

Research on Strategies of Intensive Development of Circulation Industry in China in the “13th Five Year Plan” Period

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Abstract

Development Planning of Domestic Trading Circulation Industry in the “13th Five Year” Period is issued in November of 2015. It points out that the intensive development is the direction of the circulation industry. This paper analyses the opportunities and challenges of the intensive development of the circulation industry and gives the corresponding strategies of the intensive development of the circulation industry in China in the “13th Five Year” Period to provide some references for the relative teachers.

Keywords: circulation industry, intensive development, 13th Five Year Plan

1. Concept of intensive development

Industrial intensification refers to the development of the industry in order to optimize the allocation of resources and effective use of the principle, the industrial organization structure has been optimized, the industry has a strong international competitiveness, and sustainable development of the dynamic process. Intensive industry is the goal of industrial intensification. An industry in the state of intensive, its resource allocation efficiency should reach the maximum. An optimization of the industrial organization structure should be large, medium and small enterprises in the industry, the industry has a high degree of intensive, large enterprises in the industry has a significant leading role. The basic principle of the allocation of resources is the effective, that is, the effective allocation of resources. The operation and practice of these companies show that the scale and scope of the allocation of resources within the industry is larger than in the past. Usually the industries which have large multinational

corporations are competitive in the international market. It can be said that a country's ability to allocate resources in a global scope is stronger, the international competitiveness of the industry in the country is also stronger. On the contrary, a country has a strong competitiveness in the international industry, the country's industry in the global scope of the allocation of resources, the greater the size. Industry intensive sustainable development in two aspects, on the one hand, through the effective allocation of resources, cultivate international competitive advantage industry, improve the international competitiveness of the industry, and the industry international competitive advantage can continue with technological progress and development; on the other hand, the development of industrial development should be coordinated with human society, resources and environment.

2. Opportunities and challenges of intensive development of circulation industry

From the perspective of opportunity, a new round of technological revolution and the industrial revolution is gaining momentum "13th Five-Year". The cloud computing, big data, networking, mobile Internet and other new generation of information technology and extensive application, lays the foundation for the reform. Further implementation of innovation driven development strategy, comprehensively promote public entrepreneurship, innovation and vitality of the market further release to provide new impetus for the development of domestic circulation. Accelerate the development of modern service industry, to further improve the service industry. The service consumption has become the focus of the upgrading of consumption structure to provide strong support for the upgrading of domestic circulation transformation. New urbanization, narrow the income gap between urban and rural residents, improve the level of urban and rural integration, coordinated development to expand the space for domestic circulation.

From the perspective of challenges, land, manpower, rent and other expenses increased, domestic distribution costs upward pressure increase. Accelerate the upgrading of consumption structure, convenient consumption, quality of consumption, service consumption demand increase, domestic circulation of innovation management, business model and service content more arduous task. Resources and environmental constraints intensified, the extensive mode of development cannot be sustained, domestic circulation of green, low carbon, cycle development pressures. Lack of high-quality goods and services supply, supply and demand mismatch contradiction, promote the domestic circulation of the supply side structural reform more urgent needs. The world economy in the depth of the adjustment in the tortuous recovery, global trade downturn, the rules of international trade situation facing reconstruction, domestic circulation introduction to go out to face more severe.

Overall, the development of domestic circulation in the "13th Five-Year Plan" period is still in an important period of strategic opportunities. It also faces many challenges. To accurately grasp the profound changes in the domestic and

international situation, grasp the lead actively adapt to the new economic norm, strengthen strategic thinking, creative thinking and the bottom line of thinking, and constantly open up a new situation for the development of domestic circulation.

3. Strategies of the intensive development of circulation industry in China in the “13th Five Year” period

3.1 Strengthen competitiveness of key circulation enterprises

Promote the reform of state-owned circulation enterprises, the development of mixed ownership economy, to achieve equity diversification, improve corporate governance structure, the establishment of modern enterprise system. Encourage the advantages of corporate mergers and acquisitions. According to the theory of returns to scale, appropriate to the scale of enterprise development, more than the size of the critical point, it will lead to the expansion of the scale of benefits is reduced, so when the enterprise scale cannot expand access to single scale income, can be realized through the linkage of this organizational form. International advanced experience shows that the chain is an important feature of successful circulation enterprises. Highly chain can make the circulation enterprises to give full play to the scale advantage, through the unified purchase, unified pricing, unified promotion, unified accounting, reduce operating costs, improve economic efficiency. To cultivate the backbone circulation enterprises in accordance with the rules of market economy, and actively guide with a certain scale and competitive strength of enterprises bigger and stronger, is to promote China's circulation industry should accelerate the development of domestic and international competition, the only way which must be passed to challenge the circulation of the intense. We should be supported by a large number of key projects, the rapid expansion of the scale, improve market competitiveness. Direct chain operation of enterprises for the examination and approval of operation qualification and certification procedures of all kinds, from headquarters to the local authority unified management and unified examination.

3.2 Enhance organization degree of circulation enterprises

Promote the circulation of enterprise innovation and circulation technology, business model, management tools, business format, take the road of specialization, characteristic management and improve the degree of organization. Enhance the core competitiveness. Innovative development of chain operations, and guide the circulation enterprises through joint procurement, joint distribution, franchising and other ways to improve the ability of intensive management. Study the establishment of innovative demonstration base of circulation, nurturing small e-commerce business incubator, public service platform, etc., to improve the public service system for small and medium enterprises. The objective of the organization of circulation enterprises is to reasonably dispose the resources of circulation enterprises, improve the efficiency of circulation enterprises, and

promote the orderly development of commodity circulation activities. The development of enterprise groups, large-scale chain stores, large market and a variety of compact and loose association through the formation and to improve the degree of organization of circulation enterprises. We should give full play to the leading role of circulation. Vigorously promote the new development of circulation organization and the mode of operation, the circulation of resources integration, play the scale of circulation enterprises. Therefore, enterprises should focus on to the outside of the enterprises, and promote the use of modern methods for mining enterprise external efficiency, achieve enterprise scale advantage through the chain; through the network between the circulation enterprises and between enterprises and suppliers circulation stable sales relationship, weakening the competition risk, for the overall efficiency of enterprises creates a an opportunity.

3.3 Promote innovation and application of supply chain

Guide the flow of enterprises to strengthen the supply chain application, optimize the supply chain management, strengthen the integration of resources, promote the recycling process, enhance the enterprise collaborative intelligent, networked, intensive level, improve response speed to reduce operating costs. Promote the commodity trading market to optimize the allocation of resources, the upstream and downstream enterprises to provide procurement, processing, distribution, logistics, information and other full supply chain services. To promote the innovation and development of supply chain service enterprises, to provide network, platform services, improve the ability of professional services. Encourage enterprises to integrate into the global supply chain, enhance global sourcing, marketing capabilities, to the global value chain of high-end jump. The commodity circulation market is very conducive to regional cooperation and easy to enhance regional commodity market integration. The first task is facilities and environment from the aspects of market structure and space layout, all kinds of goods market in the whole area of the city within the scope of the commodity market structure, mode of operation and operation of the overall planning. And make the development plan, the cooperation between the guide circulation enterprises, realize the sharing of resources and maximize the efficiency of circulation; speeding up the regional chain operation and large circulation group development, development and cultivation of a variety of modern commodity trading business forms and strengthen the trading service function.

3.4 Orderly develop platform economy

Promote e-commerce demonstration base and industrial park construction, to encourage the development of vertical, professional and industry electronic commerce, e-commerce enterprises to guide the development of services and functions. To encourage the development of comprehensive and professional products trading platform, life service platform, modern logistics service platform, community service platform, promote resource integration and optimization, to achieve effective matching of supply and demand, promoting industrial

integration and market innovation, promote the sharing of economic and rapid development of norms. Sound platform operation rules and standards. Support the establishment of large-scale agricultural products sales integrated service platform, increase the rural business information services, to achieve the normalization of agricultural products online purchase and sale of agricultural products to establish and improve the early warning and relief mechanism. Support business enterprises to carry out the network of retail business, the development of e-commerce and telephone ordering and city distribution in one of the shopping network. Encourage qualified large retail enterprises to start online shopping mall, the self-built online retail platform to other businesses and individuals open. Support the advantages of small and medium sized retail enterprises and e-commerce platform.

4. Conclusion

Intensive development is the future direction of industry development. The intensive development of circulation industry in China is faced with great opportunities and serious challenges in the “13th Five-Year Plan” period. We should seize the opportunity and meet the challenges to strengthen competitiveness of key circulation enterprises, enhance organization degree of circulation enterprises, promote innovation and application of supply chain and orderly develop platform economy to promote the intensive development of circulation industry in China.

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