commerce, improving the service model of multinational e-commerce enterprises, and giving customers a good experience. Establish a good image of the company's senior.

Nowadays, in order to promote the development model of cross-border e-commerce in China, it is necessary for China's major enterprises to gradually develop foreign trade malls and have the initiative of trade [6]. First, it is necessary to make breakthroughs in the United States, the European Union, and other developed countries. Because these two directions belong to developed countries, there is a certain foundation in cross-border e-commerce, which can adapt to the latest changes in the market and thus guide Chinese enterprises. To promote the development of the market, and in the process, negotiations between the markets also need to ensure the security of transactions between logistics and capital. Second, it is necessary to build a cross-border e-commerce trading platform and logistics channel for emerging market countries and regions, such as Russia, ASEAN, India, etc., using cross-border e-commerce technology and standard free output. Thereby establishing a trade alliance between the state and the national quality inspection, improving the industrial chain and expanding the scale of the e-commerce market. Third, actively develop externally, develop China's cross-border e-commerce market, and improve China's cross-border e-commerce relations. Fourth, proactively strive for the international voice and initiative of transnational e-commerce. Multinational e-commerce is a relatively important part of China's foreign trade. The essence of international trade is the trade of goods between the state and the state. Therefore, the government plays a major role in this process. Management can only and service innovation, and actively improve the senior international initiative and international voice in cross-border e-commerce. Since then, it has been able to actively participate in cross-border cooperation. Second, it can work with countries around the world to modify international trade rules to solve the problems of sailors and irrigation brought by e-commerce, and agree on a series of issues such as commercial codes, intellectual property rights, and technical standards. Thirdly, it is necessary to severely crack down on international cross-border e-commerce market illegal activities, maintain a cross-border e-commerce environment, and constantly make a new development in the international trade pattern. Fourth, a logistics cloud service supply chain system should be established to promote the globalization of the logistics industry, improve profits in the process of trade, and solve lifeline problems. In addition, the government of China should also propose a reasonable service target from the perspective of the industry, and take the logistics service cloud platform as the main entry point, encourage logistics enterprises to conduct mergers and acquisitions, joint ventures, etc., to build a reasonable logistics industry cluster, qualified Logistics

center, and other reasonable logistics cloud services, to carry out global logistics layout.

4. Conclusion

The development of the society is progressing, and people's lives are closely related to e-commerce. Cross-border e-commerce is a new mode of operation. However, there are still many aspects that need improvement. Therefore, in terms of policies and government measures, Funds, manpower, material resources and other aspects should be improved, and gradually let China's cross-border e-commerce have a new development situation.

Acknowledgements

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