

Research on Marketing Decisions Model of Enterprise Rapid Response Based on Supply Chain

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Abstract: In a market economy, the market is open, and many factors such as policies, laws, culture, morality, and economic operation laws affect the operation of enterprises. At present, the effective development of marketing has a great effect on the sales of enterprise products and greatly improves the economic benefits of enterprises. Taking effective measures to improve the marketing decisions ability of enterprises to adapt to the requirements of real development has become the top priority of enterprise management. Market share is the basis of making enterprise's market competition and marketing strategy. In a certain period of competitive market and market demand, enterprise's market share largely depends on enterprise's marketing mix decision. Based on the perspective of supply chain, this paper studies the decision-making model of rapid response marketing, which provides scientific basis for decision-makers and industry leaders.

1. Introduction

Since the reform and opening up in our country, people's management concept has gradually changed, and the integration with the international market has prompted enterprises to continuously improve themselves. Taking effective measures to improve the marketing decisions ability of enterprises to adapt to the requirements of the actual development has become the top priority of enterprise management [1]. In a market economy, the market is open, and many factors such as policies, laws, culture, morality, and economic operation laws affect the operation of enterprises. This makes enterprises in an unstable economic environment, facing increasing competition at home and abroad. The core of marketing mix decision is to understand the influence of enterprise mix on the market share of oneself and competitors. In modern society, enterprises mainly use marketing as a means to launch various types of marketing activities to sell products and improve the economic benefits of enterprises [2]. Enterprises need to bear certain marketing risks, which bring certain threats to enterprises. In modern society, enterprises mainly use marketing as a means to launch various types of marketing activities to sell products and improve the economic benefits of enterprises [3]. The internal and external data that enterprises can obtain is constantly increasing, but the efficiency of using data has not been correspondingly improved, and it is difficult for people to find truly valuable information in massive amounts of data.

In today's increasingly competitive society, strengthening the comprehensive strength of an enterprise can only enable it to continue to develop in an inspiring market competition [4]. Establishing a marketing decision support system in an enterprise can optimize and improve marketing efforts and reduce corporate marketing risks. Due to the high development of information technology, e-commerce has shown huge advantages, globalization of the market, flat organization, and more intense competition. Marketing decisions are particularly important [5]. Due to the wide range of data sources, there is a large difference in the format of data from various sources, it is difficult to compare, measure and use, and it is difficult to draw uniform conclusions from these different data, making corporate decision-making more difficult [6]. Marketing is a social and management process that individuals and groups need to create products and value, and exchange with others to obtain it [7]. It involves not only information such as internal plans and capabilities, but also information about customers, suppliers, and markets outside the enterprise. Based on the perspective of supply chain, this article analyzes the operation of manufacturing enterprises, and provides scientific basis for decision-making by enterprises and industry leaders.

2. System Structure Analysis

In modern enterprises, it is sales-oriented. Customers order goods from companies through sales offices or salespeople located in various places and then collect them in the form of orders to the ordering department. The marketing decisions Support System is formed by effectively combining the marketing system with the decision support system, which has three parts: database, model base and knowledge base. Marketing refers to a series of activities in which an enterprise provides products or services to users in accordance with market demand for profit. It is based on accurate prediction and judgment of the market and requires scientific product evaluation and appropriate and reasonable product positioning [8]. Since the model serves the marketing work, its creation is based on the requirements of decision-making and from reality, making a suitable model. In the process of product positioning, besides considering the positioning of a single variety of products, it is also necessary to consider the positioning of product combinations. There are many kinds of market prediction methods, which can be divided into qualitative prediction and quantitative prediction according to different prediction properties. Before introducing the marketing decisions support system, we must first understand the marketing system and decision support system. Because the marketing decisions support system is made up of marketing system and decision support system.

Generally speaking, an enterprise's information system can be divided into internal information system and external information system, in which internal information system refers to information sharing among enterprise departments and integration of internal information systems. In order to adapt to the increasingly fierce market competition environment and enhance the core competitiveness of enterprises, based on a large number of data resources generated by the business operation system, combined with the information provided by relevant support systems, business analysis is carried out. Using advanced data mining and data warehouse technology, build a platform for business analysis, mining and use. The same level indexes are compared, and according to the relative importance of the indexes, the scale score is given. After processing, a weight judgment matrix is constructed. According to the sample data, the statistical data results of the comparison of the primary index and each secondary index are summarized in Table 1.

Table 1 Results of Financial Risk Comparison Data

	Return on assets	Operating cash flow	Marginal cost rate
Return on assets	1	0.67	0.48
Operating cash flow	0.48	1	0.61
Marginal cost rate	0.55	0.62	1

In order to enable the enterprise to continue to develop, the enterprise will take out a portion of its profits to be used as a development fund to improve product performance, update equipment and technological innovation, and expand production capacity. In order to improve the effect of the product mix, the product mix should be evaluated and adjusted in time. To achieve accurate product positioning, we must have scientific evaluation of the product. Since the model serves the marketing work, its creation is based on the requirements of decision-making and from reality, making a suitable model [9]. In order to ensure the best-selling of products, it is necessary to position the products in the market, which can be considered from several aspects such as attributes, brands and packaging. After an enterprise receives an order, in order to deliver goods, it can have two strategies, one is direct inventory delivery, the other is manufacturing delivery, or both. Product attributes include product quality, characteristics, design and other factors. The improvement of brand awareness can increase the intrinsic value of the product. Exquisite packaging is easily favored by customers. In today's very complicated social environment, the marketing system built in an enterprise belongs to a semi-structured system, which is characterized by a dynamic and organically integrated system.

3. Marketing Decisions Support System

3.1 Marketing System

Before introducing the marketing decisions support system, we must first understand the marketing system and decision support system. The object of the model is to have common knowledge, specific application, specific experience knowledge and specific use environment, thus forming a logical, reasonable and practical model of class and class substructure. In the information age, the dynamic connection of the model base of the marketing decisions support system is based on information technology. The application of series and parallel combination technology of models and reasoning technology in artificial intelligence promotes the automatic integration of models, thus realizing the dynamic connection of model base. In the information age, the dynamic connection of the model base of the marketing decisions support system is based on information technology. The application of series and parallel combination technology of models and reasoning technology in artificial intelligence promotes the automatic integration of models, thus realizing the dynamic connection of model base. In today's very complicated social environment, the marketing system built in an enterprise belongs to a semi-structured system, which is characterized by a dynamic and organically integrated system. The connection of model base is an application, and the model base is an indispensable part. It is the medium to effectively connect model base with knowledge base and database.

The influence of market learning ability on accounting effect and brand assets is not significant. Although there is a certain degree of positive influence on the other three indicators, the degree of influence is less than that of customer management ability. But it is already very close, so its influence on brand assets cannot be ignored. The influence of marketing capability on customer value and product innovation is not significant. The positive influence on the other three indicators is significant. Similarly, the factor load of corresponding indicators is also smaller than that of customer-related capability. The structural parameter estimation and significance test of the influence of marketing sub-item capability on marketing performance sub-item indicators are shown in Table 2.

Table 2 Significance Test of the Impact of Marketing Sub-Capacity on Marketing Performance

	Customer value	Competition results	Brand equity	Product innovation
Marketing ability	0.67	0.69	0.66	0.62
Customer management capability	0.58	0.54	0.48	0.51
Market learning ability	0.48	0.51	0.57	0.45

3.2 Decision Support System

In order to enable the model dictionary library to help users find models at the first time, the characteristics and data of different models are collected in the dictionary library, so that the corresponding models can be found in the model library at the first time. The specific application of the model depends on the decision-maker. Starting from the actual needs of the decision-maker, the model manages the timely planning and adjustment of the model so as to enable the model to run on the needs put forward by the decision-maker, and obtain the running results for the decision-maker to apply [10]. Due to the need to collect a large amount of data in the model base, the data are reasonably planned in different models. The model dictionary library most often uses relational database, which stores the feature description of the model, mainly including model table, model combination table, model algorithm table and algorithm table. The objects that marketing decisions supports system services may be different user types such as decision makers, modelers, data managers, knowledge managers, etc. The management system of the model base is a system that supervises and controls all aspects of the model base to avoid problems in the model base and affect the reasonable marketing. The management system of the model base is a system that supervises

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4. Conclusion

The marketing decisions support system consists of database, knowledge base and model base. With the increasingly fierce competition in the market, the market environment is more complex and unpredictable. How to make marketing decisions under such circumstances is an important issue that enterprises must face. The model base in marketing decisions support system can be fluent. The successful creation of model base can only be explained by reasonable application in practical work. The marketing group decision support system can inspire marketing decision makers to record all meeting details, which is convenient for calculation, statistics and inference, but a practical marketing group decision support system still needs some time. Due to the globalization of the market, the competition among enterprises is more and more fierce, and the profit rate is lower and lower. There are many different types of game problems in marketing. Marketing decision support system will be more scientific, integrated and efficient in the future, and improve the quality and efficiency of marketing work. In the future research, we need to enrich the development tools, improve the interactive environment of model base management system, and improve the rationality and convenience of the interface between model bases. With the in-depth study of information technology and decision theory, marketing group decision support system will become practical.

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