Research on the Application of e-Commerce in Traditional Enterprise Operation

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ABSTRACT. This paper briefly introduces the content of e-commerce, analyzes the operation status of traditional enterprises in the e-commerce environment, clarifies the transformation road of traditional enterprises in the e-commerce environment, and analyzes the application strategies of e-commerce in enterprise operation in detail.

KEYWORDS: E-commerce, Traditional enterprise, Operation, Application

1. Introduction

E-commerce has changed people's life, people are keen on consumption through the network, can stay at home, enjoy a variety of convenient services. This phenomenon brings great challenges to the operation of traditional enterprises. How to explore the Transformation Road in the torrent of e-commerce needs to be considered.

2. Introduction to e-Commerce

E-commerce is mainly to carry out business activities around the world. Relying on the Internet, both sides of the transaction can complete shopping and trading online. Consumers and businesses complete business, transaction, finance and other related activities through online transaction and electronic payment. E-commerce has the characteristics of globalization, speediness and continuity. The use of e-commerce in the operation of enterprises can reduce the consumption cost of transaction process, shorten the production cycle, control the intermediate circulation links of commodities, and save the human and material costs consumed in the management process.

3. The Operation Status of Traditional Enterprises under e-Commerce Mode

Under the background of the rapid development of the Internet, there are inconsistencies between the traditional business model and consumer demand among enterprises. At present, consumers pursue personalization in the consumption process, which makes it difficult to expand business under the previous business operation mode. This phenomenon leads to a huge impact on the operation of traditional enterprises in the Internet era. The original business channel of the enterprise is not consistent with the current development pace. Consumers are keen on a variety of lifestyles, and people's consumption places are not limited to supermarkets or shopping malls. They prefer online consumption. The above phenomenon has become the driving factor of enterprise transformation.

There are great differences between the traditional business model and the current Internet business mode. For example, under the Internet business model, tmall mall uses online stores to carry out commodity sales. The target audience is national consumers and the sales target group is huge. Compared with traditional enterprise operation, all physical stores are difficult to achieve such market coverage. At the same time, the popularity of mobile terminals, the development of computer technology, people's life and work, generally rely on mobile phones or computers, forcing many enterprises to join the B2C and C2C e-commerce development model[1]

Through the above analysis, we can see that traditional enterprises are in the era of e-commerce, facing increasing challenges. At the same time, enterprises are also aware of the great opportunities brought by the Internet for their own development. In the rapid development of o2o model, some retailers gradually explore the way to open up online market, in order to obtain higher profits. For example, Wal Mart has changed the traditional business mode of enterprises, using the online and offline mixed sales mode to reasonably allocate the resources of enterprises. It is a typical representative of the urgent transformation of traditional enterprises affected by the times. Traditional enterprises

need to follow the pace of the times, clear consumer psychology and practical needs, change their own business mode, in order to effectively improve the competitiveness and long-term development.

4. The Application of e-Commerce in the Operation of Traditional Enterprises

4.1 Strengthen Propaganda and Create Environment

In the Internet environment, in order to promote the successful transformation of traditional enterprises and maintain their sustainable development, it is necessary to attach great importance to the impact of e-commerce on their own transformation. Strengthen efforts to publicize e-commerce in enterprises, create a good environment, and gradually integrate into e-commerce. During the transformation of traditional enterprises, the local government can play a leading role in the publicity work of e-commerce, so that enterprises can clearly realize the importance of e-commerce for their own operation and development. Combined with the development needs of enterprises, they can formulate preferential policies for enterprises that use e-commerce to operate, stimulate enterprises to participate in the transformation and operate with e-commerce mode.

Enterprise managers need to actively learn, use e-commerce platform to carry out business management, efficiently allocate enterprise resources, learn from other traditional enterprises' successful transformation experience, and provide reference for their own transformation. Only when managers have a new awareness of e-commerce, can they create a good atmosphere in the enterprise and provide inexhaustible power for the development of enterprises. During the transformation of e-commerce, traditional enterprises still need to implement the work related to property rights protection, regard the development of e-commerce as the main direction, strengthen the relationship between enterprises and the market, strengthen the research on consumer consumption habits, rely on market resources, carry out environmental innovation, and provide sufficient impetus for enterprise transformation with a good atmosphere.

4.2 Planning e-Commerce to Promote Development

In the Internet era, e-commerce develops rapidly. In this mode, the management platform, business model, platform operation and user demand have changed in varying degrees. In this regard, traditional enterprises need to continue to learn, master the latest knowledge and technology trends in the field of e-commerce, and point out the direction of enterprise transformation. At the same time, enterprises should also do a good job in planning the transformation to e-commerce, and work out a highly systematic and highly feasible transformation plan in combination with its own development direction, so as to provide strong support for enterprises to successfully cross the e-commerce field. During the transformation period, enterprises need to learn from the successful experience of other enterprises, at the same time, pay attention to the consumer demand of their own products, change the development direction in time, and keep consistent with the market development.

4.3 Training Talents and Injecting Power

At present, people are living in the Internet era, and the society has a large demand for all kinds of talents. The application of e-commerce in traditional enterprises needs to pay attention to personnel training within enterprises. In China's talent market, there is a large gap of e-commerce talents. Some e-commerce professionals do not have a deep understanding of e-commerce, so it is difficult to use them to carry out deep-seated e-commerce business. At this time, it will bring higher risks for enterprise operation. Traditional enterprises need to pay attention to the cultivation of e-commerce professionals in the operation link. Specifically, it can cooperate with colleges and universities to cultivate talents for enterprises, let talents practice in enterprises, and integrate production and education, so as to provide sufficient talent guarantee for enterprises and accelerate the transformation of enterprises to e-commerce.

4.4 Give Full Play to Advantages and Transform Successfully

In the Internet era, it brings great challenges to the operation of traditional enterprises as well as new development opportunities. If an enterprise wants to develop continuously in the times, it is bound to conform to the development of the times, introduce e-commerce into it, give full play to its advantages, and accelerate the transformation and development of traditional enterprises to the direction of modern operation. Due to the differences in business philosophy and mode, enterprises need to be good at using their own advantages in the process of transformation and explore a path suitable for their own development. For example, Alibaba has seized the advantages of e-commerce and has become a "leader" in the field of e-commerce in the process of continuous development. Combining with consumer psychology and consumption habits, Alibaba has launched shopping festivals such as "11.11" and "12.12", constantly

refreshing the sales volume of e-commerce platform. UNIQLO, a traditional clothing retail enterprise, has also explored "online and offline" dual linkage projects, providing a huge driving force for its sales growth. Therefore, traditional enterprises can learn from the transformation experience of the above-mentioned successful enterprises and take advantage of the east wind of e-commerce to open up a new way for the operation and transformation of enterprises[2]

5. Conclusion

In short, in the Internet environment, the operation of traditional enterprises is facing many difficulties. The emergence of e-commerce has an impact on the marketing activities of traditional enterprises. Enterprises need to have a deep understanding of e-commerce, tap consumer demand, grasp their consumption trends, formulate scientific plans for their own transformation, create a good atmosphere within enterprises, formulate e-commerce development plans, increase efforts to cultivate talents, use their own advantages, rapid transformation, and promote sustainable development of enterprises.

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