

Development Trend of Chinese Automobile Culture and Countermeasures of Automobile Enterprises

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Abstract: *The formulation of the development strategy of automobile enterprises can effectively guide its development direction and help to promote its development speed. When formulating strategies, automobile enterprises should not only consider the current development situation, but also be based on the future, to ensure the effective construction of automobile enterprises' strategies, enhance the viability of automobile enterprises and promote their long-term development. However, at present, some automobile enterprises still have some problems in the management of strategic planning, which is not conducive to the stable development of automobile enterprises and hinders the promotion of their competitiveness. Therefore, automobile enterprises should focus on the effective strategies to improve the coping system of automobile enterprise culture development to protect the sustainable development of automobile enterprises. This paper expounds the significance of coping with cultural development in automobile enterprises, further analyzes the shortcomings of coping with cultural development in automobile enterprises, and puts forward some strategies to promote the effectiveness of coping with cultural development.*

Keywords: *automobile enterprises, Cultural development response, Problems; counter-measure*

1. Introduction

The basic means to ensure the development of automobile enterprises is to carry out management work, and the main means to promote the development of automobile enterprises is to improve their profits, which are not only due to the exertion of their management effectiveness, but also closely related to the strategic planning formulated by automobile enterprises. In other words, the scientific construction of strategic planning is conducive to the promotion of the development speed of automobile enterprises. Therefore, automobile enterprises should pay attention to the management of strategic planning, promote the optimal performance allocation of internal resources of automobile enterprises, and ensure the scientificity and effectiveness of the management scheme, so that automobile enterprises can fully define their own development goals, have a certain understanding of their own development advantages and disadvantages, combine market demand, ensure the rational construction of automobile enterprises' development strategies, promote the competitiveness of automobile enterprises, and lay the foundation for the long-term and steady development of automobile enterprises.

2. The importance of coping with the development of automobile enterprise culture

2.1 Enhance the foresight of automobile enterprises

Under the background of economic globalization, the complexity of the market environment is constantly improving, and the automobile enterprises are restricted by many uncertain factors in the development process, which makes the automobile enterprises face more and more risks, even has a negative impact on the production and operation of automobile enterprises, increases the difficulty of automobile enterprise management and restricts the development speed of automobile enterprises. The development of the response to the development of automobile enterprise culture can not only strengthen the foresight of the managers of automobile enterprises, but also enhance their sense of responsibility, realize the effective prevention of the development risks of automobile enterprises and enhance the adaptability of automobile enterprises, so that they can calmly respond to the impact of the market torrent [1]. In addition, when making strategic plans, managers will combine the actual development of automobile enterprises and the changing law of market environment, predict the risks

faced by automobile enterprises in the development process, and formulate corresponding solutions to promote the realization of the steady development goal of automobile enterprises.

2.2 Promote the integration of automobile enterprise resources

Generally speaking, the strategic planning of automobile enterprises is not made overnight, but a long-term work. When dealing with cultural development, we should not only analyze and sort out the last plan of automobile enterprises, make clear the shortcomings of automobile enterprises during the implementation of the last plan, provide reference for the current strategic plan of automobile enterprises, improve the imperfections of the last plan, inherit the advantages of the last plan, and integrate the existing resources of automobile enterprises according to the internal actual situation, so as to pave the way for the rational allocation of resources. In addition, automobile enterprises encourage all departments to actively participate in the cultural development response work, enhance the cooperation awareness and cooperation degree among departments, and provide support for the stable construction of the internal structure of automobile enterprises.

3. The main problems in the development of automobile enterprise culture

3.1 Strategic planning remains superficial

At the present stage, when making strategic plans, some automobile enterprises do not know the actual development situation of automobile enterprises, do not grasp the competition situation of industries in the current market adequately, and fail to analyze the development trend of society and the overall development situation. Only the managers of automobile enterprises make subjective assumptions based on their own one-sided understanding of the market, which makes the strategy making somewhat arbitrary, and the planning content is not scientific and reasonable enough, and cannot point out the way forward for automobile enterprises. It even leads to the fact that the strategic objectives formulated by automobile enterprises are divorced from reality, and the strategic planning can not be effectively implemented, and tends to be formalized, which is not conducive to the effectiveness of the strategic planning of automobile enterprises. Some automobile companies pay too much attention to market hotspots and popular industries when making development strategic plans, and copy the excellent strategic plans of other automobile companies mechanically, but ignore the actual situation of their own automobile companies and their own development advantages, which restricts the development speed of automobile companies and is not conducive to the steady development of automobile companies [3].

3.2 The implementation of strategic planning is incomplete

Although some automobile enterprises are fully aware of the importance of strategic planning and formulate it, they have not implemented it, and have not taken effective measures to promote it. As a result, strategic planning has been shelved, and its effectiveness has not been fully exerted, which has a negative impact on the development of automobile enterprises. There are also some automobile enterprises that have not fully implemented the strategic planning in all aspects of production, operation and management, and the implementation of the strategic planning is not detailed enough, which is not conducive to the realization of its value. There are also some automobile companies that have formulated the implementation plan of strategic planning that is not reasonable enough, the formulation of strategic objectives is divorced from reality, and the decomposition of strategic tasks is insufficient, which restricts the effective implementation of strategic planning.

4. Analysis of countermeasures for the development of automobile enterprise culture

4.1 Enhance the awareness of strategic development of automobile enterprises

At present, some automobile enterprises have the phenomena of low pressure resistance and low practical ability in the development process, which hinders the development quality and efficiency of automobile enterprises. Under this background, automobile enterprises should enhance their own awareness of strategic development, promote the clear construction of automobile enterprises' development, and realize the solution of such problems. First of all, automobile enterprises should have a certain understanding of their own development advantages, enhance their service awareness, ensure

the firmness of their management positions, promote the full implementation of strategic management, and lay the foundation for the sound development of automobile enterprises. Secondly, the managers of automobile enterprises should pay more attention to their own knowledge system, update their professional knowledge in time, ensure their own progress with the times, and provide assistance for the advanced construction of strategic planning of automobile enterprises. Finally, managers should have a clear understanding of the actual development of automobile enterprises, strengthen cooperation with relevant government departments and social departments, incorporate strategic development planning into the operation of automobile enterprises, realize the coordination of various contradictions, and promote the formation of harmonious working atmosphere within automobile enterprises.

4.2 Develop strategic planning from the perspective of development

Automobile enterprises should implement the corresponding strategic development goals from the perspective of long-term development, and promote the protection of long-term development interests of automobile enterprises. First of all, automobile enterprises should have a certain forward-looking awareness, give up the current short-term interests properly, and promote the promotion of their long-term interests. Secondly, managers should have a clear understanding of the internal development status of automobile enterprises, formulate strategic objectives in combination with the external development of automobile enterprises, and promote the rational construction of strategic objectives, which can even exchange short-term benefits for long-term benefits and broaden the future development space of automobile enterprises. Finally, automobile enterprises should consider from a long-term perspective, ensure the scientificity of the strategic planning scheme of automobile enterprises, enhance the adaptability of automobile enterprises to the market, so as not to be confused by immediate interests and have a negative impact on the long-term development of automobile enterprises, strengthen the advanced nature of automobile enterprises, keep them at the forefront of the times, achieve the lead over other automobile enterprises, enhance their competitiveness, enhance the position of automobile enterprises in the market, provide endless power for the development of automobile enterprises, and promote the stable promotion of China's economy [

5. Conclusion

Enterprises' response to cultural development can not only make overall planning for the overall development of automobile enterprises and guide the development direction of automobile enterprises, but also promote the growth rate of automobile enterprises and lay a solid foundation for the growth of automobile enterprises. Therefore, automobile enterprises should pay attention to the management of strategic planning and promote the realization of long-term development goals of automobile enterprises. When making strategic plans, managers should take the actual development of automobile enterprises as the foothold, have the vision of long-term development and the courage of innovation, enhance their sense of responsibility, constantly improve themselves, promote the rationality and advanced construction of strategic plans of automobile enterprises, improve the development quality and efficiency of automobile enterprises, strengthen the competitiveness of automobile enterprises, provide certain internal driving force for the development of automobile enterprises, make automobile enterprises steadily improve their own economic benefits and inject new vitality into the promotion of market economy.

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