

# Research on the optimization strategy of tea enterprise management

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**Abstract:** With the progress and development of the times, China is facing a critical period of economic transformation and reform. The traditional management model of tea enterprises does not meet the development needs of the market, which requires tea enterprises to adjust and change the previous management model. Tea enterprises should strengthen their comprehensive understanding of China's economic situation, and adjust the current operation mode of economic management to improve the quality and effect of enterprise management reform. Based on this, the article analyzes and studies the optimization strategy of the operation and management of tea enterprises. First, it analyzes the external environment faced by tea enterprises, expounds on the significance of the reform of the operation and management of tea enterprises, and puts forward the difficulties in the operation of the economic management of the tea industry. On this basis, it puts forward the strategy of optimizing the operation and management mode of tea enterprises for reference.

**Keywords:** tea enterprises; Operation management; optimization

## Introduction

Under the development background of national economic transformation and upgrading, tea enterprises should pay more attention to their economic management and operation, and realize the reform of operation and management, to enhance their value and enhance the production and sales capacity of tea products. Tea enterprises should have a modern vision of development, strengthen the application of information technology, and improve their productivity and sales. With the continuous development of information technology in China, the economic management of traditional tea enterprises is facing severe challenges, which also provides more development opportunities for the economic management of tea enterprises. We can ensure that they will not be eliminated by society and form a benign development pattern only by using economic management to promote their development.

## 1. Analysis of the environment faced by tea enterprises under the new situation

With the gradual improvement of the reform and development of China's business market, the current enterprise management mechanism has been optimized and reformed, which has promoted the development of enterprises in the new era. For any enterprise, if it wants to better adapt to the development trend of the times and innovate management thinking, it needs to strengthen the reform of management mechanisms, to provide power for its development. In the stage of enterprise management strategy reform, new elements should be incorporated and the adjustment and reform of enterprise management strategies should be emphasized.

For tea enterprises, the change in management mechanism has realized the transformation of business thinking, which is also the key to making up for the lack of operational activities. In the process of building a modern enterprise system, enterprises should innovate their operating mechanisms from the perspective of marketization, process, and standardization. In addition, in combination with the whole market environment, the competitive pressure on enterprises is gradually increasing, and the operating costs are rising. A perfect operating system has been built, which helps to enrich and improve business thinking and create good economic management benefits.

Management is a modern business activity, which integrates new technologies and concepts, and aims to build an efficient and fast operating mechanism to maximize economic benefits. In this context, the environment faced by tea enterprises is becoming increasingly severe. We can seek more paths for the development of enterprises only by adjusting the management mode and changing the previous management mode constantly.

## 2. The significance of management reform in tea enterprises

### 2.1 Enhance the vitality of the enterprise

The economic management mode of tea enterprises is relatively backward, and the management procedures and means are also relatively complex. This will result in cumbersome procedures in production and management, talent management, etc. This is not conducive to humanized management and will reduce the production quality and efficiency of enterprises. In this regard, tea enterprises should use economic management to achieve reform, and enhance the flexibility of management, also the flexibility of enterprises. At the same time, the development of information technology has changed the operation mode of tea enterprises. Tea enterprises should combine the development trend of the times, change the traditional development mode, strengthen the application rate of the network, and enhance the comprehensive development ability of enterprises.

## **2.2 Make the operation of enterprise economic management conform to the requirements of the times**

With the development and popularization of the Internet, information technology has gradually entered tens of millions of enterprises, and the operation and management mode of tea enterprises has also been innovated. The traditional management mode and management concept have been adjusted and optimized, the application of network technology has been strengthened, and the tea e-commerce platform has been built, which is more in line with the needs of the development of the times. At the same time, the operation and management of tea enterprises can also help enterprises obtain more development opportunities. With the renewal and development of the economic management mode of tea enterprises, traditional tea enterprises have gained more opportunities for development, which also enables tea enterprises to constantly change the traditional development mode and open up a new development path, to meet the development needs of the current era better.

## **3. Predicament in the operation of economic management of the tea industry**

### **3.1 The concept of economic management is constantly improved**

Many tea enterprises did not make reasonable economic management plans in the process of development, but chose to directly copy and copy other enterprise management models. Although the economic management mode of other enterprises is reasonable, the enterprise did not optimize and reform according to its development situation and development characteristics, which led to the inability of tea enterprises to develop systems according to their development. The system is lack science and rationality, which is not conducive to the development of enterprises and the formation of cohesion of employees. From this point of view, the unsound economic management model will also affect the development of the entire enterprise. In this regard, tea enterprises should combine the development characteristics of the times, seize the development opportunities of e-commerce, and accurately conduct e-commerce marketing to improve the traditional economic management concept and deal with the problems better encountered by enterprises in the development process .

### **3.2 Less economic management talent**

The number of economic management talents in tea enterprises affects the future development of enterprises. However, in many small and medium-sized tea enterprises, the number of talents is relatively small, and there is a lack of systematic management ability. It is also impossible to formulate a development model that conforms to economic management according to the development of economic management. Although many tea enterprises have accepted this phenomenon and started to recruit a large number of talent, the focus of recruitment is not how to recruit talent, but how to retain talent. Many tea enterprises will recruit high-quality management talent, but due to the lack of a perfect economic management system, many advanced management concepts cannot be implemented, which leads to frequent brain drain in tea enterprises, which is not conducive to the healthy and stable development of enterprises.

### **3.3 Tea enterprise system and post distribution are more complete**

The establishment of the system is related to the future development of enterprises and the rationality of economic management and operation of tea enterprises. If the system is not set reasonably, there will be a problem that the department employees shirk their responsibilities to each other, or there will be a management gap, and the staff cannot be managed scientifically and reasonably. Because the management system of some tea enterprises is unreasonable and the internal leadership is not perfect, it will seriously affect the development of tea enterprises, and also cause many problems in the operation and management of tea enterprises. At the same time, tea enterprises are generally small and medium-sized enterprises. To save money, one person will hold multiple positions. Although this practice can save money to a certain extent, most employees cannot focus on one position, and the quality and efficiency of their work cannot be guaranteed. In small and medium-sized tea enterprises, many management positions are held by the person in charge or relatives and friends, which also makes the internal relations. The frequent occurrence of human relations problems is not conducive to the large-scale management of enterprises and the more scientific implementation of systems and policies in enterprises.

### **3.4 The e-commerce platform of tea enterprises is gradually improved**

In general, tea enterprises will concentrate in tea-producing areas, and the transportation capacity of most tea-producing areas is average, which also leads to defects in the transportation link of enterprises. With the publicity and promotion of the e-commerce platforms, tea enterprises can use the network platform to enhance their attention. However, through the analysis of tea sales channels, many tea enterprises still rely on traditional offline sales, which leads to the imperfect operation mechanism of tea enterprises' e-commerce platforms. In addition, many tea enterprises will sell their products through Taobao, JD, and other platforms, but due to the lack of Internet marketing and publicity, the quality of online sales is poor. However, some tea enterprises recognize this problem and actively build a sound e-commerce platform mechanism, improving the after-sales system and customer service system, which can improve the online sales quality of tea enterprises and the functional mechanism of the e-commerce platform.

## **4. Strategies for optimizing the management mode of tea enterprises**

### **4.1 Strengthen the innovation of the economic management concept**

Although the traditional economic management model has certain advantages, it cannot meet the needs of the development of the times. In this regard, tea enterprises should follow their development direction and goals, realize the adjustment and reform of economic management concepts, and promote the benign development of enterprises. Tea enterprises can formulate management plans and optimize the construction of management systems based on the market conditions and brand strength of the tea. For example, tea enterprises should consider their development direction in the process of formulating management systems, strengthening humanized management, creating a good corporate development culture, and enhancing the cohesion of employees. At the same time, enterprise managers should deeply understand the national development policies, optimize the direction of economic development and realize the reform of economic management concepts.

As enterprise operators, we should combine the modern development concept, based on the development trend of the times, innovate the operating mechanism of tea enterprises, and build a tea enterprise mechanism suitable for the new situation. As the times are developing and changing, new development elements are emerging one after another. Thus, for any enterprise, only by combining the development characteristics of the times and innovating the environment of the times can it promote the development of enterprises. In the process of enterprise operation, enterprise managers should learn the concept of Internet operation and sales, and learn the basic model of e-commerce sales, to build a sound management mechanism. The concept of computer technology permeates the development of tea enterprises themselves. All of them can use this technology to do a good job in screening and classifying product types, and firm the color and classification of tea, which is conducive to the innovation and development of the tea industry. Enterprises should establish a sense of innovation in the process of operation. China has entered the new normal of economic development, which also puts forward higher requirements for the development of tea enterprises. Enterprises should put forward many new elements and adjust specific industrial types to eliminate traditional tea production capacity. Only by changing the management thinking and innovating the management cognition can we adapt to the development of the times, improve the innovation mechanism, build a modern management system, replace the traditional management mechanism, and enrich the management cognition.

### **4.2 Strengthen the recruitment and training of economic management talent**

Tea enterprises lack professional economic management talent, which is also a major factor affecting the operation and development of tea enterprises. In this regard, tea enterprises should pay attention to the recruitment of talent and provide more welfare conditions for high-quality compound talent. Enterprises should improve the operation and development mechanism, introduce more talent and retain more talent. In addition, tea enterprises should strengthen the training of existing employees, guide employees to actively accept re-education, regularly invite relevant experts to carry out education with industry operations, and let employees update their management concepts and management models through learning to improve their sense of responsibility. Tea enterprises should select excellent management talent as the management, to promote the overall development of the entire enterprise and enable employees to achieve self-improvement.

### **4.3 Focus on product management of tea enterprises**

Tea enterprises should pay attention to product management, strengthen the grasp of tea product quality, strictly grasp the production process of tea products from the perspective of international standards, constantly improve the types of tea planting products, and ensure that tea products meet the development needs of customers. Tea, as a living drink, can be used in the daily life of the public. In this regard, if we want to expand the market share and space of tea products, we need to ensure that tea is recognized by the public. For thousands of years of tea planting, only by constantly breaking through the tea planting concept and innovating modern agricultural planting technology can the quality of tea products be improved and the taste of tea products be enriched. For the development of tea enterprises themselves, whether formulating long-term marketing strategies or using diversified marketing models, we need to strictly grasp the quality and output of tea products to enrich the taste of tea. For tea enterprises themselves, whether in marketing or production, they need to grasp the whole process of tea production, establish a quality supervision and inspection mechanism, and strictly screen the quality of tea to ensure the safety of tea quality, so that the public can drink tea with more abundant quality.

### **4.4 Optimize and improve enterprise systems and posts**

Tea enterprises should promote the optimization and reform of the system, clarify the post-responsibility mechanism, and ensure that the posts are compatible with talent, so that employees can enhance their sense of responsibility and improve the quality and efficiency of work. At the same time, enterprise managers should also optimize and improve the post system, invite professional management teams, improve the enterprise system, and optimize the post distribution. Only by strictly implementing the connotation of the enterprise system, actively improving the internal phenomena of the enterprise, and enhancing the centripetal force and cohesion of the enterprise, can we promote the long-term development of the enterprise and achieve sustainable development of the enterprise. In this regard, the person in

charge of the enterprise should adjust the employment structure according to the development of the enterprise, realize the rationalization of the post-distribution structure, and improve the economic benefits of the enterprise .

Whether it is the enterprise system and post or the management structure of the enterprise, it should be based on a modern management perspective, integrate diversified elements, and build a management mechanism that conforms to the characteristics of the times. As far as the current enterprise management is concerned, the elements involved are multi-level. From the enterprise's financing to the enterprise's operations, reform and innovation are needed. For a long time, tea enterprises will have difficulty in financing in the operation stage. Only by optimizing the business process and realizing the reform and innovation of business operations can a perfect mechanism be built. For a long time, the financing mechanism of tea enterprises has been very difficult, which has increased the operating difficulty of the tea industry itself. In combination with the current financing environment, tea enterprises can cooperate with financial institutions for financing to obtain more low-cost benefits. The modern management mode puts forward higher requirements for the human resource management activities of tea enterprises themselves. Tea industry production has higher requirements for the comprehensive quality of employees. Only by focusing on building a perfect staff team can the competitiveness of enterprises be improved.

#### **4.5 Build a perfect e-commerce platform**

If tea enterprises want to optimize economic management, they need to pay more attention to e-commerce platforms. Many small and medium-sized enterprises are unable to develop personalized sales platforms, but tea enterprises can use third-party platforms to promote tea brands and improve brand sales quality. Tea enterprises can use social platforms such as TikTok and WeChat to cooperate, achieve accurate marketing through big data technology, promote corporate brand publicity, and increase online sales quota. The e-commerce platforms not only need to optimize the sales function, but also need to improve the after-sales service system, establish and improve the 24-hour online customer service operation mechanism, ensure that consumers can enjoy a good consumption experience, and actively participate in consumption. Building a perfect e-commerce sales model can promote the optimization of the economic management model of tea enterprises, build online and offline sales models, and promote the transformation and upgrading of enterprises.

#### **5. Conclusion**

To sum up, the application of new technologies such as the Internet has promoted the development and upgrading of the industry based on the analysis of the current social development trend. For all industries, only by applying new technologies and trying to reform their operating mechanisms can we achieve the best results in operation and management. The tea industry has been developed for thousands of years. Only by integrating the latest science and technology, can we build a new business system and adapt to the new trend of the times. At the same time, the managers of tea enterprises should improve their comprehensive literacy and crisis awareness, to better cope with the development of the times, thus ensuring the stable development of enterprises and bringing economic benefits.

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