

Analysis on the Current Situation and Countermeasures of the Development of Cross-border E-commerce in Small and Medium-sized Foreign Trade Enterprises under the "Internet Plus"

Zhaowen Yuan

Huizhou Economics And Polytechnic College, Huizhou, Guangdong, 516057, China

ggxyzw@hzcollege.com

Keywords: Internet+, Small and Medium-Sized Foreign Trade Enterprises, Cross-Border E-Commerce, Countermeasure Analysis.

Abstract: With the continuous development of economy and science and technology in our country, our modern society has entered the information age, combining with the characteristics of the information age, we put forward the concept of "Internet+", which acts on various fields such as science and technology and economic development, especially promotes the transformation and upgrading of a large number of traditional industries in our country, and also provides opportunities for the development of more small and medium-sized foreign trade enterprises in this context. The following will be from the "Internet Plus" background of small and medium-sized foreign trade. The significance, current situation and countermeasures of developing cross-border e-commerce are discussed..

1. Introduction

With the improvement of national economic strength, the scale of our foreign trade has been increasing in recent years, in such a benign development of foreign trade environment, China's cross-border e-commerce enterprises are also increasing, they have achieved great economic benefits, but also promoted the development of our foreign trade. The arrival of the "internet+" era is both an opportunity and a challenge for china's cross-border e-commerce industry. This paper will analyze the current situation and countermeasures of developing cross-border e-commerce under the background of" internet+" based on small and medium-sized foreign trade enterprises.

2. An Analysis of the Significance of Developing Cross-border E-commerce for Small and Medium-sized Foreign Trade Enterprises in the Context of "Internet Plus"

2.1. Expanding the Trade Market

If the development of traditional cross-border trade, small and medium-sized foreign trade enterprises have great industry limitations, they often lack a large number of operating liquidity and corresponding e-commerce technology capabilities, it is difficult to break away from their own limitations to achieve the transformation and upgrading of enterprises. However, for cross-border e-commerce, it breaks the limitation of time and space, uses the Internet to realize the exchange and aggregation of information across regions, and completely breaks the monopoly barrier of large foreign trade. So that more small and medium-sized foreign trade enterprises can join the cross-border e-commerce market and expand the foreign trade market of our country [1].

2.2. Lower Operating Costs

The international trade situation is influenced by the current economic development, people tend to carry on the online retailing and the small trade form, therefore the importer also no longer duplicates the traditional large trade operation mode, such trade way can reduce the cross-border e-commerce operation cost effectively, simultaneously attracts more small and medium-sized foreign trade enterprises to carry on the cross-border e-commerce service.

2.3. Realization of Enterprise Upgrading

First of all, the current trade form of cross-border e-commerce is biased towards multiple batches of small orders, which not only benefits the capital flow of small and medium-sized foreign trade enterprises, but also saves the inventory cost of products, thus promoting the upgrading of production methods. Secondly, in the face of the terminal needs of users, personalized customization services are essential, in other words, manufacturers should pay more attention to the personalized users, small and medium-sized foreign trade enterprises have higher production flexibility, can quickly achieve customized transformation.

3. Analysis on the Development of Cross-border E-commerce in Small and Medium-sized Foreign Trade Enterprises under the Background of "Internet Plus"

3.1. An Analysis of Opportunities for Smes to Develop Cross-Border E-Commerce

"Belt and Road" is the economic policy that our country has been adhering to in recent years, the purpose is to expand the market of our country's foreign trade, strengthen the communication between the countries along the line, at the same time provide the bridge and channel for the development of the world economy, and finally realize the common development of the world economy. Interconnection between countries provides a good development environment and policy basis for cross-border e-commerce in our country. During this period, the national cooperation with the "Belt and Road" policy has introduced other policy dividends, which have promoted the development of cross-border e-commerce in small and medium-sized foreign trade enterprises.

With the development of global information technology, the Internet has been circulated and used in the world, and the cross-border e-commerce platform of our country has been developed and perfected with the maturity of Internet technology. At present, the platforms serving cross-border e-commerce are mainly divided into the following categories: the first is the customs clearance service platform, whose main function is to collect and count the data of foreign trade orders, which is subject to customs supervision; the second is the cross-border e-commerce platform, which is built with the participation of local governments, which is supervised by relevant government departments; and the third is the integrated service platform, whose main function is to integrate the supply chain and information, while obtaining foreign trade orders for small and medium-sized foreign trade enterprises. Table 1 shows the rapid development of China's cross-border e-commerce platform, they have different advantages and characteristics, can provide small and medium-sized foreign trade enterprises with a strong integration of information resources, while marketing big data to help enterprises carry out customer management, provide opportunities for small and medium-sized foreign trade enterprises to conduct cross-border e-commerce activities[2].

Table 1 Classification of cross-border e-commerce platforms

Classification criteria	Business model	Representing enterprises
Platform operators	Self-owned platform	Dalong net, Milan net, Lanting set potential, etc.
	Third Party Platform	Alibaba International Station, Global Resources Network, etc.
Services category	Online trading platform	Dunhuang net, express sale, etc.
	Information Services Platform	China manufacturing network, environmental resources network, etc.
Industry end-user category	Platform B2B	Alibaba International Station, Made in China, etc
	B2C Platform	Netease koala, Milano, Express, etc.
	O2O Platform	O2O Cross-Border Internet Trade Association, Bao Ma Global Buying, etc.

3.2. An Analysis Of The Challenges of Developing Cross-Border E-Commerce in Small and Medium-Sized Foreign Trade Enterprises

In recent years, with the continuous development and popularization of Internet technology, the development of cross-border e-commerce is very rapid, because of the characteristics of cross-border e-commerce retail trend, the industry has lowered the entry threshold, more and more small and medium-sized foreign trade enterprises began to enter the cross-border e-commerce industry. However, when entering cross-border e-commerce marketing, enterprises often adopt price strategy to attract customers first, and do not focus on product quality improvement. In the long run, there is a serious phenomenon of homogeneity in cross-border e-commerce in our country.

Similarly, the cross-border e-commerce industry lowers the entry threshold, and a large number of small and medium-sized foreign trade enterprises enter the industry, without strict screening and management, it is easy to appear in cross-border trade quality substandard products. When such products flow into the market to be bought by consumers, it is easy to make consumers lose confidence in cross-border e-commerce in our country, thus hitting the development of the whole industry. There are also false publicity, illegal operations and the occurrence of fake and inferior products trading, will seriously affect the credit market [3].

For cross-border e-commerce transactions, the most important is products, followed by logistics, product delivery services have now become a service of great concern to users, the speed of logistics and the quality of goods shipped will directly affect the consumer experience. At present, the logistics of cross-border e-commerce still has the following problems: first, logistics speed is slow, because of the customs inspection of entry and route planning problems, logistics delivery time is often difficult to determine, and generally longer, from 7 to 90 days are likely, causing great inconvenience to consumers. Secondly, the tracking problem of express delivery, compared with the real-time tracking of domestic logistics, the logistics of cross-border e-commerce is basically difficult to locate and track after leaving the country, so it is easy to appear the situation of loss of express delivery is difficult to pursue, which brings difficulties to consumers and enterprises. Finally, the problem of return and exchange, because cross-border e-commerce products in the logistics cost a lot of time and money, once the need to return goods will need to pay a greater price, very inconvenient.



Figure 1 High transport costs

4. Analysis on the Countermeasures of Developing Cross-border E-commerce for Small and Medium-sized Foreign Trade Enterprises in the Context of "Internet Plus"

4.1. Improve Product Quality and Build Reliable Brand

If small and medium-sized foreign trade enterprises want to get the sustained development in many e-commerce foreign trade enterprises, they must pay attention to their own brand, constantly improve the quality of their products, implement the concept of product innovation, and build a reliable enterprise brand. At the same time, relying on the advantages of the existing cross-border e-commerce platform to carry out big data marketing and customization services, without the

influence of market homogeneity, we can get a greater development [4].

4.2. Strengthening Government-Enterprise Cooperation and Improving Trade Laws and Regulations

For a long time before, our country has not issued corresponding policies and regulations for the new cross-border e-commerce trade model, but some of the previous relevant policies and regulations are no longer applicable, so it is difficult for small and medium-sized foreign trade enterprises to solve some problems in the cross-border e-commerce industry. At this stage, our country has customized reasonable relevant policies, including tax adjustment, customs clearance and enterprise platform certification. In this way, the strengthening of government-enterprise cooperation and the improvement of relevant trade regulations are both responsible to consumers and can create a good environment for the cross-border e-commerce industry.



Figure 2 High transport costs

4.3. Grasp the Characteristics of Logistics, Scientific Choice of Channels

Logistics has always been a major problem of cross-border e-commerce, in the current situation, we can make the improvement is to fully grasp the characteristics of logistics, scientific choice of logistics channels, as far as possible to optimize logistics, reduce the impact of logistics on consumer behavior. The current international logistics channel has different characteristics, its application scope is also different, small and medium-sized foreign trade enterprises should choose carefully. For the large cross-border e-commerce platforms, because they have a dedicated logistics system with sufficient funds, small and medium-sized enterprises can cooperate with the platform with good reputation to add the goods to the base and logistics line of the dedicated logistics, so that they can realize the punctual distribution of their own goods while saving the cost. [5].

5. Conclusion

With the advent of the Internet era, network technology not only brings development opportunities to various industries, but also brings challenges to them, especially for small and medium-sized foreign trade enterprises in cross-border e-commerce industry. In the process of development, small and medium-sized enterprises must constantly improve the quality of products, build reliable brands, strengthen government-enterprise cooperation, improve trade laws and regulations, grasp the characteristics of logistics, scientific choice of channels to achieve sustainable development of enterprises, and occupy a place on the stage of international competition.

References

[1] Zhao, Xiaoli. Research on obstacle factors and countermeasures of cross-border e-commerce development of small and medium-sized foreign trade enterprises under the background of "Internet+". Propagation Force Research, vol. 3, no. 28, pp. 203, 2019.

- [2] Pan, Jie., Du, Xuelian. Study on the Countermeasures of Developing Cross-border E-commerce for Small and Medium-sized Enterprises in Hebei Province under the background of "Internet Plus" and "Zhongchuang ". Mall Modernization, no. 19, pp. 30-31, 2018.
- [3] Fu Peijun. Opportunities and challenges for small and medium-sized foreign trade enterprises in China to carry out cross-border e-commerce. Journal of Jilin Normal University of Engineering , vol. 34, no. 05, pp. 52-54, 2018.
- [4] Sun, Yuan. New opportunities and challenges facing China's small and medium-sized enterprises in foreign trade under the new situation. Foreign Economic and Trade Practices, no. 09, pp. 28-31, 2017.
- [5] Zhu, Mengxia., Xiu, Jinghui. A study on the development of cross-border e-commerce in small and medium-sized enterprises from the perspective of "Internet+". Science and Technology Outlook, vol. 26, no. 33, pp. 299, 2016.