

Marketing Strategy of Small and Medium Sized Enterprises

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Abstract: The small and medium-sized enterprise is an important part of the modern economy, is an important resource of technology innovation, countries of great concern and have developed policies, promote the technological innovation of small and medium-sized enterprises. For the development of small and medium-sized enterprises in the development of the long-standing problem, marketing strategy, and small and medium-sized enterprises in? Has become the majority of small and medium-sized entrepreneurs should focus on and improve the problem. This thesis is aimed at the current situation of our country small and medium-sized enterprise, and small and medium enterprises marketing strategy analysis, and put forward the direction of the development of small and medium-sized enterprises are suggested.

Keywords: Small and medium-sized enterprises; Marketing strategy; Green marketing

1. Introduction

1.1. Overview of the development of small and medium sized enterprises in China

Small and medium-sized enterprise is an important part of the national economy, the economic development and social stability plays a decisive role in promoting. The study of small and medium-sized enterprises is mainly refers to those fixed assets are less than 10 million yuan, annual business volume of millions to tens of millions of yuan, enterprise staff fewer 500 enterprises. According to statistics, at present our country small and medium-sized enterprise about 1000 million, 60% of the GNP created by small and medium enterprises, has become a national economic pillar, the small and medium-sized enterprises, the average annual growth rate of more than 20%.

Their own weaknesses restrict in the spring tide of market economy, small and medium-sized enterprises are small and weak, and large enterprises in the competition are often at a disadvantage; small and medium-sized enterprises are a single species, the ability to resist risks is not strong; the small and medium-sized enterprise talents shortage, the ability of technology development and marketing of small and medium-sized enterprises credit is weak; small and medium sized enterprises, financing difficult; extensive management, imperfect system, its disadvantages hinder the development of enterprises. (2) effects of enterprise property right system: improper state-owned small and medium-sized enterprises have a considerable part of the reform of property right system is not yet fully in place, there is only the form changed but little change, in a certain degree on

Still exist "duty of politics look forward to is not separated, unclear property rights, interest directly, enterpris-

es are responsible for profits not for losses, workers headed don't call the shots, is difficult to control the leader behavior, economic benefits difficult to go up" problems. (3) local protectionism and traditional "big and complete", "small and system limit: under the traditional planned economy system, compartmentalization segmentation management system is still not completely finished, local protectionism and popular, to belong to between different regions and different sectors of large enterprises and small and medium-sized enterprise collaboration and add a Taoist obstacles, but also makes enterprises difficult to carry out fair competition across the region. On the other hand, many small and medium-sized enterprises in engage in "small and", the pursuit of independent business," Ning when beheaded, Pteris, unrealistic to compete with large enterprises, some to brand-name against brand-name, some in imitation of the famous brand to enter the market, and some even fake brand-name disrupt the market, in fact suffer maximum or small and medium-sized enterprises.

Flexible strain: small and medium-sized enterprises as a result of relatively small size, so in the process of operation and management, if you encounter problems or crisis, the enterprise can quickly change the business ideas, change passive to active. Adaptability: small and medium-sized enterprises in terms of capital is not dominant, but this is precisely determines the SMEs can at any time, to join the other industries, as long as a simple personnel adjustment, if in case of bankruptcy or disadvantageous position in an industry, of small and medium-sized enterprises adapt to the ability will be reflected. Information on the market reflect the fast: usually a big enterprise in received information market will through analysis of the information department or other departments, and then

get valuable information, and as small and medium-sized enterprises can immediately to information to refine, do not need to after lengthy research and program.

1.2. Marketing strategy of small and medium sized enterprises in China

Marketing strategy is the business unit intended in the target market to achieve the marketing target of broad principles. Marketing strategy mainly consists of three parts constitute, including the target market strategy, marketing mix strategy, and marketing budget. Some of China's small and medium-sized enterprise marketing, but the marketing risen to the strategic position of not much, in the marketing strategy of small and medium-sized enterprises, the problems existing in the marketing strategy can be summarized as the following several points.

The decision to ignore market intelligence, do not pay attention to one of the prominent problems of small and medium-sized enterprises to collect market information is useful with the flow, do not pay attention to market intelligence gathering useful, but closely followed in other large enterprises or similar enterprises, and for small and medium enterprises to collect market intelligence said, useful, timely to reflect, then into action, convergence of this series of activities and related work well or not is directly related to the survival and development of enterprises, the market does not move, it is there, the key is to see if you can find it faster than others, and then use the market to provide opportunities to rapidly open up the market, so that even if there is other enterprises to follow, so high profits have been pre their possession, but the advantage is not a short duration of time First impressions are strongest can be replaced, So for capital, technology, manpower and other aspects of the advantages of small and medium enterprises, to capture business opportunities at the fastest speed, but also a magic weapon to compete with large enterprises.

Open for many small and medium enterprises marketing planning and marketing plans, we will find a common phenomenon, the above list of many "grand" goals, such as: how to achieve the market share of next year to complete the number of sales of such things is very clear, but by the end of the means and plan how to implement them and not related to their practice, just a simple list of several general advertising and promotion plan and how much money. And determine the success or failure of the details, such as: the sales target in month, quarter and shorter time, in large and small stores and other terminal types; decomposition, and this corresponds to the distribution rate of the target and some shelves with the push and pull measures; competitor analysis, marketing behavior and the strong reaction of the weaknesses of the targeted measures. The details of these things are not, on the whole The marketing process of macro control and tac-

tical design did not rise to a certain height, which led to the enterprise in the implementation of marketing planning or project planning, goal, in the specific problems encountered, in the market appeared unexpected emergencies, often become confused and disoriented.

Integrity, refers to the enterprise to the principle of "honesty and credit" as basic standards of business ethics and the basic norms of behavior, comprehensive, fully implemented and customer agreed obligations, to resist all kinds of commercial fraud. Integrity for the long-term development of an enterprise has a pivotal role. Honesty is the enterprise of the conduct of the, is also a customer to the enterprise the most basic, the principle. Not the integrity of the market and social, regardless of the manufacturer or the customer it means that the small and medium-sized enterprises should always pay attention to their reputation and credit problems, so as to keep the old customers and develop new markets.

Sales management system is ineffective, even is not clearly stipulated many small business owners formed a long-term "individualism" as management concept, not sales management system of enterprises continuously improve and upgrade, always stay at the beginning of the building of enterprises that "anarchy", so that enterprises in the development of a great progress, so its backward, management system is not sound will become a stumbling block to the sustainable development of the enterprise, keep the pace of enterprise development, many Chinese and foreign Xu failures in the enterprise, we can also easily found to enterprise sales management system upgrade on the importance of enterprise development, development status and sales management system the construction of small and medium enterprises often lags behind the enterprise.

There are many small and medium-sized enterprises of our country executive ability difference, "Lenovo" Group Chairman Mr. Liu Chuanzhi once said: "there are a lot of factors determines the success of an enterprise, strategy, personnel and operation process are three key elements of the core, how to effectively combine these three elements, is the biggest problem for many enterprise managers should all face. And only the effective strategy, personnel and operation, the enterprise can decide the ultimate success. Combined with the key in the implementation. Because many SMEs lack of containment mechanism of power balance, with sales staff especially business owners of the "flash ", " fever "the idea, we could in effect size without even the success or failure of demonstration case is implemented, the original strategy, plan, policy implementation deviation, and So stranded.

In the new economic era, the effective strategic human capital management has become the key to the success of the enterprise, many enterprises has as part of its focus on the work of human resource management. However according to statistics, human resources management more

than 75% of the time spend in the daily routine work, such as staff entry, labor contract management, these non strategic work, not only occupy the large amount of time, and to work to complete the accuracy requirements are very high, this situation hinders the promotion of human resources management.

2. Small and Medium Enterprises how to make Marketing

2.1. Time to pay attention to market trends, to develop the ability of agile business sense of smell

Innovation is the enterprise development and progress, is the cornerstone of enterprise competition, small and medium enterprises, have advanced management ideas, marketing ideas is very important. In a new marketing model has been in the industry when the popularization and promotion, your business is still in operation behind the original then, you will fall behind, gradually abandoned by the market, only to enter the new management concept, the introduction of advanced marketing mode, point to grasp the pulse of the market, will not fall behind; at the same time, pay attention to management system continuously updated, optimizing the structure of the enterprise, so that the optimal allocation of resources, which compared with. Those large enterprises, a good opportunity may become more important for small and medium-sized enterprises, because of the loss of market opportunities but also give competitors to their pressure Opportunities, therefore, small business owners should establish a keen sense of the market, at any time, anywhere found the market opportunities.

2.2. Stresses integrity, reputation, reputation, reputation

Small and medium-sized enterprises do not have the famous large enterprises advantage, then to want to do the business bigger and can only start from their own, customers and consumers of stresses integrity, to establish a good reputation in the industry and consumers, to continuously improve enterprise well knownness. An enterprise must want to establish an unassailable position in the modern market environment, should have said will do to the reputation, no matter is the internal staff or to consumers, once promised commitment must be fulfilled, in good faith to win the market, the credibility of the victory.

2.3. Pay attention to enterprise management, strengthen the unity of the staff, coordinate and straighten out the relationship between enterprises

Small and medium-sized enterprises to enhance the market competition ability, is in the invincible position in the fierce competition, ultimately depends on a group and corporate retreat group of employees, only to maximize

the mobilization of staff enthusiasm and creativity, to straighten out the relationship between the enterprise and the staff, handle the balance of interests between the two sides, is the fundamental enterprise development. In addition, small and medium-sized enterprises can not ignore the management, strict, humanized management to maximum efficiency, control and reduce the waste of money and establish a good corporate culture.

2.4. Establish a clear direction of development, to develop a detailed, scientific and practical marketing plan and marketing strategy

Small and medium-sized enterprises should fundamentally reject all follow suit with the style, determine the target according to their strength and market positioning, the target should be divided into long-term goals and short-term goals, and clear requirements; then specify the corresponding marketing strategy, first of all to have a full market research and self assessment, not aggressive, too don't be timid, then there should be more detailed and accurate expectations on the current market conditions, targeted marketing programs based on this form, but also to cope with the possible solutions in the implementation of the emergency prior warning, once in the event of an emergency to improve the enterprise ability to reflect, for the time, avoid unnecessary loss.

3. Application of Marketing Strategy of Small and Medium Sized Enterprises -- Green Marketing of Small and Medium Sized Enterprises

The so-called green marketing is a kind of green marketing activities to protect the environment and return to nature as the main feature. The concept of green marketing requires enterprises environmental awareness in business decision-making, in marketing, not only to consider the interests of consumers and business interests, but also to consider the influence of the public interest and the environment, in the development of the the protection of the ecological environment for business activities, to effectively put environmental protection throughout the product development, design, manufacturing, packaging, and service and other sectors, the result is not only to meet the consumer demand based on the profit, but also to achieve the harmonious development of society, economy and ecological environment.

3.1. To strengthen the research and development of green products

In terms of research and development of green products, enterprises should start with the understanding of consumer demand for green of the establishment of effective and efficient information network, catching green information, these information to carry on the comprehensive

treatment, green market trend analysis, the development trend of green consumption, green technology and product development provides the basis.

Secondly, the enterprise must have long-term consciousness, raise funds through the transformation of scientific and technological achievements, increase technology development and introduction, digestion, absorption and transformation efforts, improve the technical level and productivity, especially improve the level of energy consumption and environmental protection ability, and strive to make their products not only meet the requirements of environmental protection, at the same time with the content of science and technology to a certain extent. Thirdly, enterprises in the green product research, development, production, sales, customer service and other services in the process, should follow the principle of green 5R international, is to strengthen the research, reduce the use of packaging materials, reuse, recycling, and maintained. From product design to firmly grasp the theme of green use, environmental protection and resource conservation concept design, the use of clean, low energy consumption and low material consumption technology and production process, reduce the discharge of pollutants in the production process, in the use of raw materials, as far as possible the use of recyclable recycling of resources.

3.2. Training, the introduction of professional talent

The management of the enterprise cannot do without the support of human resources, and actively participate in the green marketing of enterprises need more high-quality talents, can be said that the green management and green technology talent is one of the bottleneck of current green marketing in small and medium enterprises. In order to solve the bottleneck problem of small and medium enterprises must create a green corporate culture, organizational structure and management the mechanism of the reform of enterprise, implement the people-oriented in the enterprise management concept, the establishment of green management evaluation and incentive system based on the introduction of professional talent, attention and reasonable configuration, give play to the talents of space and opportunities, promote the sustainable development of talents; and to foster a good learning atmosphere in the enterprise, create opportunities for green service the training of internal staff, cultivate high-quality green talents in the enterprise. The SMEs in our country Enterprises should according to their own needs to focus on training and the introduction of ecological, environmental, economic, biological and the development of green economy related to the talent, the talent should not only have rich professional knowledge, should comprehend the green marketing to the enterprise and the society's long-term effects.

3.3. Adopt green marketing strategy combination

In addition to the development of the green marketing strategy of small and medium-sized enterprises should adopt a series of green marketing strategy to meet the enterprise green marketing development, including the green marketing strategy: (1) in the product strategy, the enterprise should pay attention to the production of green products, try to use natural and beneficial to the health of consumers, do not pollute the environment energy and raw the use of green materials, technology for environmental protection and ecological balance, should be introduced into the green certification mark at the appropriate time; (2) in the price strategy, the enterprise should be based on the value of green products, environmental cost internalization will develop green products, reflect the resources and environment value in terms of price, the price of green products should be slightly higher than the general price of similar products, in order to reflect the value of green products, promoting the development of enterprises at the same time; (3) in the channel In view of the green enterprise strategy, the characteristics of products, carefully selected reputable and concerned about environmental protection and public spirited service, a good public image, understanding agents, wholesalers and retailers of green products, with its reputation, image launched green products, the sales network of middlemen, rapid promotion of green products; (4) in the promotion, the enterprise should be appropriate for the promotion of green, green products by organizing fairs, seminars and related publicity, induction and create green consumer demand, create a good image of the enterprise; (5) in the service strategy should as far as possible to provide green services, namely the product pre-sale, sale, customer service process provide full service to save resources, reduce environmental pollution as the principle.

3.4. Strengthen the image of green enterprises, and guide the green consumption

In view of the current market situation, small and medium-sized enterprises should start from the self, through the green publicity and public relations activities to strengthen the enterprise's green image, and guide consumers' green consumption. Consumers decide the direction of green products in the market competition of product preferences, enterprises should as much as possible to the consumer advocacy of "green food" pure "natural food" and "small power consumption" and "reduce" white pollution "concept, so that consumers consciously and unconsciously will be transferred to the consumer products and green environmental protection products, to expand demand for green and green market. Firstly, from the enterprise internal start, strengthen internal green propaganda and education, develop green system, cultivating enterprise green culture; carry out the green audit supervision of enterprise green performance. Secondly we should carry out some external factors for enterprise

publicity activities Make full use of the media, and public relations activities, promotion of green products, protect the environment for the benefit of mankind's connotation, and the social and environmental benefits, promotion of enterprise green performance in the protection of ecological environment and saving resources, and by organizing the green products trade fair, fair form, to expand the contact surface of green products with consumers. Through the publicity of public relations activities, expand the influence surface, to enable enterprises to effectively spread the green image, and guide consumers' green consumption. In the development of small and medium-sized enterprises present situation and marketing situation analysis, put forward a way of small and medium-sized enterprises in the marketing strategy of green marketing. Of course, there are many advanced marketing model has emerged, small business owners should keep pace with the times, the application of flexible mar-

keting Strategy, can not rest on its laurels, also not be too hasty, in order to keep the stride forward position in the fierce competition in the market, in the market of "contention of a hundred schools of thought" disjunctive a cup of soup.

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