

Analysis and Research on the Transition of Traditional Foreign Trade Enterprises into Cross-border E-commerce

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Abstract: With the deepening of reform and opening-up in China, under the background of economic globalization, the fierce market competition situation in China has been aggravated. Traditional foreign trade enterprises are facing unprecedented challenges, such as macroeconomic slowdown, slow growth of import and export trade, fierce competition of e-commerce, and rising costs and expenses. However, China's current economic development has achieved important results. The main reason is that under the new situation of the rapid development of modern logistics industry, along with the rapid development of e-commerce, cross-border e-commerce in China has been well developed, and it also plays an important role in promoting the transformation and development of traditional trade, especially in the development of international trade. Under the situation of vigorously implementing the "Belt and Road" strategy and promoting the reform and innovation of the modern logistics industry in China, the policy support has been increasing and the establishment of the related service system is becoming more and more perfect. This has also become a good opportunity for the transformation of cross-border electricity suppliers.

1. Introduction

From the perspective of foreign research, because foreign foreign trade started earlier and developed rapidly, the research on cross-border e-commerce is relatively rich, especially the supporting role of cross-border e-commerce to traditional trade. It is generally believed that cross-border e-commerce plays an important role in promoting the transformation of traditional trade.

2. Definition of cross-border E-commerce

The term cross-border e-commerce has a long history, but the rise of cross-border e-commerce in recent years is different from the traditional meaning of "foreign trade e-commerce". Traditional foreign trade e-commerce mainly refers to the way of displaying commodity information through Internet platform, and then importing and exporting goods through general trade mode. The real transaction and payment link is not completed online. The concept of cross-border e-commerce has changed greatly. Cross-border e-commerce platform is not only used to display commodity information, but also to support buyers and sellers to achieve transactions and complete payment links directly through the platform. Cross-border e-commerce has moved from the era of information display to the era of online transactions.

Therefore, we believe that cross-border e-commerce should be defined as a new form of international trade in which the main body of cross-border e-commerce concludes transactions and settles payments through e-commerce platforms, and delivers goods through cross-border logistics.

The main modes of cross-border e-commerce include B2B, B2C and C2C.

3. Advantages of developing cross-border E-commerce

The rapid development of cross-border e-commerce, whether for buyers or sellers, can make it free from time and space constraints. It can not only attract relevant trading partners through the

e-commerce website of the enterprise, but also develop business characteristic trading partners, that is, the seller and seller can easily find partners that meet their own trade conditions without leaving home, which is the most important condition for e-commerce to provide traditional trade. It is believed that the rapid development of cross-border e-commerce can enable foreign trade enterprises to understand market and commodity information through e-mail, newsgroups and discussion groups, and make consultation and negotiation very convenient. Especially through the Internet, consultation and negotiation can solve the time and place constraints.

4. The Importance of Developing Cross-border E-Commerce

From the current domestic situation, the rapid development of e-commerce in China, especially with the continuous improvement of China's "internationalization" level of development, can enable foreign trade enterprises to exchange online orders by means of e-mail in websites, and can make online payments and transactions by means of banks and credit cards. At the same time, online payment in international trade can directly deliver intangible products such as software, audio-visual, consulting services through the Internet, which can simplify the transaction mode and process, save a lot of human resources costs, and promote the popularization of international trade. Cross-border e-commerce can make the trade transaction management paperless and networked, and enable enterprises engaged in import and export business to deal with bank, tax, transportation, insurance parties' related electronic bills and electronic documents directly through the Internet. It can complete most or all of the settlement and claims and so on, which greatly saves the time and cost of the transaction process.

In the procurement process, Chinese foreign trade enterprises can effectively screen suppliers in the global market, select those suppliers with lower prices and more preferential prices, especially through direct communication, consultation and research with suppliers, to solve the problem of "information asymmetry", which can usually save about 10% of the procurement cost for foreign trade enterprises. With the rapid development of cross-border e-commerce, China's foreign trade enterprises can not only use government websites to handle procedures such as export tax rebates, export receipts and cancellation of import payments, online application for import and export licenses, application for certificates of origin of import and export goods, but also use e-commerce of electronic banks, credit card companies, customs systems, insurance companies, commodity inspection systems and transportation systems. Platform, its transaction efficiency can be improved several times, which undoubtedly plays an important role in China's foreign trade enterprises. Enterprises in many countries stipulate that they will not accept supply unless they adopt electronic commerce, which sets up trade barriers for our foreign trade enterprises. Therefore, strengthening the construction of electronic commerce in our foreign trade enterprises can reduce international trade barriers and expand trade opportunities, which plays an important role in breaking the tangible and intangible barriers between international and regional. Cross-border e-commerce as a network marketing model, China's foreign trade enterprises can make full use of e-commerce websites to publicize enterprises, brands, products, services, etc. It is of great significance to improve the visibility of enterprises, which has formed a consensus, this article will not elaborate. The state should strengthen the supervision of cross-border e-commerce, focusing on market access, such as "examination and approval system" for high-risk cross-border e-commerce, and "filing system" for low-risk e-commerce. At the same time, it should make clear provisions on registered capital, institutional settings, risk control and security measures. Only in this way can cross-border e-commerce in China be regulated. Business better supports the development of traditional trade.

5. Ways to Transform Traditional Foreign Trade Enterprises into Cross-border E-Commerce

Traditional manufacturing enterprises often have strong production and R&D capabilities, but the perception of customers' experience in product use at product terminals is not as good as that of retail channels. Therefore, first of all, enterprises should be based on their own products, or products of their own industries to open cross-border e-commerce market. On the premise of

guaranteeing product quality, they must work hard on product research. The content of product research includes product performance, competitive situation, main target market, competitors at home and abroad, customer's product use experience, shortboard of similar products, selling point of similar products, etc.

5.1 Choice of Cross-border E-commerce Platform

At present, there are two common practices: to establish their own website and choose a third-party platform. Generally speaking, the third-party platform will be a good choice for ordinary foreign trade enterprises who have just entered the cross-border e-commerce export market. Because third-party platforms are more in line with start-up cross-border teams in terms of operating costs and capital investment. At present, the mainstream cross-border export platforms are Amazon, eBay, Express, WISH, Dunhuang and so on. Different platforms have different characteristics, different market positioning and different advantages of product categories. It is suggested that when choosing platforms, we should do more market research on product target market, competitive situation, domestic and foreign competitors, product shortcomings, product selling points, especially after-sales service.

5.2 Cross-border Team Building

First of all, traditional foreign trade enterprises in China are the first people to contact cross-border e-commerce. In order to develop overseas business, many traditional enterprises develop foreign trade order business through foreign trade B2B website very early. Their foreign trade e-commerce team has always existed and accumulated rich experience in e-commerce sales. Therefore, for the transformation of traditional foreign trade enterprises to cross-border e-commerce, it is entirely competent to choose the sales team of foreign trade B2B for systematic training. It is very easy for traditional foreign trade B2B salesmen to study the requirements of the platform carefully, and combine their own enterprises and products to practice. In addition, Taobao Tianmao's eco-market has been perfected in China, and Taobao Tianmao's electronics merchants are very mature. Many traditional enterprises have long participated in the domestic B2C operation and market development. The cross-border play method is similar to many operating principles of the domestic Tianmao Department. It is basically the need for e-commerce talents such as operation, supply chain, procurement, art, logistics, warehousing and so on. Because cross-border e-commerce transaction mode is more customer online independent order mode. Traditional foreign trade enterprises can do cross-border e-commerce through the talent transformation training of Taobao Tianmao Department. If there were no talent of Tianmao Department, now there are many talents in Taobao Tianmao Department, and recruitment is easy. Because the current cross-border e-commerce training market is very fierce, more importantly, cross-border e-commerce is actually an old model. The core of cross-border e-commerce is the innovation of products and the real satisfaction of customers' personalized needs. The principle of product operation and promotion is not difficult, and ordinary foreign trade salesmen can do well as long as they are attentive.

5.3 Cross-border Logistics, Overseas Warehouses and Destination Country Services

The most painful point of cross-border e-commerce development is the high cost of international logistics. Many overweight and oversize products can not arrive safely and efficiently. After arriving in the destination country, international products often need to transfer to many stations. It takes a very long time and complicated process to reach consumers. Loss of parts, fewer pieces and damage often occur, which seriously affects the shopping experience of international consumers. Because of the long cross-border e-commerce lines and long time cycle, ordinary sellers often pay for services when they encounter logistics problems. Moreover, European and American consumer markets are very mature, and online buyers have very stringent shopping experience requirements. If the logistics pain points are not solved, the development of cross-border e-commerce in China will eventually be plagued.

6. Conclusion

Although cross-border e-commerce is developing rapidly as a new trade mode, there are still few theoretical studies on this issue. Therefore, it is necessary to make an empirical analysis based on the current cases of traditional foreign trade enterprises transforming cross-border e-commerce, and to study the impact mechanism of cross-border E on trade mode transformation theoretically, and to make corresponding empirical analysis on the theoretical results. Inspection. Most of our enterprises can overcome the shortcomings of difficult transformation, enter the international market smoothly and realize cross-border operation.

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