

# **Analysis of the Advantages and Disadvantages of Security Service Intermediary Competition and the Countermeasures**

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**Abstract:** Security service intermediaries are one of the emerging institutions in modern society. Their main business is to provide users with intermediary security services based on the security needs of other industries to meet the security needs of project activities in various industries. Because of their broad business scope and rapid development under the condition that security is a mandatory requirement of most modern industries, such institutions have attracted a large number of investors and entrepreneurs to enter this industry, leading to fierce competition in the industry, but competition will inevitably give It brings advantages and disadvantages, so in order to understand the development prospects of security service intermediaries under competitive conditions, this article will carry out related analysis work, and propose countermeasures against the disadvantages.

## **1. Introduction**

The scope of business of security service intermediaries is very broad, including coal, chemical, transportation, metallurgy, testing, fireworks, engineering and other industries. Such agencies need to find professional counterpart security service organizations according to the needs of different industries. Through this organization to provide users with security services, and then receive intermediary fees from them to get paid. Under this condition, security service intermediaries have begun to develop continuously, and fierce competition has emerged between each other. Under the influence of competition, such institutions have seen a phenomenon of "polarization", some insisting on providing good services, and others are blind The pursuit of economic benefits does not pay attention to service quality, so the overall competitive advantage and disadvantage relationship of security service intermediaries is "the disadvantages outweigh the advantages". How to improve this is a question worth studying.

## **2. Major Issues in Performance Management of International Trade Enterprises**

### **2.1 Pros and cons of competition for security service intermediaries**

#### **2.1.1 Favorable impact**

There are two beneficial effects of the mutual competition of security service intermediaries, namely the continuous improvement of the industry's position and the continuous improvement of the economic productivity of the industry.

(1) Industry status continues to improve

The competition between security service intermediaries is the same as that of other agencies and organizations. Through high-quality services, low prices, and extensive publicity, more people can be converted into their own users and profit from them. In this process, security service intermediaries, as emerging institutions, do not have a high social status themselves, but through fierce competition, more and more people will know such institutions and understand their main business and role Etc. In this way, as more and more people are known, the social status of security service intermediaries will improve, which is conducive to the sustainable development of the industry [1].

(2) The economic productivity of the industry continues to increase

In the course of competition between any organization and organization, it will inevitably bring more market users to the industry, which will increase the user base in the industry market. This is also the same for security service intermediaries. According to relevant theories, an increase in the user base in the industry market represents an increase in the economic productivity of the industry (that is, each user has a certain consumption capacity, and the economic productivity of the industry can be increased through consumer behavior. Therefore, the increase in user technology is equivalent to the increase in the economic productivity of the industry) Therefore, the competition between security service intermediaries will promote the continuous improvement of the economic productivity of the industry.

## 2.2 Disadvantages

The disadvantages brought about by the competition among security service intermediaries have three points, namely, neglecting service quality, increasing operating costs, and damaging the image of the industry.

### (1) Ignoring the quality of service

In the process of competition between security service intermediaries, many organizations will focus on customer development in order to achieve "victory", requiring staff to frequently carry out activities in the market to acquire more users. Under this condition, many security service agencies have neglected the quality of service, that is, because the focus of competition is not on the quality of service, the quality of security services provided by the organization cannot be guaranteed [2]. Table 1 shows the user's positive and negative evaluation data of a security service intermediary within one year.

Table 1 User praise and negative evaluation data of this security service intermediary within 1 year

Data item	Data
User praise	16%
User reviews	84%

### (2) Increase operating costs

The operation of security service intermediaries must establish a cooperative relationship with related security service companies, and cooperation is naturally not free. Generally, security service intermediaries need to pay certain fees to related companies in order to allow companies to provide services for themselves. Under the conditions of mutual competition between institutions, in order to improve their own competitiveness, institutions will vigorously cooperate with different security service companies, which will lead to increased operating costs of security service intermediaries. Increasing operating costs will lead to an increase in the industry threshold, making most entrepreneurs without strong capital unable to enter the industry, which will have a huge negative impact on the future development of the industry. Table 2 shows the number of newly created security service intermediaries in a certain region within three years.

Table 2 Number of newly created security service intermediaries in a certain region within 3 years

Time	Quantity
The first year	1
The second year	0
The third year	2

### (3) Damage to the image of the industry

The above-mentioned neglect of service quality issues will, to some extent, cause users to form a bad impression of the entire industry, indicating that competition among security service intermediaries will damage the industry's image. In addition to this problem, there are some malicious competitions in the competition of modern security service intermediaries, such as forcing customers to conduct business at designated security service companies, otherwise they will not accept user business requests, and this behavior will further deteriorate the industry image. Tables 3 and 4 are data on malicious competition behaviors of security service intermediaries in a certain area and user evaluation survey data on security service intermediaries in a certain area.

Table 3 malicious competition behavior data of security service intermediaries in a certain area

Type of malicious competition	Data (daily mean)
Mandatory	102
Deceptive	702

Table 4 Evaluation survey data of security service agencies in a certain area

Evaluation item	Data
Satisfaction	Very good (5%), Average (44%), Not good (51%)
Positive / Negative	Positive (11.3%), Negative (88.7%)

### 3. Countermeasures to deal with the impact of competition disadvantages of security service intermediaries

#### 3.1 Emphasis on service quality

Service quality is the core competitiveness of any enterprise. This is the eternal subject. Therefore, in the competition process of security service intermediaries, it is not advisable to blindly develop users and increase the user base. Institutions should emphasize service Quality, to provide users with quality services under any conditions. High-quality services are not only conducive to the establishment of a good image of the industry, but also allow more users to be willing to accept the services of security service intermediaries in the true sense. The economic productivity thus achieved is the most stable and tangible. In order to improve service quality, security service intermediaries must evaluate the qualification and technical level of the enterprise when cooperating with security enterprises. If they do not meet the qualifications, they cannot cooperate.

#### 3.2 Emphasis on strategic development

The increase in operating costs caused by blindly expanding its business scope is harmful to the security service intermediary and the entire enterprise. Therefore, the security service intermediary must develop in a planned and orderly manner. Under this condition, it is recommended that security service intermediaries carry out strategic planning before expanding their business scope to confirm whether their current capital meets the expansion needs. If they do not meet the requirements, do not expand, and further manage existing business projects.

#### 3.3 Strengthen market supervision

As an emerging industry, security service intermediaries are not subject to much restraint in the market, which is also the reason for their frequent malicious competition. Therefore, in response to this problem, relevant departments should introduce the corresponding industry management system for security service intermediaries as soon as possible, and begin to strengthen market supervision. Once malicious competition is found, severe punishment must be imposed on them, so that security service intermediaries can exhibit healthy competition, State of development.

### 4. Conclusion

In summary, security service intermediaries will have both pros and cons during the competition process. Looking at them in depth, the disadvantages outweigh the benefits, indicating that the competitive development of security service intermediaries needs to be improved. Aiming at the disadvantages in the status quo, related countermeasures are proposed in this paper, which can promote the role of a healthy competitive relationship between security service intermediaries.

### References

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