

# Analysis of Future Development Direction and Management Mode of Industrial Enterprise Business Management

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**Abstract:** As different industries in China increase their support for different types of enterprises, the number of emerging enterprises is increasing day by day, gradually appearing in front of people and joining in the fierce market battle, and the competition among enterprises in the market environment is becoming increasingly intense. The formation of a good market environment is inseparable from the business management of industrial enterprises. The development of this work is closely related to the development of enterprises. Only with the high quality business management of industrial enterprises can enterprises realize the right planning direction and overcome the difficulties in the development of enterprises one by one. Under the influence of fierce market competition, the management of enterprises has put forward higher requirements. It is necessary to attach more importance to the business management mode. Only in this way can the competitive advantages of enterprises be improved and the sustainable development of enterprises be promoted. This paper will focus on the analysis of the future development trend and management model of industrial enterprise business management.

**Keywords:** Industrial enterprise; Business administration; Future development; Management mode

Business management has a strong business and professional. If the relevant staff do not have excellent professional knowledge and rich management experience, it is difficult to carry out business management work, or even unable to complete the work tasks on time<sup>[1]</sup>. Generally speaking, the initial stage of enterprise development, the scale of the enterprise is easier to manage at the same time, the management of the affairs, though many in the face of the pressure is not strong, in a short period of time can be solved, but the development of The Times increased the size of enterprises, enterprises face a more complicated complex problems, in this case need to improve the level of professional skills, will be completed industrial and commercial management, high quality, Turn danger into safety, overcome the unexpected situation to ensure the normal operation of the enterprise.

## 1. The principle and connotation of industrial enterprise business management mode

Business administration in industrial enterprises is also called business administration. It in enterprise management activity, management knowledge and management technology, and then cross use, industrial enterprises to implement business management mode can effectively promote the help enterprises to improve their management level, to bring more economic benefits, the right to use management knowledge and promotion, help more enterprise managers get rich management principle of knowledge management. The application of business management mode in industrial enterprises is actually to regard enterprises as a consortium of economic organizations and apply the mode of managing economy and enterprise operation and development to improve the ability of enterprises to adapt to market competition and promote the development of enterprises<sup>[2]</sup>. In other words, the connotation of enterprise management can be understood as the operation management, strategic development management, human resource management, financial management and other aspects of the enterprise. The management also involves the construction of corporate culture and social related activities. These management activities are related to the regular operation in the development of enterprises and affect the future development of enterprises. The meaning of business management of industrial enterprises is to make use of the way of management standards formed by enterprises, so that enterprises stride towards higher development goals.

## 2. The significance of using industrial enterprise business management model

The actual development of enterprises is restricted by a variety of factors, resulting in their own development has certain limitations. The present market situation is not optimistic, competition intensified, the enterprise must enough attaches great importance to the industrial and commercial management mode transformation, combing specific respectively on the problem of industrial and commercial administration, on the basis of the original improved, significantly improve the working efficiency of the enterprise, using the new mode of business management, strengthening the concept of people-oriented idea, strive to everyone's ideology, Identify potential safety problems one by one. Under the situation of stable development of market economy, enterprises must improve their sense of competition, broaden the development path, constantly improve the business management mode from the current situation of enterprises, give full play to its force, inject new vitality for the future development of enterprises.

## 3. Main problems existing in business administration of industrial enterprises

### 3.1 The management level of the enterprise is not high

If the management level of the enterprise cannot be improved to a certain height, the daily operation of the enterprise will be difficult to advance smoothly in the future, and even have a negative impact, bringing inestimable major losses to the enterprise. At this stage, most of the domestic enterprises have not found the importance of business management, ignore the business management work, there is no professional management and technical personnel, complete management system and standardized management

process, the actual management state of the enterprise is far from the ideal state, restricting the subsequent production and operation of the enterprise.

### **3.2 The development concept of the enterprise is unclear and lacks long-term planning**

Many companies began to set up the lack of long-term development of the concept of consciousness, especially some micro, small and medium enterprises do not clearly established, there is no clear direction in the industrial and commercial management, some business personnel as a result of a particular aspect have technical talent, hope can with the blessing of the technology to do it, and some business personnel have certain ability of funds, However, in the process of actual operation, the development concept of the enterprise is unclear, and the long-term planning objectives and relevant business management skills are lacking<sup>[3]</sup>. The development of enterprises cannot be separated from the business management model, which is very important to enterprises. In reality, many entrepreneurs do not understand the relevant knowledge of business management, and cannot proficiently operate and complete the industrial and commercial procedures, which consumes too much time and energy. They lack the agency business activities of the professional personnel, to put a lot of energy into the development of the enterprise target, spent more time, at the same time, relevant departments have no organize regular business and entrepreneurship activities help business personnel training lectures, answer confused and timely reminder of their entrepreneurial risk aversion risk, entrepreneurs through the establishment of enterprise, personal power and subjective consciousness It is difficult to overcome the risks in a scientific and reasonable way. In the process of entrepreneurship, the model of dislocation competition is not implemented, but also enables industries to promote each other's development through complementation and compete for resources in the same industry. If an industry has broad development prospects, all enterprises will join in and want a share of the action, making the competition more intense. Heard that food industry can make money

### **3.3 The enterprise lacks accurate positioning and its development model is old**

Most enterprises lack a clear understanding of their own development and their management goals are not clear at the initial stage and the middle stage of development. In the process of enterprise management didn't produce a detailed development plan, not clear goal is the actual amount of money each year, the effective way and goal implementation safeguard measures and so on, not to integrate them together to form a standard business plan, provide guidance for start-ups, but let it naturally development. Some enterprise managers have too simple ideas with only one goal. They do not fully investigate the market situation, and their ideas are too simple and idealistic. Some people do not want to work for others, but just want to have a job of their own. While others have only one goal, making money is their only goal<sup>[4]</sup>. The corresponding matching work has not been implemented in place, such as the lack of steps to investigate market conditions, the lack of appropriate cooperation methods to combine resources, improve their own capabilities, and reduce the risk coefficient of entrepreneurship. Usually take the mode of fighting alone, very few through the form of cooperation to start a business, virtually improve the risk of entrepreneurship. By imitating the development mode of other enterprises, the creativity of enterprises is low. The lack of innovative thinking restricts the development of enterprises and loses certain competitive advantages. But many domestic enterprises are not willing to spend too much time on the mode of innovation, but pay more attention to how to follow better, there are two reasons that cause this phenomenon, one is the innovation investment is too high, the proportion of the means to produce magnified the risk of failure coefficient, some business personnel's investment amount is insufficient, too little social or government funding, making innovation enterprises are few and far between; Second, imitation does not have too high risk, low investment cost can bring high income benefits, can be realized in a short time, so that more and more enterprises strive to imitate the development model of other enterprises.

## **4. The future development trend of business management in industrial enterprises**

### **4.1 Companies are again targeting precisely**

Precise positioning of an enterprise requires a comprehensive consideration of its own characteristics, the actual needs of customers and the needs of the development of The Times, rather than impulsively implementing transformation and blindly following the types of other enterprises to determine its own positioning type<sup>[5]</sup>. Take the coal industry enterprise, the essential way to improve their competitive advantage is to complete the transformation of science and technology enterprises, deep processing of coal, the formation of a variety of different categories of byproduct, the implementation of this process have different levels of technology standards, if technical requirements is higher then the difficulty of the transformation, the greater the cost will be more, enterprise in the process of precise positioning and transformation, The relevant management personnel of the enterprise are required to fully grasp the positioning and characteristics of the enterprise after the transformation, and then select the positioning that is most consistent with the characteristics of the enterprise, and then improve the competitive advantage of the enterprise in the market.

### **4.2 Build a complete industrial enterprise business management system**

To build a complete and effective industrial enterprise business management system, the first step needs to understand the organizational framework of industrial enterprise business management, master the corresponding work content and work requirements of different positions according to the enterprise positioning, and maximize the improvement of enterprise business management. Step 2 need to form systematic examination system and the actual management should also be implemented in the process of each appraisal system, rewards and punishments arouse the working enthusiasm of employees, improve their working enthusiasm, promote the business management efficiency is improved, at the same time also to increase business management department and other departments institutions ac frequency, Timely improvement of industrial enterprises in the business administration of the inadequacies.

### **4.3 Innovate the principles of business administration in industrial enterprises**

Enterprise internal first need a lot of popularity to the importance of the industrial enterprise business management, let everybody know industrial and commercial enterprise management mode, easy to carry out industrial enterprise business management work of the late, you need real-time innovation of human resource management, scientific research management and other management

principle, introduce management professionals in a large number of enterprises, Regularly for their learning management knowledge and management experience, through the platform of communication to let them understand the new principle of enterprise business management more efficiently to complete the industrial enterprise of industry and commerce management, enterprise's strategic management and financial management also cannot be ignored, combined with the enterprise's financial level to integrate various resources, Let the enterprise grasp the market opportunity in time, reduce the economic risk coefficient, bring more economic benefits for the enterprise.

## **5. Research on business management mode of industrial enterprises**

The formation of the business management mode of industrial enterprises first needs to establish adhering to the people-oriented concept, attach importance to the introduction and training of talents, improve the professional quality level and welfare benefits of employees, so that talents have more places to display their skills and realize their own value. Industrial enterprises like coal all adhere to the people-oriented concept and focus on management and safety to improve employees' sense of belonging <sup>[6]</sup>.

## **Conclusion**

To sum up, whether it is the coal industry or other industrial enterprises, the importance of enterprise business management is self-evident, enterprise managers should strengthen its attention, establish a sound enterprise business management system, to bring new development for enterprises.

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