

Research on Characteristics of Coal Modernization Trade based on Network Information Age

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Keywords: network age; coal trade; features

Abstract: China, as a relatively large coal exporter and coal producing country, has an important position in the world coal trade. With the development of the global economy, world coal trade will also be faced with some challenges, our country coal trade also appeared more or less problems, and the coal industry is faced with a new pattern. With the deepening of network, the coal enterprises take advantage of network would like to find a new coal trade road through the network. Coal trade in the Internet age showing a series of new features, this paper analyzes some of the new features of the coal trade in the Internet age conditions.

1. Introduction

With the deepening of the network, the application of the network in all walks of life has expanded. The coal industry, like other industries, has popularized and applied the network according to the characteristics of the coal industry, especially in the coal trade in recent years. The application of the network has become more extensive and has promoted the development of coal trade.

2. Analysis of Coal Trade Forms in China

According to the survey, China's import trade in coal shows a downward trend in terms of total volume, but this trend will not continue forever and its decline will not increase, but the relative volume of exports is rising substantially, with exports outpacing imports and developing in the form of a trade surplus. This trend will not change in recent years.

First, from the point of view of national policy, China has a supportive attitude towards coal import. In recent years, China has been affected by the increase in domestic demand. China's demand for coal has increased. Coal imports have increased relative to their previous years. However, it is not enough to rely on domestic demand to drive coal imports. It also needs strong support from the government. The support policy of our government for coal trade and import is very obvious. For example, when China adjusted its import and export tariffs, it included coal and Coke products, which made coal obtain government policy support for import. The trend of increasing coal import will not change in recent years. Due to the influence of domestic demand for coal and government support for coal, the import trade of coal will proceed methodically.

Secondly, the development of coal trade is seriously affected by the region. As we all know, the distribution of coal resources in our country generally shows the state of "less North, more South, less West, more East". The western region is relatively rich in coal resources for our country, and it will also be a concentrated area for the future coal development in our country. However, in contrast to the abundant reserves of coal resources, the difference in coal use is that the use of coal in China is mainly concentrated in the Southeast coastal areas. These areas have a large demand for coal. This kind of production and consumption situation raises a difficult problem for the development of coal trade, increases the pressure of railway and other modes of transportation in China, and hinders the coal trade to a certain extent.

Third, sentiment in the coal market is low. According to the data, the price of coal in the Bohai Rim after the New Year's Day in 2017 will be 797 tons, which is still somewhat different from the figure estimated by experts. There are many reasons for this gap, but the reasons for this are due to

the limitations of the coal market itself. Even the coal market once depressed caused the development of coal trade obstacles, so that China's coal trade did not follow the plan.

3. The Inevitable Relationship between Coal Trade and Network Informatization

With the continuous development of coal trade, China's coal trade and the world's coal trade have formed an inevitable link, and the two can achieve mutual promotion, mutual exchange, and mutual communication, so that China's coal trade in order to achieve a true connection with the world coal trade. Network is indispensable. It not only builds a bridge for the coal trade communication between China and the world, but also becomes an effective means to strengthen competition in China.

First of all, the Internet era for China's coal trade to the world to provide convenience. The Internet era has become possible in terms of information exchange and information sharing, which has enabled China to go out of its past state of being a closed door, and the link between the coal trade and the world's coal industry can also be promoted through networking. Promote the smooth development of China's coal import and export trade.

Second, the Internet era provides more competitive advantages for coal trade. Networking can easily understand the trends of competitors in a short period of time, understand the development trend of the industry, and aim at such an advantage, timely absorb the information provided by the network for coal companies, and conduct accurate analysis. On this basis, the continuous improvement of the development, so that the company has more and more powerful competitive advantages, to promote the smooth development of the enterprise coal trade.

Third, the coal industry's own innovation can not be separated from the Internet era. The emergence of the Internet era will be a challenge for any enterprise, but if this challenge is properly applied, it will turn the challenge into a driving force and become a driving force for the development of the industry. Then the coal trade can also take advantage of the challenges of the Internet era, thus promoting the coal industry's own innovation, so that a coal company can gain a foothold in an industry.

4. New characteristics of coal modernization trade under the condition of network information age

With the deepening of the network era, coal trade has also been combined with networking to a large extent, striving to promote the smooth development of coal trade through networking. In addition, due to the advanced nature and flexibility of the network, it has also added many new impetus to the coal trade, and has carried out innovations and developments based on the original coal trade experience, so that the coal trade, like other trade, can keep pace with the times.

4.1 The trend of modernization of coal trade by network is obvious

The network age has provided both challenges and opportunities for the development of our country and the world economy. Facing the deepening degree of networking, the coal industry has faced the opportunity rationally when conducting coal trade. Since the arrival of the Internet era in China is relatively late compared with other Western capitalist countries, it can be said that it started relatively late. However, with the continuous improvement of China's economic strength, the development and progress of the Internet has not lagged behind the capitalist countries that have developed in the West. On the contrary, on the basis of constantly drawing on the relevant experience of Western developed countries for information, science and technology, technology, etc., self-innovation has been made, and continuous development of networking has been achieved. In the face of such a form, coal enterprises also tried to innovate coal trade through electronic commerce and other forms of networks, and seized the opportunities brought about by the Internet era. At the same time, the network also makes the coal industry more convenient in foreign trade and makes the communication between the coal industry more effective. This kind of convenient communication and negotiation has created a basis for the success of the coal trade and provided

convenience. It can be seen that the Internet era provides new opportunities for coal trade and makes coal trade networked.

4.2 The quality of coal trade services continues to improve

In the face of the challenges brought about by networked coal enterprises, China's coal industry has constantly updated its concepts, summarized its experiences and lessons, and specifically analyzed the problems caused by networked coal companies. And put forward the corresponding solution. On this basis, because the challenges and opportunities brought about by the globalization of the coal industry coexist, the coal industry also wants to occupy a place in such fierce competition, especially in some coal companies in China. Under the influence of the Internet era and the deepening of opening up to the outside world, they will not only face the challenges posed at home, but will also face the tactics issued by some coal companies abroad. In the face of such fierce competition, they will face such complex challenges. It is no longer enough to rely solely on learning advanced experience and lessons at home and abroad. We also need to use the network as a medium to continuously improve the quality of coal trade services within our enterprises in the context of the network era. Therefore, coal enterprises have more opportunities in the coal trade and occupy a place in the international coal market. In the face of the continuous development of the Internet era, coal trade not only places the first priority on learning from experience and lessons, but also pays more attention to the improvement of the quality of its own services and promotes coal enterprises to conduct domestic and foreign trade. We will promote the smooth development of coal trade.

4.3 Informatization of Coal Marketing Strategy Network

Influenced by the marketing strategy of traditional coal enterprises in China, many coal enterprises are facing the process of formulating and implementing marketing strategy. There will be problems such as single marketing means, poor quality of the marketing team, insufficient marketing power, lack of objective understanding of marketing, and one-sided equating marketing with sales. These problems have hindered the development of coal trade. So that the coal marketing strategy can not be realized. However, with the emergence of the Internet era, coal enterprises on the basis of full understanding of networking, coal marketing and e-commerce combined to promote the realization of coal marketing strategy network. It is undeniable that the network of coal marketing strategy has greatly promoted the development of coal trade and made the development of coal trade more convenient. This is because the network provides more and more convenient information for the coal trade. These accurate information enable coal companies to make accurate judgments in the marketing process, and to have problems in the market and existing market gaps. Can make its own judgment, on the basis of resource sharing marketing strategic deployment is a certain feasibility, and can promote the rapid development of coal trade. Therefore, the network era makes coal marketing strategy networked, coal trade information can be timely realized.

4.4 The coal trade is greatly influenced by brand appeal

Any industry needs a brand effect. For example, we have Li Ning, Anta, Adi, Nike, etc. in the sportswear industry. The coal industry also needs a brand effect, especially in a day when the brand effect is so great. It is necessary to strengthen the brand effect of coal enterprises. In today's society, with the deepening of the Internet process, the role of the Internet in people's daily life has become increasingly prominent, and the Internet has even become an indispensable thing in people's daily life. Due to the influence of the Internet, the forms and modes of communication between people are changing. Trade networks between businesses are also more convenient, and such forms of trade services as electronic commerce and the Internet of Things have emerged with networks as the medium. These forms have largely facilitated people's lives. Imagine, without the promotion of the network, without the network of information sharing, how can people know and understand a new thing in a short time? How can you identify with something new? Therefore, it is the Internet that makes it possible for people to lack information and realize information sharing. It is even more because of the existence of the Internet that many new things and new information can appear in

front of people in a short period of time. In other words, the expansion of the brand effect of the network into a coal enterprise has made the coal brand more known to more people and enhanced the role of the brand effect in the coal trade.

4.5 Diversification and modernization of coal trading modes

Along with the deepening of the network, the coal trade is more diversified in terms of methods, breaking the traditional coal trade methods, and promoting the connection between the network and the coal trade. From the current point of view, there are many ways to use the Internet to carry out coal transactions. The most common is electronic commerce. The coal trade based on electronic commerce has emerged in the world today. Of course, the current application of e-commerce to coal does raise some questions, such as safety issues and stability issues, but we can not ignore the benefits behind risk because of risk. Therefore, we must face up to the advantages and disadvantages of electronic commerce, in the use of electronic commerce to deal with business speed, effective organizational information, and reduce the disadvantages of transactions, while actively coping with the risks brought about by electronic commerce. It can be said that coal trade has promoted the diversification of trade methods in the context of the networked era. In our country Taiyuan coal trading center has formulated the "electronic supermarket" such a form, so that online trading and physical transactions at the same time, perfect our coal market in electronic trading vacancy. It can be seen that the network provides the possibility for the diversification of coal trading methods.

Today, the network has become an indispensable thing in people's life and work. It has played a major role in the process of economic development in China and even in the world, and has become a major driving force for economic development. In the face of the challenges and opportunities presented by the network, the coal industry has also actively responded to the challenges and overcome the disadvantages caused by the network. In addition, in the face of the opportunities offered by the network, the coal industry should also follow suit, drawing on the best of the network and seizing the opportunities presented by the network. The combination of coal trade and network will effectively promote the development and progress of coal trade, make China's coal trade integrate with the world economy, and promote the more scientific and evolutionary coal trade.

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