

Research on the Application Value of Fine Management in Management Marketing

Yicai Li, Aili Xie^{2,*}

¹Guangdong Food and Drug Vocational College, Guangzhou, Guangdong, 510520, China

²Huashang College Guangdong University of Finance & Economics, Guangzhou, Guangdong, 511300, China

*Corresponding Author

Keywords: Refined management, Marketing management, Power marketing

Abstract: The development of power marketing in my country is relatively late, and it generally exists in traditional management models, which makes some power supply companies lack advanced and effective power marketing management models. This article mainly explores the methods of refined management mode, analyzes its use measures in marketing management, so as to further enhance the service quality of Chinese enterprises, effectively improve the efficiency of marketing management, and improve the overall economic benefits of Chinese enterprises.

1. Introduction

With the advancement of science and technology, the demand for electricity in various industries in our country is also increasing. The demand for power initiative in the sales industry has effectively promoted the development of power companies, but the relative sales work is also facing huge challenges, which makes the traditional marketing management model increasingly reveal its drawbacks. Therefore, only by continuously refining the power marketing management model can the comprehensive competitiveness of power enterprises be effectively improved and the current economic market development and needs can be more quickly adapted.

2. Analysis of the Positive Significance of Implementing Refined Marketing Management

2.1 Refined Management Can Promote the Expansion of the Enterprise Market

The main way for enterprises to create economic benefits is to collect electricity bills, so electricity bill collection is one of the important contents of business management. The traditional electricity bill collection mode takes up a lot of manpower and material resources, but it is difficult to achieve better work efficiency. With the continuous development of the times, the level of science and technology in our country has also achieved considerable improvement. More and more modern technology and equipment have begun to be applied in the collection of electricity charges. In a small area, it also brings great convenience to both users and enterprises, which improves user satisfaction to a certain extent.

Companies wanting to provide users with more high-quality marketing services must build a complete marketing service system, and the implementation of refined marketing management is the basis for the efficient operation of this system, which can promote the standardized development of corporate marketing behaviors and enhance users Confidence in the company, establish a good corporate image, and attract more consumers, so that it can effectively expand the company's consumer market, form a stable consumer group, and achieve the improvement of corporate economic benefits.

2.2 Refined Marketing Management Can Help Companies Establish Market Advantages

With the continuous improvement of my country's economic market system, the market environment has become more and more complex. Under such circumstances, if an enterprise wants

to achieve better development, it must give full play to its own advantages, establish its own unique style, carry out innovative exploration of its own marketing concepts in combination with the characteristics of the market, and introduce refined management concepts into the electric power industry. In the process of marketing management, we constantly improve our own marketing service level, so that we can stand out among many enterprises and be widely welcomed by consumers. At the same time, business leaders must realize that the market is not static. Under the background of the information age, the market is changing all the time. Enterprises must look at problems from a development perspective, and implement their own management strategies in accordance with market development trends. Real-time adjustments can better meet the needs of the market. Only in this way can companies have more advantages in the process of competition.

3. The Necessity of Refined Marketing Management

In the power marketing management work, the establishment of a complete electricity fee collection monitoring system is essential to improve the effectiveness of the power marketing management work. First of all, the system can quickly provide effective user information for power supply companies, thereby helping companies to scientifically establish an automated collection and monitoring system, and to a certain extent solves the difficulty of recovering electricity bills in the past. Secondly, the more important technical and economic indicator for power supply companies is line loss. Line loss is not only an important technical indicator for power grid design and construction, but also seriously affects the generation and operation management of electric energy, and truly reflects the actual level of corporate management. . The use of refined management models in power marketing can effectively help companies develop their own businesses quickly, thereby ensuring the continuous improvement of business levels. In the context of the continuous development and application of new energy, in order to ensure the stable development of power companies, power companies must continuously improve their management structure. Optimize the corporate image to effectively improve the market competitiveness of the company, build a good communication platform with customers, create a corporate management method that develops with customers, ensure the sustainable development of power companies, continuously adapt to the new energy market, and improve their comprehensive services Ability to create a sophisticated and refined marketing management model for power companies.

4. Current Problems in Marketing Management

4.1 Management Mechanism Lacks Scientificity

The original state of my country's power companies was the state-owned power sector, which was originally planned as a product of the planned economy, which caused the original state-owned enterprise management thinking to seriously affect the internal management system of power companies, making it impossible to achieve stable development and lack of science Sex. The deeper impact is the lack of incentive mechanism in the power marketing management. The performance of employees does not form a proportional relationship with the actual wages received. This results in employees working actively but not getting the corresponding compensation, which makes employees unable to actively develop jobs. In this context, the electric power marketing service cannot achieve the expected effect of the customer, so the sales volume of the company has not risen.

4.2 Lack of Core Competitiveness

Compared with the traditional marketing work, modern marketing work has a large gap. Traditional marketing mainly adopts the method of "finishing the sale". After the buyer completes the purchase, the cooperative relationship between the two parties of the transaction ends, and the seller is only the buyer after the completion of the purchase. Provide two kinds of after-sales service: return and exchange. However, modern marketing is more strict in marketing work. In addition to requiring quality service in the marketing process, it also places more emphasis on the quality of

after-sales service. But at present, most electric power companies have not reached the corresponding personalized service standards in their marketing services, resulting in the lack of part of the core competitiveness of electric power companies, which makes them lose a certain amount of initiative in the entire sales market. Nowadays, the demand for electricity in my country's market is only increasing, but my country's power companies are still unable to meet market demand, and some companies even reduce their purchases of electricity due to power marketing issues.

5. The Use of Refined Management in Marketing Management

5.1 Establish and Improve a Scientific Management System

As the saying goes, there is no rule to make a circle. In order to ensure the effectiveness of electric power marketing management, it is very important to create a scientific management mechanism and to use refined management concepts. When formulating a refined management system, electric power companies should proceed from the characteristics of the company's development and internal personnel structure, and detail the tasks required by each marketing staff, including working hours, work content, and division of responsibilities, and write the details in writing. The form is issued to each employee, so that employees can work in accordance with the established management mechanism, so that there are laws to follow. In addition, in the course of operations, companies often work overtime or work beyond the scope, and such a situation is extremely easy to cause dissatisfaction among employees. Therefore, in the process of the refined management model, detailed remarks should be made to this situation, and it should be noted that when employees carry out this type of work, the specific implementation of policies and related reward methods will enable employees to actively participate in the overall management at work. In addition, power companies should divide the corporate management system into a normal management system and an emergency management system. The power-related work itself will be affected by many factors, such as power transportation, production, and regulation, which will lead to actual work. There will be various unexpected situations affecting the smooth progress of electrical work. In general, in order to effectively improve users' satisfaction with electricity use, it is very important to formulate a comprehensive emergency handling plan. The implementation of emergency handling plans can take targeted methods to solve the normal problems of power marketing. So as to further promote the overall development of power marketing management.

5.2 Create a Refined Management Model

Electric power companies should formulate relevant management systems in accordance with internal refined management systems to improve the internal management department structure and related functions. Starting from the universal law of the development of electric power enterprises, a refined management system is created in the enterprise based on one center and four departments. One center refers to a management layer, and the four departments cover finance, supervision, production, and Planning, the supervision department also includes the power transportation dispatching center, and the formation of this system ensures that the power companies account for the four aspects of financial support, monitoring systems, power production, and transportation adjustments in the entire power marketing operation process. carry out. Therefore, it is required that management personnel or personnel of various departments must be strictly selected in accordance with relevant systems when entering a job, and based on management standards, perform their respective duties in their respective positions. Management personnel or departmentsThe performance appraisal system of the staff should be used as a reference with their actual work situation, and independent system appraisal should be carried out. In addition, in order to avoid the problem of "one management to the end" in the internal management of enterprises, electric power companies must establish a three-dimensional internal marketing management method, so that all-round supervision and management can be achieved in the management process, thereby effectively guaranteeing customers Get the best marketing services during the transaction, and

further improve the quality of marketing services of electric power companies.

6. Conclusion

To sum up, under the situation of diversified development of market economy, if companies want to go upstream in the fierce competition environment, they must implement refined management of marketing, strengthen the innovation of management techniques, improve relevant systems, and provide marketing services. The process is scientifically set, so as to provide users with more high-quality services and provide assistance for the sustainable development of the enterprise.

7. Acknowledgment

This research has been financed by Health Commission of Guangdong Province” Research on Innovation Chronic Disease Management Model of Home Medical Devices Based On the Perspective of “Internet Plus”(B2020203);

This research has been financed by Health Commission of Guangdong Province” Research on customer relationship management strategy of household medical devices based on “Internet 10” -- a case study of hearing aids”(B2019249)

References

- [1] Deng Qingmin. Research on refined marketing service management strategy [J]. China New Technology & New Products, 2012(02).
- [2] Ji Yanwei. Research on refined marketing service management strategy [J]. Science Technology and Enterprise, 2012(13).
- [3] Huang Hanliang. Research on refined marketing service management strategy[J]. China Electric Power Education, 2011(06).