Practical Exploration on the E-Commerce Development in Small and Medium-Sized Enterprises

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Abstract: In the information age, the most common form of economy is e-commerce. Nowadays, e-commerce has become an important path for enterprise development. For small and medium-sized enterprises, there is significant room for improvement in both infrastructure and talent technology. This article focuses on exploring the existing problems and common operating modes of e-commerce in small and medium-sized enterprises, and proposes relevant strategies to promote the development of e-commerce on this basis.

1. Introduction

E-commerce, as a business model emerging in the information age, is a product that conforms to the development of the times. The fundamental purpose of accelerating the development of e-commerce in small and medium-sized enterprises is to reduce production investment, improve production efficiency, and achieve maximum economic benefits. At present, the e-commerce model is widely used in small and medium-sized enterprises. However, due to the small construction scale, insufficient funds, and shortage of professional and technical talents, problems often arise in the actual development of e-commerce in small and medium-sized enterprises.

2. Existing Problems in the E-Commerce Development in Small and Medium-Sized Enterprises

2.1. Service Quality Needs To Be Improved, and Consumer Satisfaction Is Low

Poor service quality is a common problem in the development of e-commerce in small and medium-sized enterprises. Among them, some enterprises have cognitive biases towards services, believing that as long as relevant operational work is done well, they neglect the construction of service work. Over time, the number of customers has gradually decreased. In fact, both offline and online consumption should attach great importance to service work, and the quality of service directly affects consumer satisfaction. If the service attitude of the merchant is poor, it will reduce consumer satisfaction and lead to increased customer churn, even if the product quality is good; On the contrary, if the merchant has a good service attitude, consumer satisfaction will also increase accordingly. In addition, logistics work also belongs to the category of services. E-commerce cannot do without logistics work, and it is easy to encounter problems such as product damage, delay, and even loss during the delivery process. It requires logistics work to further improve their sense of responsibility

and service attitude to ensure the sustainable development of e-commerce.

2.2. The Authenticity of the Product Cannot Be Guaranteed, and Network Security Issues Occur Frequently

Online platform shopping itself has certain limitations. This is mainly because consumers cannot see or touch the real product, and can only understand the product they want to purchase based on online videos, images, customer reviews, and other methods provided by the merchant. However, many consumers only discover significant differences between actual products and online images after purchasing products on online platforms, and even some products are far from the merchant's description, leading to a significant decrease in consumer satisfaction and thus avoiding secondary consumption. [1] Nowadays, although the emergence and development of e-commerce have brought convenience to people's lives, both enterprises and individuals will adopt a boycott attitude towards online consumption to a certain extent in order to avoid risks, due to the lack of authenticity in online consumption and the frequent occurrence of fraud.

2.3. Lack of Prediction for the Development of E-Commerce and Unclear System Planning

In the current wave of e-commerce, most physical commerce enterprises are in a state of relative profitability or can only maintain survival. Some small and medium-sized enterprises have unclear concepts and models of e-commerce, leading them to have some doubts about whether to vigorously develop e-commerce. On the one hand, some small and medium-sized enterprises' understanding of e-commerce is limited to building websites, chatting, and sending emails. Many small and medium-sized enterprises believe that e-commerce has little impact on the development of their companies. This idea also reflects the weak concept of informatization among small and medium-sized enterprises. On the other hand, due to economic constraints, some small and medium-sized enterprises lack long-term planning when carrying out e-commerce, and their use of computers is not deep enough. They only use simple programs, and even if some enterprises have specialized websites, their business results are not ideal. [2]

2.4. Lack of Specialized e-Commerce Talents and Insufficient Knowledge Reserves of Employees

At present, the insufficient reserve of e-commerce management talents is one of the reasons for the poor development of e-commerce. Small and medium-sized enterprises operate on a small scale and have insufficient funds to mobilize. Hiring professional and technical talents can be costly, and many small and medium-sized enterprises have insufficient investment in talent development. In addition, the development of e-commerce not only requires computer talents, but also corresponding professional management talents. Most of the highly skilled and specialized talents are concentrated in large enterprises, making it difficult for small and medium-sized enterprises to find skilled and proficient composite talents in management. At the same time, employees within the enterprise have a superficial understanding of e-commerce work and have not been able to deeply understand and master the relevant laws, regulations, and policies of e-commerce.

3. Current E-Commerce Operation Mode for Small and Medium-Sized Enterprises

3.1. Professional Business Model

The so-called professional business model means that no system management is carried out, and

all tasks such as program construction and platform management are entrusted to enterprises specifically responsible for e-commerce. This enterprise only needs to provide financial support. This operating model is suitable for small and medium-sized enterprises in the early stages of e-commerce development. Adopting a professional business model for small and medium-sized enterprises not only saves costs, but also enables them to carry out e-commerce operation projects with less investment, which is beneficial for alleviating the financial pressure on enterprises. [3]

3.2. Third-Party Platform Mode

The third-party platform model operates e-commerce activities through third-party platforms. Third party platforms are mainly platforms established by merchants and customers for communication. On this platform, various enterprises and merchants can communicate and interact with products, and also have in-depth communication with consumers. There are many third-party e-commerce platforms in China, such as Taobao, Vipshop, JD.com, etc. Consumers use these platforms for online shopping, transfer funds to third-party platforms, and complete transactions voluntarily and safely. At the same time, if some small and medium-sized enterprises encounter difficulties or shortages in capital flow, as well as a lack of technical talents, small and medium-sized enterprises can entrust third-party business operations, in order to ensure transaction security.

3.3. Collaboration Platform Mode

This operational model involves the combination of enterprises and related institutions, and classification based on their functional attributes to achieve business management and targeting. Information sharing and win-win cooperation can be achieved among various institutions. This operating model is mainly applied to manufacturing and distribution enterprises. Manufacturing enterprises are responsible for product production, while circulation enterprises are responsible for product transportation. They cooperate with each other for mutual benefit and win-win situation. In addition, various enterprises also regularly conduct scientific assessments of market changes. On this basis, the enterprises choose appropriate cooperative enterprises to achieve the maximization of enterprise interests.

3.4. Enterprise Electronic Procurement

This model is one of the modes for small and medium-sized enterprises to carry out e-commerce operations. The so-called enterprise electronic procurement refers to the direct online transactions of enterprises, including online purchases, online negotiations, etc. This model can create convenient conditions for enterprise trade exchanges, help broaden the business transaction perspective of small and medium-sized enterprises, and promote the innovative development of e-commerce.

4. Relevant strategies for the development of e-commerce in small and medium-sized enterprises

4.1. The Government Strengthens Support for Enterprises, and Enterprises Clarify the Value of E-Commerce

The development of e-commerce in small and medium-sized enterprises may encounter problems such as talent shortage and funding shortage, which may hinder their development. On the one hand, local governments should provide appropriate policy incentives and economic support to small and medium-sized enterprises to help them better carry out e-commerce. For example, the government

can reduce or exempt taxes on micro enterprises opening online stores, and provide training and funding on e-commerce for small and medium-sized enterprises; If conditions permit, specialized e-commerce support funds can also be established. In addition, the government should also enter the e-commerce market for market research activities to comprehensively grasp the public's understanding and practical application of e-commerce, and increase the promotion of e-commerce knowledge to create a good market environment for small and medium-sized enterprises to develop e-commerce. On the other hand, enterprises need to change their development concepts and strengthen internal training. E-commerce is a business activity based on network technology and information technology. [4] For the long-term development of the enterprise, business leaders should not only consider e-commerce as a universal strategy, but also strengthen technological innovation, optimize core business processes, establish scientific management systems, and form a corporate culture and management system that is suitable for e-commerce based on a clear understanding of the development situation.

4.2. To Improve the e-Commerce Credit System to Ensure the Authenticity of Product Information

E-commerce has network specificity and needs to be strengthened through continuous improvement. Firstly, it is necessary to improve the network credit system and business credit system. In this regard, government departments should clarify the responsibilities of banks, industry and information technology departments, public security departments, and industry and commerce departments, as well as the rights and obligations of both parties in electronic transactions, accelerate the improvement of legislation related to e-commerce credit, and make e-commerce management work truly legal. Secondly, it is necessary to clarify the evaluation criteria for e-commerce credit of small and medium-sized enterprises, which mainly include credit system design, enterprise credit risk management, and enterprise credit reporting. For enterprises with poor credit records, penalties should be imposed, and fines or suspension of operations should be imposed according to the severity of the situation; Enterprises with good credit records should be commended and encouraged to better motivate them to play a leading role and lead other small and medium-sized enterprises in strict and honest e-commerce activities. [5] In addition, small and medium-sized enterprises should also ensure the authenticity and reliability of their products sold. The security and authenticity of product information are also urgent issues for small and medium-sized enterprises to develop e-commerce. Due to insufficient supervision by some enterprises, a large number of defective products have flowed into the market, leading to damage to the corporate image and a decrease in consumer satisfaction. It can be seen that small and medium-sized enterprises must strengthen network supervision and improve website security.

4.3. To Accurately Locate the Target Market and Innovate the E-Commerce Operation Mode

Online marketing is different from traditional marketing models in that it is a two-way marketing model. The traditional marketing model focuses on serving the target audience and developing markets to determine the production and sales direction of products. While, online marketing must have a deep understanding of product information and customer needs. The target market positioning should be based on the psychological needs and personal situation of network users. After determining the market positioning, small and medium-sized enterprises need to innovate their traditional operating models, choose e-commerce companies with business scale and rich experience for cooperation, and carefully choose third-party platforms in order to better respond to various unexpected problems that arise during the business process.

4.4. To Strengthen the Construction of E-Commerce Facilities and Attach Importance to Improving Employees' Professional Skills

For small and medium-sized enterprises, it is necessary to strengthen the construction of hardware facilities, in order to promote the development of e-commerce. Enterprises can strengthen cooperation with technology companies, actively introduce and develop basic data, process and program processing software, enterprise production, financial management and other software. At the same time, enterprises should also create a good working environment for employees and improve the integrity of hardware facilities and software equipment. In addition, small and medium-sized enterprises should also strengthen the training of existing employees and actively introduce high-quality composite talents, in order to achieve sustainable development of e-commerce and effectively improve the professional skills and literacy of employees. [6]

5. Conclusion

E-commerce is one of the best forms for small and medium-sized enterprises to utilize resources in the information age. The e-commerce model can improve the competitiveness and visibility of enterprises, increase profits, reduce operating costs, and also improve the production and operation efficiency of enterprises in a faster and more efficient way. Nowadays, in a society dominated by network development and science and technology, small and medium-sized enterprises must adapt to the development of the times and accelerate the development of e-commerce in order to establish a foothold in the market.

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