

# Leader and Strategy Affect the Enterprise

Xinyu Meng

Columbia International College, Hamilton, ON, Canada L8S 4P3  
Email: 282896269@qq.com

## ABSTRACT

The economy is relevant to the quality of people's daily life. As one of the components of the economy, the development of the enterprise is the main factor affecting the economy, and the positive leadership style and business model can affect the development of the company. The author chose a company as a case with a literature summary to analyze the operational management of the company and management. The article confirms that leaders and business strategy can influence the development of enterprises. Leaders will determine the development of the enterprise and guide employees to give full play to their abilities at work. The business strategy of an enterprise determines the way a company operates. According to changes in social development trends, it can adapt to external influences and help the company survive better. Leadership and strategy play a very important role in an enterprise, so enterprises should be cautious about these two points to avoid unnecessary mistakes that may negatively affect the development of the entire enterprise.

**Keywords:** *Leader, Business Strategy, Enterprise, Economy, Living Standard*

## 1. INTRODUCTION

Nowadays, more and more people choose to be self-employed in society. They use their creative ideas to start their own business. The economy of a country is obviously influenced by the development of the enterprise. The enterprise provides the product for the consumers, while also leaving some places for the workers to develop. The number of the firms has rapid increase during the years pass. In society, the competition between the firms becomes more active. Under today's background, the need to identify the factors that will impact a business is a major research question[1]. This question means what is relevant to the development of the enterprise. For finding the answers to the question, it is common to look for examples or facts in the daily life or the life of surrounding people. In daily life, an enterprise that has a close relationship with people is the main object of the study. It can provide a chance to work out the problem. The economy is the social science that teaches people to solve the problem of how to use limited resources to satisfy unlimited wants. By definition, it clearly states that "economy" is a closely related course that determines the quality of people's living standard. The development of enterprise will directly affect the economy. Therefore, the answer to this study can help find out how to make the economy better. This is the meaning of getting the answer to this question.

The reason behind this is if the economy becomes better, the living standard of people will get improved.

## 2. MAIN FACTORS

### 2.1. Leader

#### 2.1.1. Familiar with their products

One case that shows the significance of the leader in the company of the Ding Dong Mai CAI App. [2] The leader is the main person of the enterprise. An eligible leader should be familiar with their product, business, and the industry that the company is facing. This app aims at providing people with fresh vegetables, meat, or some of the necessities. It is clear to see the leader knows the condition of the industry that the company chooses. Leader finds the industry the company faced is connected closely with people's daily lives. All the normal people can be their consumers. This will increase the use frequency of the app, which can create more profits for the company. Besides, as the leader, he knows the product is created for whom. For instance, a leader understands young people are busy with their work, so the app is proper and convenient for young people [3]. The company creates this app, which its idea is based on the express delivery. Users can purchase the goods without going outside. This improves that the app has strong practicability, and it brings convenience to people.

From this point, it shows that the leader has the vision of the overall situation.

### *2.1.2. Execution*

Additionally, this app achieves its success due to the strong execution of the leader. The app is now widely used by the public. However, at the beginning, only seldom people know the app. Both company and the app are immature. Under this situation, the company is facing a large challenge. Some of the employees are doing more offline publicity. As evidence, once in author's neighborhood, there are several employees who are introducing their product, which is the app, to the residents. The purpose for this action is to make the app more popular among the people. If the population of knowing the app increases, more people will use it. This action reports that the leader has strong execution, he knows that the actual action is more efficient than just saying. He leads the employees to take actions. Meanwhile, when the company just starts their business, they have their plan, which is the timetable. The company starts at Shanghai, and the goal is to cover the whole city first. Under the leadership of the leader, the company has action rapidly. The company owns multiple warehouse to store their goods. There are no geographical restrictions, which is convenient to all the people in the city. Both two aspects show the leader has strong execution.

### *2.1.3. Persistence*

Similarly, leader persists in the business, which is to let employees not easily give up. The company started the business in 2017. Although the employees tried their best to introduce their app to others so that they can raise awareness of the app, a little number people knew the app. In the first two years, the product did not reach the desired height, but the leader stabilized the mood of everyone. This action encouraged the employees not easily give up. The fact improves that the leader's persistence is correct. In 2020, the horrible pandemic came, which made people feel panic. Plenty of people chose not to go out, because they are scared of the Covid-19. For protecting themselves and others, more and more people got familiar with the app, and used it frequently. People found that the app was convenient, and it was relevant to their common life. As the epidemic has improved, people have gotten used to the app. Author's neighbor is one of the examples, who use this app very often. The success of this app cannot leave with the persistence of the leader, and it can also show that the leader know how to run a company in a proper way.

For the first case, last but not least, leader has high requirements through the service that the company provides. For example, the customer books a watermelon, but it does not reach the intended weight.

The consumer contacts with the worker that is responsible for the after-sales service. The employee gives a proper response in a fast speed, which makes the consumer feel satisfied about their after-sales service and their product. In addition, the leader asks the relevant employees to keep the products fresh. Once, the consumer purchases the vegetables, but the vegetables are moldy. The relevant employees give back some of the money to the consumer. In most of the conditions, the company makes sure that the product is fresh. The price of the product is affordable, which gives the users satisfaction. The high qualified service shows that the company is leading by a strict leader. He knows that ensuring the quality of the service is the key of a company. Leader's behaviors and attitudes often influence the business of the whole company.

To conclude, the leadership determines the direction of an enterprise. An excellent leader can lead the company to a good development [4]. For the case of the Ding Dong Mai CAI App, it is an obvious example that describes the leader brings the company to the success. In the case of the app, the leader is familiar with the whole industry and its product, has high execution, manages the workers persist in the business, and asks employees for high quality service. From the for points, the leader is taking the whole company in a positive development, so the company achieves success in 2020. The leader acts an important role in the enterprise, it will directly affect the development of the company.

## **2.2. Business Strategy**

Another point that can affect the direction of a company is its business strategy [5]. Business strategy is fluid, it will be affected by the external situation and timely change [6]. Training institution is an example of a business strategy that is fluid [7]. The usual mode of training institutions is face-to-face. The teacher gives the students lessons, or large class, or small class, or one to one. However, after the sudden attack of the Covid-19, seldom students come to the institutions for studying. The situation outside is not safe, students are scared, parents are worried about their children. The institutions change their strategy, [8] which is adding another way of teaching. Online studying becomes popular, and welcome among both students and parents. In parents' mind, this way makes their life convenient. Students can learn knowledge at home, and they save the time of going to the institution. Such a change in strategy not only ensures the teaching of students' knowledge, but also makes students, parents and teachers feel convenient. Similarly, the company's revenue and profit stays constant. Imagine not adding such an online mode, which would mean that the strategy would change depending on external factors. As a result, the company's revenue and profit decrease, causing negative influences.

Another change in strategy is being made by chain restaurants. In daily life, restaurants are often places where people relax and gather. People often have dinner or have some parties in restaurants. Of course, restaurants are mainly divided into two modes, sit-in and take-away. However, because of the epidemic, people are afraid to go out, which makes it impossible to eat or pack. At this time to make a change in strategy, a new semi-finished model was added. A semi-finished dish is one that combines all the ingredients needed to make a dish, then heats it up and serves it. This is very convenient for people in the pandemic, semi-finished food can be delivered to your door. This change in strategy allows people to enjoy delicious dishes despite the pandemic. At the same time, the restaurant will not lose income, the epidemic can choose less food, which is to promote their own products. By the time the pandemic was over, people were able to eat at their favorite restaurants, a strategic success. Therefore, such success is inseparable from the timely adjustment of strategy.

Hotels have also made strategic change under the influence of external factors. Hotels are usually for tourists or people who stay in the area temporarily. In the wake of the pandemic, tourism is in a state of crisis, with few people leaving home, let alone traveling. Fewer people traveling, which means fewer people living in the hotel. The hotel's income is significantly reduced. Until some hotels offer to do the isolation function of the hotel, which is a new strategy after the epidemic. In this way, hotels provide a place for people who need to be quarantined and relieve pressure on the government. The change in strategy has brought revenue to hotels. Most of the people who need to be quarantined are international students or people returning from travel. Hotels that had been under the strain of the epidemic were almost empty. After being provided to people who need to be quarantined, hotels are basically full. A centralized quarantine requires 14 days in a hotel, which is considered a reserved room for 14 days. In this way, it is convenient for the quarantined people, reduces the pressure of the government due to the epidemic, and also ensures the income of the hotel. It can be said that the strategic flow has brought success.

In summary, strategy is very important for an enterprise, which determines the development planning and direction of an enterprise. Sometimes, strategy directly determines whether an enterprise can survive, so the formulation and change of strategy are often very cautious [9]. It also affects the proportion and trend of enterprises in the overall market. Through the following three examples of changing strategies, training institutions add online teaching mode, chain restaurants add semi-finished food sales, and hotels serve as centralized isolation, we can see that the strategy is highly mobile. Strategies can change according to external factors or other influences. Changing strategies requires careful decisions to avoid large mistakes [10].

### 3. CONCLUSION

In conclusion, a country's economy is closely linked to its businesses. For discovering the question, the answers of the factors that influence the enterprise are the leader and business strategy. From the point of view of a leader, he is familiar with the field and his product, which means he knows what kind of customer he is facing. He has a strong executive ability to ensure that the set goals can be achieved quickly and on time. He manages his employees, teaches them not to give up easily and to persevere. He has strict requirements for the services provided by his company and ensures that his services are of high quality. Therefore, leaders will decide the development of an enterprise and timely lead employees to give full play to their abilities at work. In terms of strategy, it determines how a company operates and is often directly related to the survival of the company. It is fluid and adjusts to external influences. Therefore, both leaders and strategies affect the whole enterprise, and the changes and decisions they make all have the same purpose. The purpose is to make the development of the company better. Better development of companies or enterprises ensures better economic development. The progress of economic development also proves that people's living standards have been improved. To sum up, leadership and strategy play a very important role in an enterprise, so the company should be cautious about these two points and avoid unnecessary mistakes that may negatively affect the development of the whole enterprise. This essay paper has some places to improve. The examples that author uses have some limits. The author see the enterprise that she is familiar with, so the answers she gains may have limitations. For improving the whole study, author should get familiar with other firms in different aspects or industries, so that the answers for the question will become more accurate. Therefore, author can expand her horizon and gather more experiences.

### ACKNOWLEDGMENT

For writing this essay paper, I want to express my thanks to all the people who help me a lot, especially Professor Frank Lichtenberg and teacher Ike. Professor's lessons give me idea of the essay, and teacher Ike provides me a lot of help during the whole writing process.

### REFERENCES

- [1] M.W. Meyer, China: Strategy in a Growth-Driven Economy. In: Augier M., Teece D. (eds) *The Palgrave Encyclopedia of Strategic Management*, Palgrave Macmillan, London, 2016, DOI: [https://doi.org/10.1057/978-1-349-94848-2\\_756-1](https://doi.org/10.1057/978-1-349-94848-2_756-1)
- [2] S.K. Sharma, N. Gayathri, R.K. Modanval, S. Muthuramalingam, *Artificial Intelligence-Based*

- Systems for Combating COVID-19. In Applications of Artificial Intelligence in COVID-19, Springer, Singapore, 2021, pp. 19-34. DOI: [https://doi.org/10.1007/978-981-15-7317-0\\_2](https://doi.org/10.1007/978-981-15-7317-0_2)
- [3] A. Patel, N.C. Debnath, A.K. Mishra, S. Jain, Covid19-IBO: A Covid-19 Impact on Indian Banking Ontology Along with an Efficient Schema Matching Approach. *New Generation Computing*, 39(3), (2021), pp. 647–676. DOI: <https://doi.org/10.1007/s00354-021-00136-0>
- [4] J.A. Chatman, D.F. Caldwell, Leadership. In: Augier M., Teece D. (eds) *The Palgrave Encyclopedia of Strategic Management*. Palgrave Macmillan, London, 2016. DOI: [https://doi.org/10.1057/978-1-349-94848-2\\_784-1](https://doi.org/10.1057/978-1-349-94848-2_784-1)
- [5] H.J. de Vries, Analysis of NSO Standard Development, In: *Standardization: A Business Approach to the Role of National Standardization Organizations*, Springer, Boston, MA, 1999. DOI: [https://doi.org/10.1007/978-1-4757-3042-5\\_5](https://doi.org/10.1007/978-1-4757-3042-5_5)
- [6] G.B. Dagnino, *Business Strategy*, The Palgrave Encyclopedia of Strategic Management. Palgrave Macmillan, London. (2016) DOI: [https://doi.org/10.1057/978-1-349-94848-2\\_461-1](https://doi.org/10.1057/978-1-349-94848-2_461-1)
- [7] D. Ilišković, M. Venkatesan, E. Price, Sustainable Crises Management in Education During COVID-19. In *COVID-19: Paving the Way for a More Sustainable World*, Springer, Cham, 2021, pp. 3-21. DOI: [https://doi.org/10.1007/978-3-030-69284-1\\_1](https://doi.org/10.1007/978-3-030-69284-1_1)
- [8] H.J.D.Vries, Improvements in NSO Standards Development. In *Standardization: A Business Approach to the Role of National Standardization Organizations*, Springer, Boston, MA. 1999, pp. 91-115. DOI: [https://doi.org/10.1007/978-1-4757-3042-5\\_6](https://doi.org/10.1007/978-1-4757-3042-5_6)
- [9] J.A. Van Mieghem, *Operations Management and Strategy*, The Palgrave Encyclopedia of Strategic Management, Palgrave Macmillan, London, 2016. DOI: [https://doi.org/10.1057/978-1-349-94848-2\\_695-1](https://doi.org/10.1057/978-1-349-94848-2_695-1)
- [10] W. Joyce, *Organizational Design*, The Palgrave Encyclopedia of Strategic Management, Palgrave Macmillan, London, 2016. DOI: [https://doi.org/10.1057/978-1-349-94848-2\\_729-1](https://doi.org/10.1057/978-1-349-94848-2_729-1)