Study on the application effect of the e-commerce platform of small and medium-sized enterprises

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Abstract: Small and medium-sized enterprises are an important force in the socialist market economic system in our country, and have the characteristics of small scale, numerous and decentralized development in the industry. The development of small and medium-sized enterprises is of great significance in promoting the development of our national economy, providing more jobs for society, promoting technological innovation, and ensuring the healthy and stable development of society to a certain extent. For small and medium-sized enterprises, the innovative development of e-commerce is a new development trend. The use of e-commerce can make the cost of small and micro enterprises in the development process better controlled, so that the company can get better economic benefits, but also can improve the market competitiveness of enterprises, seize a larger market share, so as to gain an advantage in the fierce market competition. This paper discusses the innovation and development of small and medium-sized enterprises using e-commerce platform, hoping to help promote the stable development of small and micro enterprises in the field of e-commerce and promote the development of China's national economy.

Key words: small and medium-sized enterprises; E-commerce platform; Applied research

I. Connotation of e-commerce platform

E-commerce platform is an online business negotiation and commodity trading platform, its application of computer information technology, big data analysis technology, online payment technology to provide a safe management environment for business activities, online information flow, capital flow flow. E-commerce platform includes online communication platform, payment platform, security platform, management platform, etc. It links the real society with the network environment, which is the foundation of e-commerce development. With the further advancement of the Internet era, e-commerce platforms will play an increasingly important role in commercial activities.

II. Analysis of the application status of e-commerce platform in domestic small and medium-sized enterprises

1. E-commerce team building

Many small and medium-sized enterprises do not have a deep enough understanding of e-commerce platform, failing to reduce operating costs, improve economic benefits, access to and release of information and other aspects of e-commerce in the application of only the application of online trading and online sales and other functions, many enterprises to build e-commerce web platform is only to increase product and brand exposure. Failed to play the role of e-commerce platform. E-commerce platform can realize the electronic procurement and management of products, raw materials and daily office supplies, and carry out information sharing and unified management of functional departments of the company. However, the operation capacity of small and medium-sized enterprises is limited, and the operation capacity of e-commerce needs to be strengthened, and it is urgent to build a strong e-commerce operation team.

2. The choice of e-commerce platform

Because small and medium-sized enterprises are small in scale, small amount of capital, coupled with the uncertain prospect of e-commerce website construction, small and medium-sized enterprises are not willing to invest in the construction of e-commerce website. Some small and medium-sized enterprises have invested a certain amount of funds in the construction of e-commerce website, but due to the lack of investment funds, the infrastructure construction is insufficient. It is difficult to really meet the needs of e-commerce platform construction. The willingness of small and medium-sized enterprises to build e-commerce websites is not the same, electronics, automobile, foreign trade and other enterprises with a high degree of information technology have a strong willingness to build websites, many small and medium-sized enterprises in these industries have more mature e-commerce websites, but most of the enterprises' e-commerce website construction level is not high. The target user is not clear, the website function is too simple, the user consultation is often not answered, and the transaction security is often not guaranteed, resulting in the website essentially becoming a virtual display.

3. E-commerce operation

In the digital era, the application of e-commerce platform can collect, track and analyze user information, can analyze user needs, provide targeted services, improve customer satisfaction and loyalty, maintain existing customers well, and develop new customers. On the e-commerce platform, enterprises are not limited by national boundaries and regions, and are not limited by time to publish information on the Internet, sell products and provide customer service, etc., which improves the level of production and operation of enterprises. However, due to the lack of professional teams, many enterprises do not have a high degree of analysis and application of e-commerce platform data, and the work of customer analysis and market positioning is not meticulous and accurate.

III. The application advantages of e-commerce platform in small and medium-sized enterprises

1. Improving enterprise operation efficiency and reducing operating costs

With the continuous improvement of the construction level of e-commerce platforms, e-commerce marketing models are constantly updated, and e-commerce platforms can be applied to carry out more diversified online business activities in the future. To carry out online interactive marketing on e-commerce platform can strengthen the understanding between enterprises and customers, and provide more possibilities for subsequent cooperation. E-commerce platform can provide one-to-one service for customers, reflecting the customer-centric idea, which can effectively improve customer satisfaction. Online customized services can also be provided to provide customized products and services according to the personalized and differentiated needs of customers.

E-commerce platforms reduce human capital input by automating order processing and order tracking, so order management costs are greatly reduced. The e-commerce platform displays product-related information, and customers can obtain personalized product information independently on the Internet. The needs of customers are better met, which not only improves the level of customer service, but also reduces the service cost of enterprises. The e-commerce platform also reduces the cost of communication, reduces the cost of communication and visit, and realizes low-cost communication efficiently and quickly.

2. Improve market response speed and seize development opportunities

Large enterprises create business opportunities, and small and medium-sized enterprises seize business opportunities. For small and medium-sized enterprises, because of their small capital scale and limited operating capacity, it is difficult to expand the market in a large scope and bear the huge costs brought by it. Therefore, improving market sensitivity and seizing business opportunities are the key to the success of enterprises. E-commerce platform strengthens the contact between enterprises and the market and customers, expands the market contact surface of enterprises, and increases the amount of information of their business. Because the e-commerce platform simplifies the work process and improves the operation efficiency, it is more helpful for small and medium-sized enterprises to seize business opportunities and win in the increasingly fierce market competition. On the e-commerce platform, the advertising cost and publicity cost of enterprises are lower, and they can also understand customer needs in online data analysis and one-to-one service, narrow the information gap, and improve the response speed to customer needs. Coupled with the flexible and mobile characteristics of small and medium-sized enterprises, they can seize market opportunities more quickly.

3. Increase market share and expand market coverage

Based on the information resources provided by e-commerce and the flexible characteristics of small and medium-sized enterprises themselves, small and medium-sized enterprises can face a larger group of consumers. After obtaining consumer demand and market information, enterprises can adjust products and business models according to customer demand, improve the fit degree of products and market demand, and strengthen the market adaptability of enterprises. In short, with the support of e-commerce platform, small and medium-sized enterprises timely and accurately grasp the market trends, adjust their own development strategies, seize market opportunities, and enhance the innovation ability of technological upgrading and transformation.

Because e-commerce platform can provide intensive management, so that small and medium-sized enterprises will be production sales service industry chain integration of all links, reduce cost consumption, timely detection of problems, reduce possible losses, improve the efficiency of enterprises. E-commerce enables small and medium-sized enterprises to grasp the market and customer demand at any time, reduce business processing errors, shorten business running time, reduce trade management costs, improve service quality, reduce inventory costs, speed up the flow of funds, so as to improve the economic benefits of enterprises. Market development needs to consume a lot of costs, but on the e-commerce platform to publish information, communicate with customers, effectively reduce the cost of market development, help small and medium-sized enterprises to increase market share.

IV. The application of e-commerce platform in small and medium-sized enterprises

1. Build a professional e-commerce operation team

Small and medium-sized enterprises should update their management concepts, pay attention to the development trend of knowledge economy, establish awareness of knowledge and information technology, strengthen the construction of enterprise information technology, and strengthen the construction investment and application of e-commerce platforms. Enterprises should adjust their management methods, realize the optimal combination of capital, information and material, build an internal information management system and a standard online operation system, so that the production and operation activities of the company can be programmed, digitized and networked.

To strengthen the training of electronic commerce technology for employees, small and medium-sized enterprises lack of professional electronic commerce management personnel. Subject to corporate visibility, salary and other factors, small and medium-sized enterprises often can not recruit outstanding college students and technical talents, the overall quality of employees is low, the information ability is weak, small and medium-sized enterprises e-commerce talent shortage problem has become increasingly prominent. Small and medium-sized enterprises can not sit still, they should train the existing staff, introduce information technology talents, and provide talents and technical guarantees for the implementation of e-commerce.

2. Choose the right e-commerce platform

On the one hand, enterprises should strengthen the investment in the construction of e-commerce platform, not only to do a good job in the hardware construction of e-commerce platform, but also to configure advanced software facilities, such as: basic data, basic processes,

basic procedures processing software, production, management, finance and business activities between enterprises processing software. On the other hand, enterprises should create a good working environment for e-commerce operations, including the size and grade of the studio, supporting clothing facilities, the complete degree of data and information, the atmosphere of e-commerce, the coordination service of business personnel, the importance of business leaders, the degree of hardware and software configuration, etc.

It is necessary to create a safe online shopping and online payment environment. To ensure the security of online transactions, on the one hand, we need to rely on the state to improve the legal system of e-commerce, optimize and upgrade the technology of e-commerce platforms, on the other hand, small, medium and micro enterprises also need to increase research efforts on cybersecurity technology and build a team of high-quality and high-level scientific research talents. In the e-commerce of small and medium-sized enterprises, security technology issues such as cryptography technology, firewall technology and authentication technology must be quickly solved, and can be continuously improved with the development of computer and e-commerce technology.

3. Strengthen the operation of e-commerce

E-commerce website access traffic to a large extent depends on the enterprise's e-commerce platform construction level and service operation. Therefore, the development of a high-level website is a prerequisite for carrying out e-commerce activities. There are many ways to promote the website, including newspapers, television, all kinds of company materials, business cards, advertising shirts and product packaging; It also includes the way of Internet publicity, publishing advertisements on the Internet to attract netizens to visit. It is necessary to build an effective intelligence collection system and realize the optimal allocation of resources. In the information environment, the acquisition of information is the first, small and medium-sized enterprises must have an effective information collection system, build a perfect database, collect and analyze the information, so as to have a comprehensive understanding of the market demand trend, their own business conditions, and the popularity of their products on the network.

Epilogue

E-commerce platform is changing the business mode of enterprises, building a more convenient and low-cost trading platform for enterprises, which can support enterprises to carry out trans-regional, trans-time and cross-border business activities. Although e-commerce platform is a virtual network platform, it supports real business and trade activities and provides information flow, convenient communication platform and safe payment and settlement function for commercial activities. Small and medium-sized enterprises can realize leapfrog development by taking advantage of e-commerce platform.

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