

## An Empirical Study on the Key Success Factors of Enterprise E-commerce Strategy Implementation

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**Keywords:** Enterprise, E-Commerce, Success Factor.

**Abstract:** With the continuous development of Internet and information technology in China, for enterprises, the marketing plan and marketing focus of enterprises should be changed and optimized according to the direction of the development of the current era. Therefore, more and more enterprises in the current era have carried out e-commerce strategy to carry out product marketing and obtain greater economic benefits. Therefore, enterprises must deeply analyze the key factors of the implementation of e-commerce strategy, so as to continuously improve the good development of e-commerce and promote the successful transformation of enterprises in the current era.t.

### 1. Overview of Key Success Factors

In the current era, in order to win a place in the fierce market competition, and adjust the strategic development goal according to the current development direction, more and more enterprises see the advantages of e-commerce, constantly expand the scope of enterprise marketing and development to develop e-commerce platform, but there are still many constraints in the process of e-commerce development, which requires relevant managers to strengthen the understanding and understanding of e-commerce enterprises, and promote the good development of enterprises.

On the whole, the strategy of e-commerce is mainly to transform the traditional business activities of enterprises effectively, so that the business activities of enterprises gradually develop towards the direction of information and intelligence. In order to ensure the successful transformation of e-commerce, managers need to analyze the key success factors deeply.[1]The key success factors are that the relevant staff should combine the current development situation of the enterprise and the competitiveness of the enterprise in the market, objectively integrate the development opportunities and development challenges faced by the enterprise, and make a comprehensive analysis and summary of the development advantages and disadvantages of the enterprise in the current market competition, so as to obtain the key success factors for the implementation of the enterprise's e-commerce strategy. After the initial identification of the key success factors, it is also necessary for the relevant staff to make clear, through the process of discussion and analysis, whether the identified key factors are in line with the current strategic development objectives of the enterprise, so as to continuously improve the development level and quality of the enterprise. so as to ensure the orderly conduct of enterprise e-commerce strategy.



Figure 1 E-commerce marketing profile

## 2. Key Success Factors in the Implementation of Enterprise E-Commerce Strategy

Table 1 Key success factors for enterprises

Category					
Productive capacity	Production scale	Product design capability	Low-cost production	New Product Development Capacity	Patent technology
Marketing capacity	Market positioning	Competition strategy	Precision advertising	Product layout	Logistics construction
Management capacity	Strategic planning	Category planning	Quality of personnel	Process system	Performance appraisal

### 2.1. Basic Level

Among the key factors in the implementation of enterprise e-commerce strategy, the basic part is very important, which is helpful to ensure the orderly progress of enterprise e-commerce strategy. First of all, according to the development of the current Internet era, according to the current strategic development goals of enterprises and the development characteristics of enterprises to build enterprise websites, the main group facing consumers, Help consumers to fully understand the current development of enterprises and product characteristics[2]In the course of follow-up work, it is necessary for the relevant staff to continuously optimize the function and layout of the website to improve the customer's consumption experience as a whole. The relevant staff need to use this enterprise website as the facade of enterprise e-commerce, and the managers of the relevant enterprises need to assign professional personnel to carry out good maintenance of the enterprise website, and analyze the relevant data in depth. By recording and analyzing these data, we can understand the influence of the enterprise in the current market, as well as the consumer psychology and consumption concept, and constantly improve the enterprise's e-marketing program. At the same time, in the process of carrying out the strategy of e-commerce, enterprises should not only do a good job of network construction, but also strengthen the management of logistics, build a very efficient and smooth logistics system, give full play to the advantages of e-commerce, use virtual space to carry out fast transactions, and constantly improve consumer satisfaction.

### 2.2. Product Development

With the continuous development of e-commerce in China, in order to realize the strategic transformation of e-commerce, enterprises need to innovate and improve the traditional product sales model and product characteristics. First of all, the relevant staff need to position the product accurately, and the relevant staff need to improve the attractiveness of the product according to the performance of the current product and the needs of consumers.[3]For example, in the process of product development and improvement, the relevant staff need to consider the function, quality and price of the product in a comprehensive way. The relevant staff should not only consider the range acceptable to the user, but also consider the quality of the product in a comprehensive way, so as to provide consumers with more cost-effective products, mobilize consumers' consumption desire, at the same time, make full use of e-commerce platform and Internet technology to expand brand influence, do a good job of customer experience, actively absorb the customer's requirements and suggestions for the product, so as to establish a good image for enterprises. With the continuous development of the Internet in China, brand has become the current intangible assets of enterprises, so enterprises should strengthen the research and development of products and innovation to meet the needs of consumers in the process of carrying out e-commerce strategy.

### 2.3. Customer Relations

In the process of implementing e-commerce strategy, enterprises should realize that the customer group is expanding compared with traditional marketing, so in order to improve the trust of customers as a whole, the staff of related enterprises should maintain a good relationship with customers. For customers, one-to-one marketing model should be realized, and service level and

service quality should be improved as a whole, so as to give full play to the advantages and functions of e-commerce and enhance customers' desire to buy, so as to provide customers with a better purchase experience. At the same time, it is necessary to formulate a more perfect promotion strategy, which is very important to promote and marketing in the e-commerce platform. The staff of the relevant enterprises can use the current advanced technical means to strengthen the publicity of the performance and image of the enterprise products, make full use of the major websites to do good publicity and advertising, so that more consumer groups can realize the performance and advantages of the enterprise products and effectively improve the development level of the enterprise e-commerce.

### 3. Implementation Strategy of Enterprise E-commerce Strategy

After defining the key success factors of the implementation of the enterprise e-commerce strategy, the staff of the relevant enterprise should formulate a perfect implementation method of the e-commerce strategy according to the content and characteristics of the key success factors, and promote the enterprise to obtain good development in the e-commerce platform.

#### 3.1. Design and Development of Electronic Commerce Systems

In the process of implementing the e-commerce strategy, the first thing enterprises need to do is to design and develop the e-commerce system effectively. The related staff can design the application system effectively on the basis of the Internet. And also to the customer interface and business module continuous optimization, improve consumer satisfaction. In addition, in the process of e-commerce application system design, it is necessary to make a product description manual according to the characteristics of the product, and introduce the advantages and main performance of the product to consumers in an all-round way. With the help of Microsoft and Hewlett-Packard's e-commerce technology scheme, the enterprise's current e-commerce marketing scheme can be effectively optimized and innovated to improve the specialization level of the implementation process of e-commerce strategy.

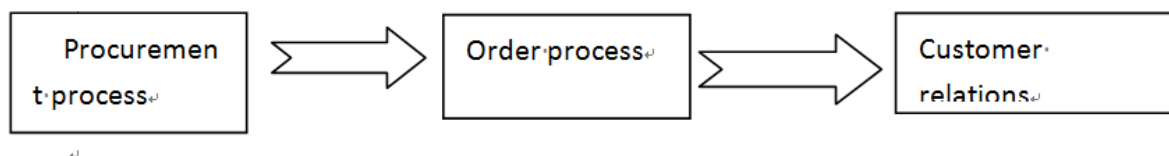


Figure 2 Design and development of electronic commerce system

#### 3.2. Optimizing E-Commerce Objectives

In the process of carrying out the strategy of e-commerce, enterprises should optimize the goal of e-commerce effectively and give full play to the advantages of e-commerce. The staff of related enterprises should realize the positive influence of promoting the growth point on the future development of enterprises. In the follow-up to the implementation of e-marketing strategy, the relevant staff should optimize the financial management and e-marketing process effectively according to this goal, improve the development level of e-commerce systematically, and the relevant managers should make full use of all kinds of resources, apply the resources reasonably to each sub-project, and promote the good development of e-commerce. The leaders of the relevant enterprises should realize the importance of optimizing the goal of e-commerce, introduce the characteristic and diversified e-commerce platform, and make the enterprises carry out the e-commerce strategy more actively.

### 4. Conclusion

With the continuous development of computer and network in our country, the implementation of e-commerce strategy has become an inevitable trend in the current era. Therefore, for the relevant staff of enterprises, we should set up modern e-commerce marketing concept, create a new

marketing model, improve the competitiveness and development level of enterprises as a whole, and realize the successful transformation under the background of the Internet.

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