

Analysis of Enterprise Management Strategy Based on Differentiation Strategy

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Abstract: *Driven by the wave of the new era, enterprises in various fields have been fully developed, but the effect of strategic management is not ideal, and the corresponding model needs to be innovated. Therefore, this paper analyzes the enterprise management strategy based on the differentiation strategy. Analyze the status quo of enterprise management strategies, and at the same time, explore the problems faced by development. Conduct strategic differentiation management positioning analysis, and locate the operational differences. On this basis, build a two-way differentiated strategic management framework and formulate a diversified strategic management mechanism to innovate corporate management strategies under differentiated strategies and create more a good strategic management environment drives the enterprise to a new level of development.*

Keywords: *differentiation strategy; enterprise management; strategic analysis; enterprise structure; strategy setting; differentiation guidance*

1. Introduction

Under the background of the development trend of global economic integration, the development of Chinese enterprises has also undergone great changes. Some enterprises have successfully upgraded and transformed, and traditional marketing competition has gradually transformed into competition between supply chains. It has brought greater pressure to the upgrade of the market [1]. Not only that, some companies also have different differences in the formulation of management strategies, resulting in different internal management effects, extremely difficult to control the development of the industry, and supply management work is even more difficult, both theoretically and technically immature. , which also has a greater relationship with the final management effect of the enterprise [2]. Therefore, this paper analyzes the enterprise management strategy based on the differentiation strategy. This article will formulate more stable and diversified management strategies in accordance with the future development prospects and direction of the enterprise under the guidance of the differentiation strategy, and promote the relevant enterprises to enter the market. A new development step [3].

2. Analysis of the Present Situation of Enterprise Management Strategy

Under the influence of enterprise reform and differentiation strategy, the formulation mode of Chinese enterprise management strategy has gradually changed. But in this process, the management status of some enterprises is not objective [4]. Mainly because of market, policy changes and imperfect internal structure of enterprises and other factors. Under such background conditions, the market competitiveness of enterprises is gradually weakened, and the internal management is relatively chaotic. It is also very prone to major mistakes in the formulation and adjustment of strategies, which is not conducive to future development, and undoubtedly has caused the transformation and upgrading of enterprises. Greater obstacles, aggravating the impact of the status quo [5].

3. Facing the problem

Under the background of differentiated strategic policies, the relationship between the daily management of enterprises and strategy formulation has achieved good results in the early stage, but with the changes in market development and changes in demand, some problems and defects have gradually been exposed. Next, do research on the problem you are facing. One is the lack of core competitiveness [6]. This is partly due to the fact that the enterprise is too blind when formulating

large-scale strategic plans and does not conform to the actual situation and needs, resulting in directional errors in the formulation of goals and unsatisfactory internal management effects.

The second is the dislocation of strategic supply and demand. Enterprises are generally more sensitive to the control and understanding of the market, but some enterprises are often unable to accurately locate the supply and demand situation, resulting in managers unable to formulate more reliable and stable strategic plans, which will also cause certain negative effects on the future development direction influence.

The third is that the strategic goal is too virtual. Enterprises usually need to combine the actual economic ability, marketing ability, promotion ability and other factors for the formulation of the management strategy plan. Loss of direction in the middle, and ultimately further aggravate economic losses, resulting in a wider range of related impacts.

4. Enterprise management strategy innovation under the differentiation strategy

4.1. Analysis of Strategic Differentiation Management Positioning

Strategic positioning analysis is actually the first step in strategic management. Under normal circumstances, enterprises will conduct fuzzy analysis and verification before implementing the strategic management plan to ensure the feasibility of strategic positioning and internal management. The traditional strategic positioning analysis is generally based on the company's development goals, economic conditions, marketing models, cost control and other directional factors to control, and finally obtain specific analysis results. Although this method can complete the analysis, in the actual implementation process, the practicability is relatively weak and some enterprises will cause serious economic losses due to strategic positioning errors. Therefore, the positioning method needs to be changed and adjusted.

Under the differentiated strategic policy, in order to ensure the balance of market development, enterprises can set up dynamic strategic management goals, based on the actual situation, form a complete supply and demand industry chain, realize the optimization of the strategic structure, and at the same time, adopt the strategy of target aggregation, It adopts the method for specific groups to conduct strategic analysis, forms a more systematic and comprehensive strategic plan, enhances the enterprise's own ability to deal with risks, and realizes a more reliable strategic management analysis.

4.2. Locate business differences

The daily operation of an enterprise is closely related to its strategic positioning and internal management. External factors and changes in the market will affect its final business results. The positioning and construction of business differences can be more direct and convenient to avoid this problem. A balanced marketing goal can be set in combination with the specificity of the business product and market positioning, and the marketing goal can be a dynamic goal that changes with the development of the enterprise and changes in the market. At the same time, a business verification cycle is set, and the strategic plan and management plan formulated are evaluated in each cycle. If the obtained effect is within a reasonable range, it can continue to be used; if it fails to meet the standard, it needs to be re-formulated. Strategic management program. Then, calculate the average value of operating difference in each cycle, and locate it as a specific point of operating difference, which is used as the standard for the fluctuation of strategic management, and further refines the strategic mechanism of the enterprise.

4.3. Build a two-way differentiated strategic management structure

This part is mainly based on the analysis results of strategic positioning obtained above, firstly setting dynamic management strategic goals, and combining with the enterprise's marketing model, forming a complete set of strategic management links. According to each step, formulate strategic plans and implement strategic goals to enhance comprehensive strength. The specific structure is shown in Figure 1 below:

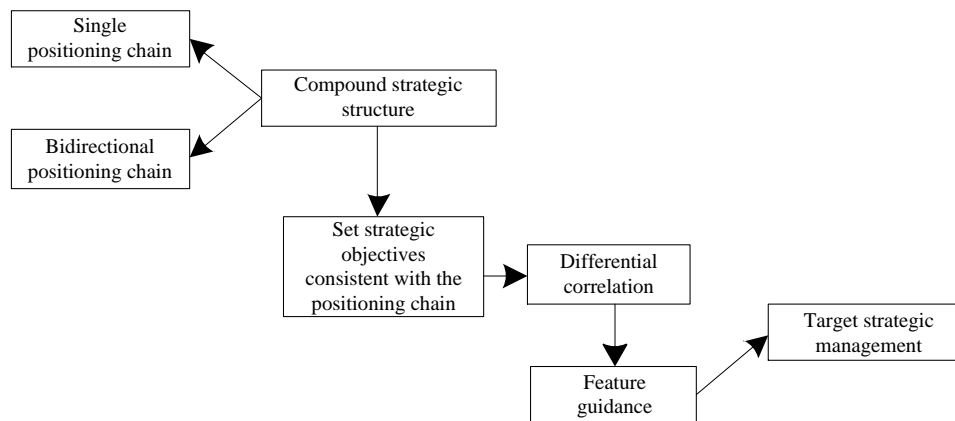


Figure 1: Diagram of two-way differentiated strategic management structure

According to Figure 1, the establishment and application of the two-way differentiated strategic management framework can be completed. At this time, the differences set by the enterprise can be related to form a characteristic strategic format structure. The two-way management method is adopted, which is adjusted by the enterprise and the market at the same time. Compared with the traditional strategic management structure, it is more flexible and more flexible. The two-way management model is also more suitable for the construction of a differentiated strategy in the new era, which can better expand the future development prospects of the enterprise.

4.4. Develop a diversified strategic management mechanism

The traditional strategic management mechanism is generally single, fixed, and has a specific design format. In the process of marketing and promotion, it can be applied in a formatted manner. Although this mechanism can achieve the expected strategic management goals, it is actually correct. A limitation of individualized and diversified management. In the process of strategy formulation and structural management, enterprises can first conduct research on themselves and the market to grasp the mainstream trends, and then set dynamic marketing goals, and combine information, network and intelligent technologies for marketing promotion to create individuality. A modern and trend-oriented development atmosphere can optimize and improve the enterprise's strategic management mechanism to the greatest extent, achieve better results, and at the same time promote the innovation and upgrading of the enterprise's strategic management mechanism, laying the foundation for subsequent development.

5. Conclusions

In general, the above is the research and analysis of the enterprise management strategy based on the differentiation strategy. Under the guidance of differentiated strategic policies, my country's enterprises have gradually completed upgrading and transformation based on actual development needs. The management of the internal structure of enterprises and the formulation of future development strategies have also been innovated. Scope and differentiated strategic policies have also brought more potential development opportunities to large, medium and small enterprises, helping enterprises to further solve problems such as supply and demand confusion, weak core competitiveness, fluctuation risks, etc., and gradually realize structural optimization and improvement, Form a more comprehensive and good management and control operation system, change the relevant development thinking, further enhance the core competitiveness, and lay a more solid foundation for the formulation of corporate strategies.

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