

On Strategies for Enterprises to Cope With Changes of Marketing

Environment

Wang Chengxin

Chengdu Aeronautic Polytechnic

Key words: Coping strategy; Marketing environment; Strategies for enterprises to cope with changes of marketing environment

Abstract: Ever since the reform and opening-up policy, Chinese economy has been developing rapidly and it has become a global economic power. However, on the road of economic development, though the general direction is right, a nation's economy is faced with numerous difficulties. The development situations we are familiar with are changeable, and the changes almost progress with each passing day. No matter it is new enterprise or successful enterprise, if they want to survive in the marketing environment, they need to make corresponding countermeasures and change with changes of the society and marketing environment. Besides this, enterprises also need to cope with competitions among enterprises. The key to the survival of enterprises is to adapt to marketing environment and comprehend the way of survival in marketing environment. How to comprehend and take advantage of marketing rapidly and bring key development trend for enterprises and what rules should be implemented to make sure enterprises develop stably and everlastingly. This paper will analyze and explain strategies for enterprises to cope with changes of marketing environment to take the most correct measures and help enterprises to develop healthily and stably in the marketing environment with constantly changing conditions.

Introduction

Competitions among domestic enterprises are severe, and development of enterprises is faced with unprecedented pressure. However, with the improvement of China's standard and the increasingly prosperous communication around the world, globalization has become a household name. Therefore, it can be predicted that development pressure for enterprises has been unprecedented, and market management has changed tremendously. The introduction of foreign companies has brought new concepts based on economic development. Gradually, market economy changed. Enterprise competition becomes increasingly fierce. Faced with this condition, entrepreneurs can no longer rest easy, and they set about investigating market situations, which has upgraded development trend of market economy. In addition, economic development is inseparable from national support. Therefore, some laws and regulations should be issued in the hope of better development for enterprises.

Measures under general marketing environment

Development has to consider changes of general aspects, i.e., macro-environment changes, and changes of some important strategies are usually closely related to national laws and regulations, population, geographical environment and cultural environment. Decisions that are made in combination with changes of general aspects usually have long-lasting influences on companies.

For example, if the government encourages development of a certain aspect, it would launch relative policies; in order to respond to the nation's call, enterprises usually would answer the government actively and consider maintaining corporate image. However, if the government launches policies that would cause great changes to commodity management, enterprises need to pay attention to policies in time, make corresponding decisions to cope with the government's decision and avoid more serious losses.

In marketing environment, the government's decisions usually have huge influences on enterprises. For example, when the government advocates smoking ban activities, tobacco companies would suffer from the most serious impacts without any doubt. Their products would face dull sale and it would be almost impossible for the entire enterprise to operate normally, which is a deadly strike for the long-lasting development of the enterprise undoubtedly. However, can enterprises develop despite this situation? The answer is no naturally. Enterprises should collect data, analyze data and make the most correct answers according to changes of marketing environment and marketing strategies.; then, they should formulate corresponding countermeasures to reduce negative influences brought by policies. At first, when policies launched by the government influence the sales of a certain product, enterprises should convene conferences immediately, analyze the situation and consider the general picture. The government advocates smoking ban out of consideration for tobacco's harm on human body, especially teenagers' growth. Therefore, we need to start from this aspect, improve cigarette's quality, solve problems from the opposite way, purify the tobacco, filter the impurity of the harmful parts, and fill other substance to replenish taste of tobacco, thereby both maintaining taste of the original tobacco and solving the harm. In this way, enterprises could both answer the government's policies and improve sales aiming at health maintenance. From this aspect, we can see that policies launched by the government have huge influences on enterprises' development. If it is not handled well, the enterprise's development would be restricted to a large extent, and even a successful enterprise would face the possibility of bankruptcy, and several decades of accumulation would be lost. Therefore, enterprises need to make corresponding adjustment strategies according to the general environment, walk on the road of diversification, develop the products and respond to policies. In addition, if the enterprises are not tobacco companies, like food manufacturing enterprises, when faced with stagnant market and decreasing purchasing power, we must be aware of this situation in time rather than sit still waiting for death. At this time, we cannot stick to old policies blindly. Just like what we see in supermarkets, we can recruit promotion salesmen, buy commodities which are bound with other goods, give the most superficial benefits to customers, attract clients and improve clients' desire to purchase. If food enterprises can make strategic alterations according to their own situations, improve benefits and reduce unnecessary losses so that enterprises will never fall. Or, enterprises can go on the way of direct selling and reduce benefit belts of intermediate links. In this way, consumers' expenses can also be reduced so that they will have the desire to buy. If such diversified marketing channels are adopted, marketing channels will become diversified and enterprises will walk on the road of diversification and sustainable development.

The current world is a civilized society, where people begin to pay attention to cultural development. National education has become the key to everything, and national culture is the priority of all development. People believe that high-quality and high-standard talents can be cultivated with good culture. Cultural development is an important symbol for a superpower, and cultural atmosphere also has key influences on corporate development, which has great influence on corporate marketing efficiency, just like people do not pursue cheap and abundant ideas blindly; rather, they value high quality, so they do not have too high requirements on quantity. They attach

much importance to popularity, just like the current clothes, bags and cosmetics of famous brand. If enterprises want to take advantage of people's vanity or trust on brand, they should value the maintenance and establishment of brand effect. Benefit maximization is undoubtedly the biggest beneficiary, and market development and increasing sales have critical influences. Up to now, enterprises should not only update strategies of their development according to macro-policies, but also should establish brand culture so that their brand has cultural details and meaningful stories. To do this, we need to orient our enterprises. Naturally, we cannot be blind and think according to our subjective wishes; rather, we should consider problems from multiple perspectives, explore marketing environment and consumers' psychology and pay attention to government's decisions in this aspect. It is best to cooperate with government enterprises and observe national policies. Under the influences of these conditions and decisions, we should seek our own brand culture. In addition, our brand culture cannot only consider these general aspects; otherwise, all brands in the market would be the same in the near future. Therefore, in order to stand out among enterprises, we need to be unique and create brand culture characteristics that belong to only one enterprise and improve the quality and significance of brand culture fundamentally. We should create brand with intension rather than a large and empty shell. We can have propagation ways that belong to ourselves and render stories to our corporate culture so that it can be remembered by people and people can be shocked internally. We should make consumers believe that they belong to this enterprise and they are the characters that the enterprise propagate and deduct so that they can maintain the brand with master's awareness. In this way, the product's culture will penetrate deep into people's heart and this product will live in customers' heart. Naturally, corporate benefits will reach maximization.

Current employees pay increasingly more attention to corporate culture. A high-standard culture always stimulate employees to work hard and require employees' behaviors indirectly so that the corporate culture can win employees' recognition and employees will maintain this enterprise unconsciously and then bring their master's thoughts into the company; they will treat corporate culture as the standard, improve their qualities continuously, value corporate benefits and their own benefits. Then, the enterprise's marketing performance will be improved unconsciously. Therefore, we can see the importance of corporate culture, especially culture with intension and stories. We should have certain understanding of the situation of the enterprise and do not forget to summarize because of temporary success. We should remember that if we do not get satisfied, we will have larger success. On this road, we should do the following points: 1. The development of humanistic culture is critical in enterprise and we should invest much in humanistic development and build an excellent team, in which everyone cooperates tacitly, abandon small contradictions, regard corporate development as the core, enhance teamwork and give full play to their own abilities for the competitiveness of the whole enterprise. The realization of all this is inseparable from development strategies of the company. Enterprises should analyze their corporate culture systematically according to their own situation, organize study for new employees so that they can understand corporate culture as fast as possible and form cognition of the corporate culture at the very beginning so that the team cohesion is the strongest first among all enterprises. Then, this competitiveness will never be ignored. 2. Besides corresponding training, enterprises cannot ignore the establishment and completion of service system. This service system is not the simple after-sale service often mentioned by people; rather, it should also include service system of marketing system. The company needs to formulate strict plans in this aspect and strive to make the best marketing and service. Naturally, employees' executive force cannot be ignored. In this aspect, we can implement rewards and punishment to encourage employees' behaviors so that employees can have certain enthusiasm and their executive force can be greatly enhanced. In addition, some measures

should be taken to guarantee employees so that they can regard the company as their own home and hope stable and long-lasting development for the company from the bottom of their hearts.

China has transformed from a country with large population to a country with lots of talents. The power of a nation lies in the number of talents. In ancient times, literati and officialdom recruited talents and supported them; some kings even traded cities for talents, so we can see the importance of talents. Also, compared with development of small enterprises, the key to corporate development is the accumulation of talents. Multi-aspect penetration of talents and multi-aspect collection are beneficial to comprehensive development of enterprises, and the consideration will be more comprehensive. Though marketing mode is being upgraded continuously, enterprises are also recruiting various talents and cultivating fixed talents so that they can keep up with the pace of the society. They often invite experts at home and abroad to give lectures in the enterprise so that they can accept foreign concepts and technologies and their integrate level will be improved. Naturally, the qualities, technologies and culture of the entire team will be improved to a new stage. In addition, concerning learning at these lectures and emulation of the technologies, enterprises should adopt corresponding rewards, encourage employees to learn new technologies actively, raise their salaries or organize travels. Also, the recruitment standards should be altered in time, since the integral quality of talents is also an important part. We can adopt fixed recruitment, cooperate with various good universities and make full use of students' extracurricular time to cultivate specialized talents, especially excellent talents like university students, who are at their youth and should work hard. As long as they are cultivated a little, they will make valuable contributions to the society. By doing this, enterprises can both develop themselves and can promote the stable development of the society; also, they can contribute to university students' employment. Such a "killing three birds with one stone" has adapted to the instantly changing development of the society.

Conclusion:

Enterprises should remember that when faced with changes of marketing environment, they should investigate continuously, analyze market situations, take pertinent marketing measures and remember the unity of nature and mankind. Though marketing environment is a dynamic definition, when we study its foundation, there is nothing to be afraid of and we can study and reflect upon ourselves continuously.

Bibliography:

- [1] Phil. Harris Introduction to Marketing[M] Beijing: Huaxia Publishing House,2003,23
- [2] Hu Jinzhou;; Primary Investigation of Marketing Environment and Its Measure[J]; Scientific Entrepreneurship Monthly;2010,07
- [3] Wei Zhen;; On Strategies for Enterprises to Cope With Changes of Marketing Environment[J]; Chinese Foreign Capital;2013,18