

Strategies for SMEs to Develop International Business in the Context of Internet Plus

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Abstract: *Under the background of "Internet plus", the development of SMEs in China is facing new opportunities. The development quality of SMEs can be improved through the development of international business, which has a certain role in promoting the development of international business of SMEs. The development technology of the Internet can help small and medium-sized enterprises to achieve effective analysis of the international market. On this basis, combined with the actual operation of enterprises, a new international business development strategy is formulated. However, at present, China's SMEs still have some significant problems in the process of developing international business, and it is difficult to fundamentally realize the development of international business of enterprises. This article puts forward effective strategies and methods suitable for SMEs to develop international business by combining the advantages of the development of the Internet.*

Keywords: *Internet plus; Small and Medium-sized Enterprises; International Business; Development Strategy*

1. Introduction

Economic globalization is the current pattern of economic development. In the process of global market development, enterprises should fully expand the international market and integrate into the business field, which is an important measure for enterprises to achieve phased results. The technological development of the Internet has provided new opportunities for China's SMEs to develop international business. However, due to the problems of their own development, SMEs cannot integrate with the Internet technology, resulting in many difficulties for enterprises in the development of international business. For example, the lack of Internet application knowledge and skills, low cognitive level, lack of innovative thinking, lack of professional international business talents, etc., to some extent, limit the development of international business of SMEs. Therefore, it is necessary to effectively analyze these issues and provide effective guidance for the development of international commercialization of SMEs.

2. Significance of international business development of SMEs in the context of Internet plus

2.1. It helps to accelerate the application of enterprise network technology and enhance the competitiveness of enterprises

Under the current development trend of economic globalization, China's SMEs will give full play to the characteristics of "Internet plus", such as technology integration, coordinated development, convenience and efficiency, which will help promote the Internet application of SMEs and enhance the overall competitiveness of China's SMEs in international trade. [1]Therefore, in order to cope with the era of "Internet plus" and the competition in the international market, enterprises need to actively carry out international trade activities according to their own development needs, and actively participate in the competition in the international market, in order to make up for their deficiencies in capital, technology, talent, brand and experience, and improve their competitiveness.

2.2. Expanding the development path of SMEs and providing new ideas for business development

From the current overall situation, the lack of funds has become an important factor restricting the development and innovation of most enterprises. Therefore, in the context of the "Internet plus" era, through the development and expansion of the "two markets", enterprises can develop both internal and

external markets, make full use of both internal and external resources, which will help to open up new access ways and channels for SMEs, so as to effectively solve the "financing difficulties" and other problems facing the development of SMEs in China, so that they can get rid of the current dilemma of "single channel, narrow market, limited resources".[2] Because some enterprises are affected by such factors as social traditional consciousness, their own operation mechanism and loan guarantee ability, the biggest problem in the financing process is the shortage of funds and loan difficulties of small and medium-sized enterprises. Although these two problems have been improved to some extent with the support of national policies and the expansion of funding channels, these two problems have not been well solved. Through foreign economic and trade cooperation, China's small and medium-sized enterprises can obtain more development capital, so that they can obtain more development impetus in international trade.

3. Analysis of the current situation of e-commerce internationalization development of small and medium-sized enterprises

3.1. The enterprise's brand awareness is not strong

In the context of the development of international trade, in order to improve their competitiveness, small and medium-sized enterprises should make clear that trade is based on integrity, and brand is the representative of integrity in the process of enterprise development. However, based on the development of the Internet in recent years and the analysis of the development mode and current situation of e-commerce internationalization of SMEs in China, it can be found that SMEs have not paid enough attention to the brand effect because of the weak brand awareness, which makes the integrity of SMEs in the e-commerce internationalization development environment questioned. Due to the "homogenization" characteristics of e-commerce, most enterprises have great substitutability in the market. Without the support of brands, the added value of enterprise products will be very small. If companies rely on price advantages to seize the market, the comprehensive income of enterprises will be greatly weakened. In the context of e-commerce, due to the high homogeneity of products, it is difficult for enterprises to establish their own brands, which is also the main reason why small and medium-sized enterprises gain low profits and lack competitiveness in the context of e-commerce globalization. Therefore, in the development environment of e-commerce internationalization, SMEs should further strengthen their brand awareness, give full play to the characteristics of their enterprises and products, and take quality as the breach of credibility, so as to establish their own brand and obtain more long-term development in the development environment of e-commerce internationalization.

3.2. Lack of professional international business talents

Since the 21st century, China's economy has been developing rapidly. Under the current economic system, the advantage of "talent dividend" at the beginning of the 21st century is slowly fading. Whether to occupy more talent markets has become a key issue related to the development of companies in the new era. At the same time, China's small and medium-sized enterprises also face the shortage of cross-border e-commerce professionals, which is also an important reason for restricting their development. With the development of small and medium-sized enterprises, professionals should not only have the professional skills of foreign trade, but also have the operational skills of e-commerce. They should also understand the international trade policy, and have the basic skills of international logistics, foreign trade English, etc. At present, in China, the talents with such professional skills are very scarce, mainly because the development time of e-commerce is too short, the training method of professional skills is not perfect enough, and the training of professional skills is not sufficient. In addition, as the enterprise has neglected the cultivation of existing talents while developing, it has not "recharged" them in the later stage to guide their development and improve their professional level. Due to the lack of professional talents, this not only restricts the development scale of e-commerce internationalization of SMEs, but also has a certain impact on the strength and quality of cross-border e-commerce development of SMEs, and finally has a certain impact on the comprehensive development effect of enterprises, which is not conducive to the development of international business of enterprises.

3.3. Lack of innovative thinking and Internet technology application

Internet plus is essentially an innovative way of thinking. However, at present, SMEs in China still

lack innovative ideas and strategies. The business philosophy and development ideas of enterprises are generally at a relatively low level, and it is difficult to guide internal employees to correctly use Internet technology in international business.[3] On the one hand, due to the long-term domestic environment, small and medium-sized enterprises do not pay enough attention to the innovation of development concepts and ideas, and enterprise managers pay too much attention to the immediate interests. When developing international business, they choose to conform to the rules, and even violate international rules. On the other hand, on the basis of Internet plus, it is difficult for SMEs to innovate on the strategy of international business, not fully integrate Internet plus into the development process of international business, and not attach importance to learning and innovation, so it is difficult for enterprises to fully play the role of Internet plus in promoting international business.

Most domestic SMEs have not fully realized the importance of Internet plus for enterprise development. Most enterprise managers are still relying on the traditional development mode. In the process of international business development, they lack the knowledge of Internet plus, which leads to the low level of international business development of enterprises. The degree of market analysis of enterprises is not high, the efficiency is not high, and the overall competitiveness is not high. Because the management level of SMEs does not have a high level of awareness of Internet plus, their application ability in international business is relatively low, and it is difficult to fully play the role of Internet plus in international business, which is also a major problem that most SMEs in China are facing in the development of international business.

4. Optimization strategy for the development of e-commerce internationalization of small and medium-sized enterprises

4.1. Enterprises should focus on niche markets and innovate enterprise brand management

In the context of the development of the Internet, in order to quickly integrate into the international development of e-commerce, small and medium-sized enterprises need to understand the key and difficult points of the current development of international business for small and medium-sized enterprises, combine their own development advantages, and conduct a comprehensive investigation of the characteristics of enterprise development, so as to know the key content that their enterprises need to pay attention to in the process of developing international business, and also facilitate enterprises to find their own positioning, in order to show their own characteristics and improve the comprehensive competitiveness of their products. Enterprises should focus on niche markets, innovate their own brand management model, and enhance their unique competitiveness, so that they can form their own international business development model with the help of favorable resources under the limited market competition resources. Because different countries and regions have different cultural characteristics, enterprises in international trade need to combine local cultural characteristics, deepen in-depth analysis of the international environment, and effectively position and identify foreign dedicated markets, so as to create a brand with its own corporate culture and product characteristics, thus creating high-quality and distinctive products and gaining the trust of e-commerce customers, Lay a solid foundation for the development of the enterprise itself.

For example, in the media industry, media companies such as Google and LinkedIn occupy a large market share in foreign markets. After years of competition and development, these media companies have occupied a large share in foreign markets. But on closer inspection, the influence of these media companies is mostly in Europe and the United States, which are developed countries with English as the mainstream, while small languages in developing countries account for the majority. They are not very familiar with these huge international media. Therefore, the market should be positioned to analyze the cultural background and cultural characteristics of developing countries dominated by small languages, so as to create media products with personalized characteristics that are compatible with local cultural characteristics, and build high-quality characteristic brands, which can not only make up for the defects of the local market, but also obtain more opportunities for survival and development in the international market environment, and establish the market with brands, in order to let SMEs stand out in the global development environment of e-commerce.

4.2. Cultivating and introducing foreign trade talents with specialized knowledge and professional quality

The international development of e-commerce of small and medium-sized enterprises must be

based on information technology, and at the same time, they must also have the ability of international trade. Therefore, in the process of e-commerce internationalization development of small and medium-sized enterprises, compound talents are crucial. With the support of talents, we can build a professional team of e-commerce international trade, and have solid and excellent technology and ability in the environment of market competition, so as to guide SMEs to achieve more long-term development and progress in the development environment of e-commerce internationalization. The methods of building a professional team include: internal training, external introduction, etc. Only by taking a multi-pronged approach can enterprises build a professional team faster. In terms of internal training, we can carry out knowledge training for the existing e-commerce international trading personnel, lectures on e-commerce in the company, and professional skills training on international trading to strengthen the learning of English knowledge, so that the personnel in the company can better show their strength in the context of international trading. By introducing talents from the outside, we can fully combine the product advantages and characteristics of the enterprise with our own market objectives, so as to recruit the matching compound talents. Of course, in the current stage, in the fierce talent competition environment, the most attractive way to introduce talents is to improve the salary system and promotion system to provide a broader space for the progress and development of talents.

4.3. Increasing the promotion and application of "Internet plus" for SMEs

In order to improve their international business efficiency, small and medium-sized enterprises need to clarify the application value and means of Internet technology, and improve their application level. SMEs need to effectively learn about the Internet, understand the national policies on the Internet, and combine the characteristics of the industry and the actual situation of enterprises at different stages of development, which comply with international policy guidance to effectively integrate Internet technology into the planning and development strategy of enterprises. At the same time, enterprise managers also need to strengthen the effective integration between the Internet and international business, and pay attention to the effective application of Internet technology. We should use Internet technology to reasonably predict and analyze the current situation of the international market, consumption preferences, development trends, etc., which will help enterprises find their own product positioning, collect key information and data through Internet technology, in order to lay a good foundation for subsequent business expansion, product research and development, and customer relationship processing, and reduce business risks of enterprises.

5. Conclusion

To sum up, China's SMEs is an important force to promote the healthy development of the national economy. In the context of today's global economic development, we are facing new development opportunities. At the same time, there are many problems and challenges in international business, which seriously limit the innovation and vitality of small and medium-sized enterprises in international business. Enterprises should fully comply with the development trend of the Internet, take advantage of the advantages of Internet information technology, and make reasonable development plans, in order to increase the development of the international market, and reflect the new situation of SMEs in the new era to develop international business.

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