

# **New Thoughts in Small and Micro Enterprise Marketing Management**

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**Keywords:** Small and micro enterprise; Marketing management; Inadequacies; New thoughts.

**Abstract:** Small and micro enterprises are an important component of Chinese market system. Promoting the development of small and micro enterprises is a significant channel to increase Chinese market vitality. In view of this, this paper has firstly introduced the value of small and micro enterprise marketing, pointed out the inadequacies, and finally elaborated the new thoughts for small and micro enterprise marketing.

## **1. Introduction**

With the rapid development of China's market economy, the increasingly complex market environment and increasingly fierce competition among enterprise peers, especially in the current era of economic globalization, a swarm of international enterprises have settled in China, and resulted in huge impact on local enterprises. Small and micro businesses as a large group are apparently less competitive than large and medium-size enterprises, particularly at marketing level. How to strengthen small and micro enterprise marketing management is the issue needing special attention from the nowadays society, as well as a key channel to guarantee and promote domestic market competitiveness. In view of the current development situation of small and micro enterprises, there are still some inadequacies in small and micro enterprise marketing management. Thus, marketing management should be treated in new thoughts to improve the market share of small and micro enterprises, thus giving full play to the value of marketing and strengthening the market competitiveness of small and micro enterprises.

## **2. Value of strengthening small and micro enterprise marketing management**

Most small and micro enterprises are established not long with insufficient talent strength and inadequate market resources, which lack market competitiveness compared with large and medium-sized enterprises. Therefore, to break through the current bottleneck, it is necessary to intensify marketing management as it will be of great significance to promote the development of small and micro enterprises.

### **2.1 Enhance the market competitiveness of small and micro enterprises.**

Small and micro enterprises with the characteristics of small operation scale, low marketing strength and insufficient competitiveness can effectively improve enterprise competitiveness by enhancing marketing management. New thoughts of marketing management can provide strong support for enterprise planning and decision-making. With good marketing, enterprises can conduct direct analysis of current market situation, suppliers and consumers, including various processes of enterprise manufacturing, processing and sales services. It is necessary to keep optimizing the quality of marketing management, guarantee the market share of small and micro enterprises, maximally use market value, and lead small and micro enterprises to develop towards standardization direction. Under huge competitive pressure, small and micro enterprises can use scientific marketing techniques to improve enterprise economic benefits and achieve the sustainable development.

### **2.2 Improve enterprise brand value**

As consumer's consumption orientation becomes more diversified in the new ear, marketing

channels can be used for investigating and analyzing the current situation of market so as to satisfy consumer's inner demands and provide market share the development of small and micro enterprises. Enterprise brand building as a crucial driving force to promote enterprise development is directly related to enterprise influence in the market. Enhancement of customer's recognition of enterprise is a key factor to guarantee the marketing share of small and micro enterprises. The survey results indicate that scientifically intensifying marketing management policies and measures can not only enhance enterprise marketing weight of enterprises, but can also effectively propagandize the brand and increase brand value. Thus, it has great significance on the development of small and micro enterprises.

### **3. Inadequacies of small and micro enterprise marketing**

Currently, there still exist some inadequacies of small and micro enterprise marketing, which is not helpful for enterprises to enhance market competitiveness and unfavorable for promoting enterprise development. Inadequacies of small and micro enterprise marketing are mainly reflected in following aspects:

#### **3.1 Backward marketing concept**

Marketing concept refers to enterprise operation thinking, the concept of carrying out marketing activities, and market demand oriented concept. The core of marketing concept is to satisfy market demands. Currently, most enterprise managers regard product sales enhancement as the ultimate goal of enterprise development, which makes enterprise managers excessively focus on product sales performance but neglect brand building and service building. Modern marketing not only limited to product marketing involves service marketing and brand marketing. However, due to the limitations of marketing, enterprises fail to meet customers' actual demands. At the same time, its marketing concepts cannot meet the actual management requirements, and guide marketing actions, which is not conducive to senior enterprise leaders' marketing decision-making.

#### **3.2 Lack of effective communication between marketing and relevant departments**

Marketing involves a lot of things. Apart from product and service marketing, market environment, competitors, relevant national policies, consumer demand, and actual conditions of enterprises must be fully analyzed to formulate related marketing methods according to the future development strategy. By analyzing consumer's inner needs in marketing management, specific targeted products can be launched to improve consumers' attention to brand products. But most small and micro enterprises separate marketing management with relevant department management. In that case, enterprises cannot formulate marketing plans from a macro-environment perspective when formulating marketing plans, which will directly impact department interests, make it hard to implement product marketing strategies and improve enterprise market competitiveness.

#### **3.3 Ignorance of network marketing system construction**

Under the background of the continuous development of science and technology, especially the development of e-commerce domain, science and technology have been applied in many domains of the market. New marketing forms has thoroughly improved the traditional marketing program and also changed the way of communication between enterprises and consumers. Based on the continuous popularization of network, network marketing has become a key marketing channel. However, most small and micro enterprises in which perfect network marketing system has not yet been established still concentrate on product yield and sales volume, which result in enterprise's loss of huge amount of online network consumption group and impact enterprise market share. In view of this, enterprises shall strengthen their focus on consumers while carrying out marketing management, keep connecting and communicating with consumers, and build a perfect network marketing system. This can help enterprises to acquire consumer demand information, improve consumers' recognition of enterprise products, expand enterprise product market share, and accelerate enterprise further

development.

### **3.4 Lack of innovation and low service level**

In the era of knowledge economy, enterprises that expect to realize great development should take innovation as the basic power. Innovation capability is an important step for enhancing enterprise market competitiveness. Therefore, mastery of core technologies will be the foundation of enterprise sustainable development. Innovation as a unique content of enterprises hard for competitors' imitation, is of huge extensibility and value. Enterprise in pursuit of development must earn recognition of the market, which is eventually determined by consumer's recognition. However, most small and micro enterprises over-emphasize product sales and ignore follow-up services in marketing management, and cannot provide door-to-door service once quality problems occur. They even prevaricate and refuse to solve problems.

## **4. New thoughts for small and micro enterprise marketing management**

It is obvious that there still exist many problems in small and micro enterprise marketing. To promote its further development, small and micro enterprise marketing innovation should be continuously promoted. At the same time, it is necessary to establish modern marketing concepts, build a perfect network marketing system, and give full play to the value of marketing management.

### **4.1 Innovate marketing management concept**

To effectively give play to the effect of marketing management, small and micro enterprises must establish modern marketing concepts, transform old concepts, and guarantee to keep abreast with the times in line with the current situation of market economy development. Therefore, it is necessary to follow "market orientated" management concept, fully realize the goal, function and main contents of the marketing management, abandon traditional and backward marketing management concepts. The executive level should enhance their attention to marketing and improve the status of marketing. While innovating marketing management concept, it is also necessary to abandon the previous marketing volume oriented marketing mode, combine marketing target, marketing culture, product dynamics, market development and other information to guide small and micro enterprises to establish a comprehensive, multi-level and three-dimensional marketing system, to guarantee marketing management to develop towards institutionalized and scientific direction.

### **4.2 Clarify the goal of marketing management**

Marketing management is implemented for the ultimate purpose of improving the economic benefits and core competitiveness of enterprises. Therefore, management goal with a core value status plays is also a key issue to be solved in the development of small and micro enterprises. Small and micro enterprises should abandon the previous marketing volume oriented marketing concept, take customer satisfaction enhancement as the starting point and foothold of marketing, consider the marketing value and marketing capability from the standpoint of the market and consumers, increase the marketing management value, enhance the impact of enterprise products on consumers, and provide strong advantageous conditions for promoting the marketing development of small and micro enterprises. At the same time, small and micro enterprises must comprehensively analyze their own actual situation, follow the principles of enhancing market competitiveness, market share and marketing value, and comprehensively adopt low-cost, localization, differentiation, virtualization, internationalization and centralized marketing planning strategies, try best to satisfy consumer's actual needs. Particularly, they need to excavate product loopholes in the industry market and expand the unexplored market. This will be conducive to the development of small and micro enterprises so that they can achieve the ultimate marketing management target.

### **4.3 Perfect marketing management system**

A sound market management system will decide whether small and micro enterprises can achieve

marketing management and implementation target. So, they must keep improving market management system, guarantee system standardization and scientificity, abandon the product sales volume oriented value, implement the target management system, enhance and deepen the current relation system, attach importance to product sales volume, marketing growth value, customer satisfaction, repayment rate. Meanwhile, it is necessary to formulate relevant management goals for these systems, carry out marketing management related work according to actual targets, and evaluate the staged management work. A sound management system is required able to effectively implement the system requirements. It is also necessary to improve the supervision management of relevant systems. Enterprise management personnel should take full charge of marketing system implementation and supervise every move of marketing personnel, especially in terms of customer service and after-sales management, win by service, and earn better public praise. By doing so, enterprise can realize benign development, keep improving product competitiveness, and achieve enterprise final strategic target.

#### **4.4 Build a marketing management talent team**

Talent is the primary productive force of modern enterprises. Without it, enterprise cannot go far, which indicates the effect of talent. Only after building talent management system, enterprises can effectively solve the problems at the market stage. Thus, enterprise should cultivate marketing management talents and introduce high-quality talents to improve the comprehensive quality of marketing team, regard talent cultivation and introduction as the basic enterprise marketing strategy. Enterprise should attract talents through salary and development space, which requires talent's salary not lower than the industry average standard, together with space for performance improvement. In terms of talent cultivation, apart from enterprise internal independent training mode, enterprise should combine with the third-party training companies. In other words, enterprise should send marketing personnel to training institutions to learn and grasp advanced marketing concepts and methods, and then send them into internal company for upgrading of marketing management methods and concepts. Meanwhile, while training talents, network technology can be combined such as to launch education and training on the network, to break the limitations of time and space, and to improve marketing management personnel's professional quality. Enterprises should also combine factors such as supervision and evaluation, assessment, rewards and punishments during training, improve the traditional salary mode with small floating space, connect performance with remuneration, build a scientific and effective assessment model, thus giving play to the incentive role of enterprise performance system. Furthermore, enterprises can also link enterprise economic profit with individual economic profit, provide marketing personnel with certain amount of dividends according to the situation of quarterly profit. By doing so, employees can feel their personal interests co-existing with enterprise interests, and can also judge enterprise operation status within a period of time based on the dividends condition. In this way, enterprises and employees can know more about each other.

#### **4.5 Promote small and micro enterprise innovation**

The key point to determine whether for small and micro enterprises can obtain substantial progress is whether they can launch innovative products. With the increasingly fierce competition among peers, large and medium-sized enterprises controlling most core technologies squeeze small and micro enterprises' profit and development space. So, the only breakthrough channel is independent innovation, and mastery of things others do not own. Furthermore, enterprises should vigorously absorb modern new technologies to produce technical products as the industry pioneer, lead market trend. Despite of certain risks while adopting advanced technologies, enterprises can use hunger sales method, namely, start small-batch production first, and decide whether or not to start large-batch production according to market response. By doing so, enterprise can enhance capital turnover and reduce speculative risks.

Moreover, it is necessary to innovate enterprise consumer service system, provide better quality services and different services for customers according to different consumers' actual demands. For

example, enterprises can set cheaper and simpler products together with luxury products with higher prices in the same series of products so as to satisfy the demands of three groups of people with high, medium and low income. It is also necessary to continuously create and establish enterprise brand benefits, improve enterprise awareness of quality product production, acquire better market popularity, and increase market recognition of products, thus accelerating enterprise further development.

## 5. Conclusion

To sum up, small and medium-sized enterprises are provided with greater development space by the market economy, which have also enhanced the competition in the same industry. Small and micro enterprises with inherent disadvantages in market competition, for the purpose of rapid development, must strengthen marketing management, attach importance to product innovation, build more advantageous brands, and improve market competitiveness, adopt corresponding countermeasures of existing problems, and flexibly cope with various emergency situations. By doing so, they can lay foundation for promoting the development of small and micro enterprises.

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