



**RESEARCH ON DEVELOPMENT STRATEGIES OF SMALL AND MICRO  
CROSS BORDER E-COMMERCE ENTERPRISES**

**LIU KAI  
5917195440**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT  
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**RESEARCH ON DEVELOPMENT STRATEGIES OF SMALL AND  
MICROCROSS BORDER E-COMMERCE ENTERPRISES**

**Thematic Certificate**

To

**LIU KAI**

This Independent Study has been approved as a Partial Fulfillment of the Requirement of  
International Master of Business Administration in International Business Management

Advisor: .....

Handwritten signature of Doctor Kuang Jinrong in black ink.

Date: .....

11 / 06 / 2018

(Doctor Kuang Jinrong)

.....  
(Associate Professor Dr. Jomphong Mongkhonvanit)

Acting Dean, Graduate School of Business Administration

Date: .....

18 / 07 / 2018

Siam University, Bangkok, Thailand

# RESEARCH ON DEVELOPMENT STRATEGIES OF SMALL AND MICROCROSS BORDER E-COMMERCE ENTERPRISES

## ABSTRACT

Title: research on development strategies of small and microcross border e-commerce enterprises  
BY: LIU KAI  
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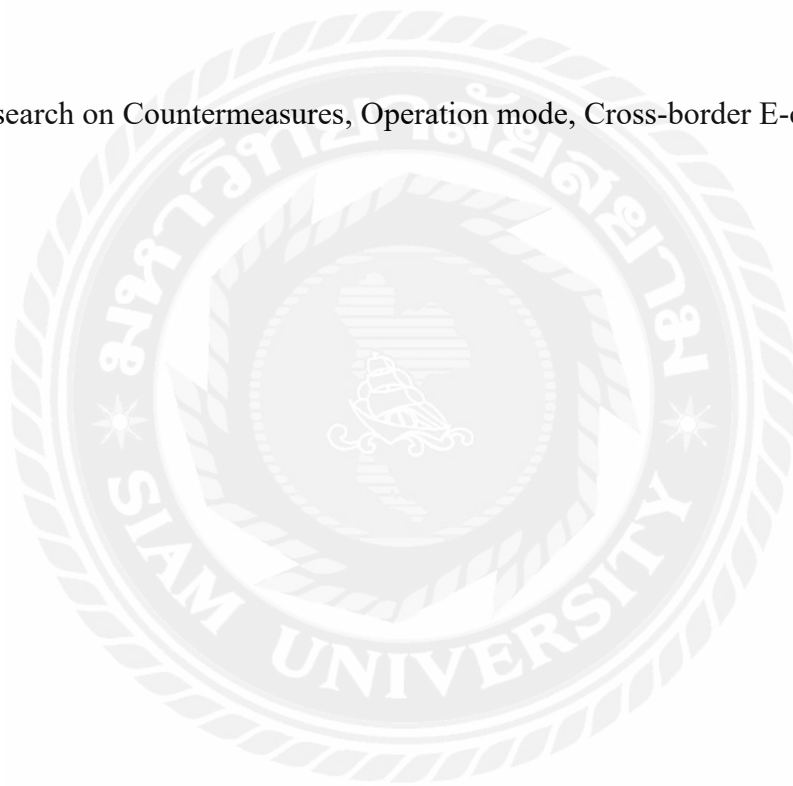
Advisor: .....  
(Doctor Kuang Jinrong)  
..... / ..... / .....

As a new type of industry, cross-border e-commerce invites many small and micro enterprises to participate in it, and forms its common characteristics. It is different from the traditional foreign trade enterprises. It has put forward new requirements on China's cross-border logistics, cross-border transaction, customs inspection and talent training. Under such circumstances, it is of great theoretical and practical significance to discuss how to support the development of small and micro cross-border e-commerce enterprises from these aspects.

This article is discussed from six chapters. The first chapter is the introduction, which introduces the background and the meaning of the topic, the contents and methods, the thinking and the possible innovation and lack, and briefly discusses the related research results at home and abroad. The second chapter is the related concepts and theories of small and micro cross-border e-commerce enterprises. Combining the concept of cross-border e-commerce and the concept of small and micro enterprises in our country, the significance of small and micro cross-border e-commerce enterprises is first defined, the necessary conditions for the formation and development of cross-border e-commerce enterprises are put

forward, and the small and micro cross-border e-commerce enterprises in China are summarized. The third chapter introduces the current situation and trend of small and micro cross-border e-commerce enterprises in China, discusses the problems encountered in the operation of small and micro cross-border e-commerce enterprises in China, and analyzes the causes of these problems. The fourth chapter takes Xiang business limited company as a small and micro cross-border e-commerce enterprise in China. The representative of the industry analyzed the existing problems of the enterprise, and combined with the solution of the fifth chapter, gave relevant proposals. The sixth chapter is the conclusion and prospect, summarizes the problems and ideas of small and micro cross-border e-commerce enterprises in China, and looks forward to the future development of small and micro cross-border e-commerce enterprises in China.

**Keywords:** Research on Countermeasures, Operation mode, Cross-border E-commerce



## 摘 要

标题：小微型跨境电子商务企业发展对策的研究

学位：刘凯

专业：工商管理硕士

导师：.....

(博士：邝锦荣)

..... / ..... / .....

跨境电子商务作为一种新式的产业，吸引了许多的小微型企业参与其中，形成了其共同的特征，与传统外贸有许多企业不同之处，对我国跨境物流、跨境交易、海关查验、人才培养等方面提出了新的要求。在此情况下，研讨如何从这些方面支撑小微型跨境电商企业的开展，具有重要的理论和现实意义。

本文从六个章节来论述。第一章为绪论，介绍了本文的选题背景与选题意义，研讨内容与研讨办法，研讨思路 and 可能的创新与缺乏，并简略论述了国内外相关的研讨成果。第二章是小微型跨境电商企业的相关概念与理论，结合跨境电商的概念和我国关于小微型企业的概念，初次定义了小微型跨境电商企业的意义，提出了跨境电商形成与开展的必要条件，总结了小微型跨境电商企业在我国国民经济开展中的作用；第三章介绍了我国小微型跨境电商企业的开展现状与趋势，论述了我国小微型跨境电商企业在运营中所遇到的问题，并剖析这些问题发生的原因；第四章以鑫盛祥商贸有限公司作为我国小微型跨境电商企业的代表，剖析了该企业存在的问题，并结合第五章的解决方案，给出了相关主张。第六章是定论与展望，总结了我国小微型跨境电商企业的问题和主张，展望了我国小微型跨境电子商务企业未来的开展。

**关键词：小微型企业， 跨境电商， 对策研究**

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Today, I would like to write an acknowledgements, which means that I have come back to the stage of review and conclusion.

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Studying in Siam University for two years has added countless wonders to my life. During this period, I had many friendly and met many international friends. I grow knowledge and knowledge in joy. You are my best mentor in Thailand! I thank you!

In the course of this study, I was also taught by Professor Zhao JianJun of DALI University, Professor Liao WangKe of DALI University, Mr. Zhang Lisheng of Siam University. Thank you!

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## CHAPTER 1 INTRODUCTION

### 1.1 Background and significance of topic selection

#### 1.1.1 Background

The global economic crisis in 2008 has dealt a heavy blow to the economy of all countries, but at the same time, it has brought great opportunities for cross-border e-commerce. With the rapid development of Internet technology and the continuous promotion of economic globalization, cross-border e-commerce is becoming popular in all countries all over the world, and large Internet platform enterprises in various countries have participated in it. According to data released by international postal company in January 2017, Ali, Amazon and E-bay accounted for up to 2/3 of the global cross-border e-commerce market. China accounted for 26%, 16% in the United States, second in the United States and 15% in Germany and the United Kingdom, in the global cross-border e-commerce market.

In the face of the rapid development of international cross-border electricity providers, China's cross-border electricity providers are also developing rapidly. Since 2012, since the pilot of cross-border electricity supplier cities started in China, the scale of cross-border e-commerce transactions in China has been handed down year by year. In 2014, the scale of cross-border e-commerce transactions in China reached 4 trillion Yuan; in 2015, China's cross-border e-commerce transactions reached 5 trillion and 400 billion Yuan; in 2016, China's cross-border e-commerce transaction scale reached 6 trillion and 500 billion. At the same time, the cross-border e-commerce development in China has also formed the following characteristics: from the scale of transaction, the proportion of cross-border e-commerce transactions is increasing in the total amount of import and export trade; from the import and export structure, the cross-border e-commerce will continue to develop rapidly, and the proportion of the import cross-border e-commerce will gradually increase; in terms of business model, In the form of cross-border electricity supplier B2B, cross-border B2C mode is gradually emerging. From the geographical distribution, Zhejiang, Jiangsu, Guangdong, Fujian, Shanghai and other southeast coastal provinces accounted for 80% of the national market share.

Under the new normal economic situation, cross border electricity providers serve as a breakthrough for China's foreign trade transformation and a new window for China's economic opening to the outside world. From the very beginning, it received the attention and policy support of the government. In December 2012, China set up in Shanghai, Chongqing, Hangzhou, Ningbo, Zhengzhou and other 5 cross-border electricity supplier



services pilot city; in October 2013, China approved a Ali-pay, We Chat payment and other 17 Third Party Payment institutions for cross-border foreign exchange settlement permit in February 2014, the new customs has increased by 9610 as China's cross-border trade of electronic business In January 29th, 20, the State Administration of foreign exchange (State Administration of foreign exchange), published by the State Administration of foreign exchange (State Administration of foreign exchange), issued a notice on conducting cross-border payment of foreign exchange payment by payment institutions, improved the single business limit of cross-border e-commerce business and standardized the pilot process; in March 7, 2015, China set up the first cross-border e-commerce comprehensive test area in Hangzhou. Less than a year, the State Council sent a letter again in January 25, 2016, and agreed to set up a cross border electronic commerce comprehensive test area in 12 cities, such as Shanghai, Guangzhou, Shenzhen, Tianjin, Ningbo, Chongqing and other cities.

The rapid development of China's cross-border e-commerce is inseparable from such a group. They are numerous, widely distributed, small and energetic. They are a large number of small and micro enterprises in our country. According to the data of the Zhejiang blue book published by the Zhejiang Academy of Social Sciences in 2015, the export of private enterprises in Zhejiang province reached 134 billion 389 million US dollars in the 1-9 month of 2014, and the proportion of the export in the province was up to 66.13%. The total export performance of small and micro enterprises is much better than that of large and medium-sized enterprises. In the first three quarters, the export volume of small and micro enterprises was 26 billion 300 million US dollars, up 28.4% over the same period last year. From the above data, it is easy to see that the proportion of small and micro enterprises in China's national economy is bigger and bigger, and its importance is self-evident. In recent years, in the context of the sharp decline in the development speed of traditional foreign trade, the sudden rise of cross-border e-commerce and the continuous rising of the domestic employment population, the present situation of small and micro cross-border e-commerce enterprises in China have been studied. The existing problems and development opportunities of small and micro cross-border E-commerce enterprises are divided and the corresponding countermeasures and construction are put forward. It is particularly important to promote the rapid and sound development of small and micro cross-border e-commerce enterprises in China.

### 1.1.2 Significance

As a new industry, cross-border e-commerce attracts a large number of small and micro enterprises to participate in it, and has formed its unique characteristics. It has many differences with traditional foreign trade, thus it has put forward new requirements

on China's cross-border logistics, cross-border payment, customs inspection, talent training and so on. Under this background, it is of great theoretical and practical significance to study how to support the development of small and micro cross-border e-commerce enterprises from these aspects.

Theoretical significance: at present, the domestic scholars mostly focus on the business model of cross-border e-commerce, customs, logistics, law and other related links, and few small and micro cross-border e-commerce enterprises as the research object. In this paper, the concept of small and micro cross-border e-commerce enterprises is defined for the first time from small and micro cross-border e-commerce enterprises in China, and the basic conditions for the formation and development of cross-border e-commerce are put forward, and the role of small and micro cross-border e-commerce enterprises is summarized. It also analyzes and interprets the problems existing in China's small and micro cross-border e-commerce enterprises.

Practical significance: according to the national small and micro enterprise development report issued by the State Administration for Industry and Commerce in 2014, small and micro enterprises all over the country have solved the problem of employment of 150 million people in our country; small and micro enterprises have become the main channel to solve the problem of transferring employment of urban and rural surplus labor to non-agricultural fields. Based on the research on the existing problems of small and micro cross-border e-commerce enterprises, this paper analyzes the existing problems of the enterprise from three angles of government society, industry and enterprise itself, and gives countermeasures and suggestions. I hope this will provide a reference for the development of small and micro cross-border e-commerce enterprises in China.

## **1.2 Review of related research**

From the beginning of the concept of cross-border e-commerce, it has become a hot topic for scholars at home and abroad. From the results of the retrieval of the electronic resource database in China, only from the Chinese Academic Journal (Network Edition) database and the Trans border e-commerce as the keyword search, 8635 articles can be found in the past only in the past 2016. Up to 6354 articles have been published, accounting for 55% of the total number of studies over the years.

Scholars at home and abroad have studied and read all aspects of cross-border e-commerce from the aspects of logistics, strategy, business model, operation, law, tax,

customs supervision and so on. Here we have a good look at it.

### 1.2.1 Domestic research status

Wang (2016) takes the two cross-border e-commerce B2C platform as the research object of the global fast selling pass and the department store style Ting Pavilion. Through the analysis of the business models of the two platforms, we find the existing problems in the application process, and put forward the construction of the supporting services from the angle of the related industry and establish a good service. We should improve the credit environment, improve the cross border logistics system, and strengthen the supervision over cross-border payments. At the same time, from the point of view of the enterprise, it puts forward the countermeasures and suggestions to promote the development of B2C in China's cross-border e-commerce, such as improving the competitiveness, cultivating independent brand, developing the emerging national market, paying attention to the mobile commerce, and taking the high end route.

Wu (2016) reviewed the road of cross-border e-commerce development of small and medium-sized enterprises in Anhui province. After a comprehensive comparison of the advantages and disadvantages of domestic and foreign models, combined with the characteristics of small and medium-sized enterprises in Anhui Province, three cross-border e-commerce modes, such as platform application mode, third party intervention model and cluster industrial park model, are suitable for the small and medium enterprises in Anhui province.

Kai (2016) analyzes the internal and external competitive environment and market environment of the company by discussing the development of ST Company and the actual problems encountered in the process of development. Through the choice of the company's subdivision market, the choice of the target customers and the influence of the current Internet thinking on the marketing strategy, the company's cross-border electronic business is established.

Lin (2016) outlined the characteristics of E-bay, Amazon, speed sell and other B2C cross-border e-commerce platform. It is pointed out that small and micro enterprises should select export strategies suitable for their own development according to the general situation of the development of cross-border B2C platform. And from four aspects of product positioning, logistics mode, payment mode and team operation, the export strategy of small and micro enterprises in the B2C mode of cross-border e-commerce is analyzed.

### 1.2.2 Research status abroad.

Tertian (2011) through the study of the income of electronic commerce in various countries, compared the developed countries and China, while affirming the benefits of cross-border e-commerce to all countries, it is considered that for the developed countries, the income of the e-commerce is mainly short-term, and from the long-term angle, the income of the developing countries is more than that of the developing countries.

Libran and Aunis (2011) analyze the role and influence of e-commerce in the process of globalization. At the beginning, the correlation between the process of entering the international market and the relationship between the process of globalization and e-commerce was analyzed. The rise of e-commerce plays a positive role in promoting the process of global economic integration, and changes the development pattern of the global economy for a long time in the long run.

Sashes et al (2012) proposed the localization model of cross-border e-commerce from the three levels of the B2B e-commerce infrastructure, namely, information layer, business processing layer and content layer, and took Iran as an example to analyze the standards of each layer and the choice of solutions. The model involves importers, exporters, customs and regional single windows to explore the relationship between each other, and the model is verified by the process analysis of four scenes in cross-border e-commerce.

Estella (2014) and others, combined with the analysis of the cross-border e-commerce development in the EU, believed that the cross-border e-commerce consumers in these countries and regions often did not affect their purchase decisions because of the distance. Now more people are involved in cross-border shopping. The shopping mode has attracted more and more consumers in the European Union and has taken up a large share of the European Union and the country.

## **1.3 Research ideas and methods**

### 1.3.1 Research ideas

This paper chooses Xiang Trading Company as the research object, trying to answer these questions: what are the positive effects of cross border e-commerce on the development of the company? What problems will the company encounter in the development of cross-border e-commerce? What development strategies do you have? The main idea of this paper is on the basis of the basic situation of the development of cross-border e-commerce in China, taking Xiang Commercial Co., Ltd. as the research

object, by adopting case study, interview, questionnaire survey and SWOT analysis, and combining the related research theories of cross-border e-commerce, based on the development of the cross-border e-commerce of the enterprise. In order to improve the cross-border e-commerce as the main line of development, the development countermeasures are put forward in order to bring more useful theoretical exploration for the effective development of the cross-border e-commerce of the company, and hope to help enterprises to avoid the development process. Problems that may arise, constantly enhance their competitiveness, take the optimized development strategy, and get better development on cross-border e-commerce.

The research content and structure of this paper are as follows:

The first chapter is the introduction. Clarify the background, purpose, significance and structure of the thesis.

The second chapter is related to the theoretical basis. The theory of cross-border e-commerce and the concept, classification, characteristics and industrial chain of cross-border e-commerce are summarized, and the main operation mode, development status and development trend of cross-border e-commerce in China are summarized.

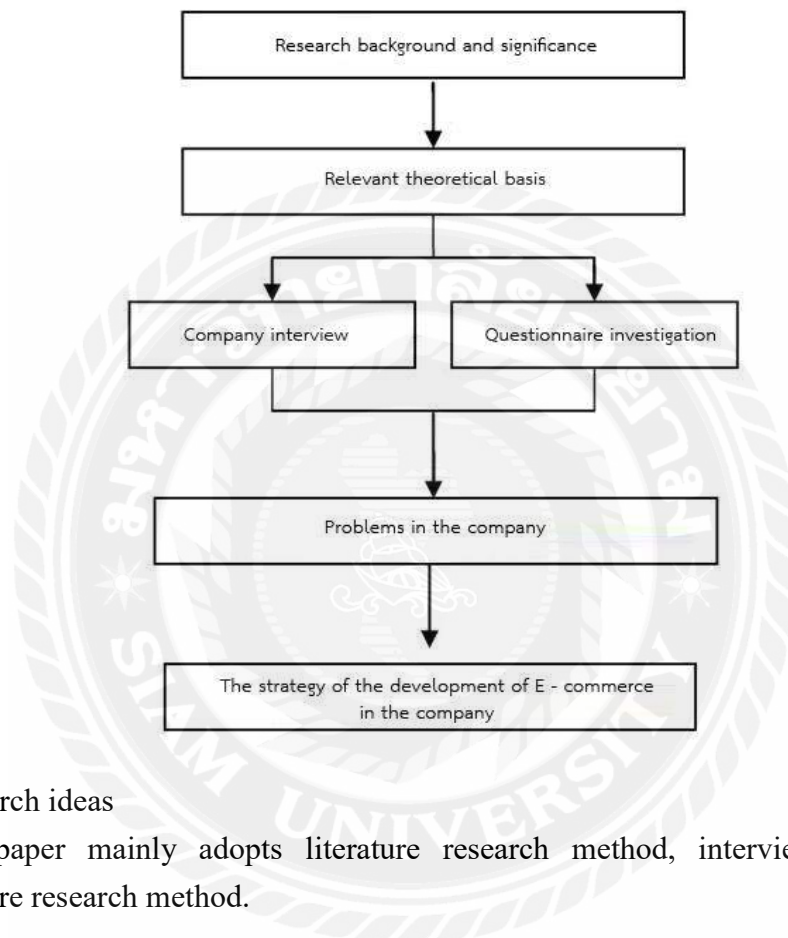
The third chapter is about the problems of small and micro cross border e-commerce in China.

The fourth chapter introduces the organizational structure of the company, the company's products and the company's operation center. This paper analyzes the current situation of cross-border e-commerce development and the positive effect of cross-border e-commerce on the company. Facing the company's employees and consumers, a questionnaire survey is carried out for the company to carry out cross-border e-commerce and company goods. In view of the results of the questionnaire survey, it is concluded that the company's cross-border e-commerce exists in the development of cross-border e-commerce development. There are six problems in the lack of awareness, lack of solid infrastructure, insufficient competitiveness of products, low level of networking, lack of core competitiveness of enterprises and backwardness of cross-border trade supporting services.

The fifth chapter, from the promotion of enterprise manager's cross-border e-commerce awareness, strengthen enterprise infrastructure, enhance the competitiveness of enterprise products, make full use of the network platform, enhance the core competitiveness of enterprises and improve the construction of supporting facilities to

promote the development of the company's cross-border e-commerce health development strategy.

**Figure1: The framework map of this paper**



### 1.3.2 Research ideas

This paper mainly adopts literature research method, interview method and questionnaire research method.

(1) Literature research. Through consulting the literature at home and abroad, this paper comprehensively and accurately understands the history, current situation, existing problems and influencing factors of cross-border e-commerce development at home and abroad. It not only helps me to form the general impression of cross-border e-commerce, but also deeply studies the issue of cross border e-commerce. Moreover, it helps to get comparative information on real data and to have a better understanding of the cross border e-commerce.

(2) Interview research method. This article interviews the company managers around the subject of cross-border e-commerce. The interview includes whether to understand the basic knowledge of cross-border e-commerce and what favorable policies have been

issued in China, and the interview content is true and effective.

(3) Questionnaire research method. The questionnaire is mainly for internal employees and online shopping users. According to the questionnaire survey in the form of on-site issuance of questionnaires, a questionnaire survey was conducted among the consumers in the form of the pop-up window of the website and the third party platform.



## **CHAPTER 2 THE DEVELOPMENT OF SMALL AND MICRO CROSS-BORDER E-COMMERCE**

### **2.1 Related concepts of small and micro cross-border e-commerce enterprises**

now the electronic commerce, the transnational enterprise. this article is a multinational electronic commerce standard, the definition of the small enterprise, combined with the multinational companies of china's electronic commerce. and the relevant definition, the time is as follows: the function development in the region. a business "policy and activities.

at present, the international community recognized that the global e-commerce is the electronic electronic commerce more advanced form in use process. it is to be in an electronic business transaction is another border, through the settlement of transactions through the logistics of goods completely the international trade activities.

### **2.2 The foundation of the development of cross-border E-commerce**

a new global trade, welcome the electricity supplier, has been in the business of academic self. what the multinational trade development. this article is the multinational trade development are inseparable to the network technology development, the multinational logistics system, online electronic payment on the improvement of policy support, and governments around the world. in this article, the four note

#### **2.2.1 Internet technology**

system of network of information technology over the past ten years, the basic network construction, improve the network information technology, the world's development is very fast. the application of the network in various fields has been more serious impact on people's life and the development of the world economy and the people. to understand the development of network technology, traditional industry, with people to share real-time data. here is empty, that is, the development of the internet, people over time and space. we can get the information of thousands of miles away on the other side of the sea the sea, the web browser through the internet. at the same time, we can make the knowledge sharing of resources, and more. you know, people in the development of the internet information resource sharing in the foreign country.

#### **2.2.2 Cross-border Logistics**

With the development and operation of international trade and transnational corporations through the stage of the international logistics development activities. From the end of the first stage of the last century 80s 50s at the beginning of the first half. This



section of the computer application, just in the warehouse management, and the establishment of logistics distribution for the first time. From the beginning of the eighties of the second stage is at the beginning of the 1990s. Economic exchanges between the countries and the international logistics in the Internet, it is convenient and timely information to the management of logistics, international logistics and im sure efficiency greatly.

### 2.2.3 Online electronic payment

Online electronic payment online electronic payment, also known as online payment, refers to the exchange of funds between the two parties through the Internet. It is based on the financial electronic network, using the commercial electronic equipment and various transaction cards as the medium, the electronic computer technology and communication technology as the means, stored in the computer system of the bank in the form of electronic data, and the circulation and payment of the electronic information transmission form through the computer network system.

### 2.2.4 Policy support

multi national corporation, as a kind of international trade is a traditional international trade and other government policies, and directly related to the development of transnational electronic commerce, the transnational trade, standardization, must be international cooperation. the government, most of the multinational power suppliers to support multinational trade market. the government of the united states is the world's most developed a series of policies to ensure the development of electric power industry in china. in recent years, our government in the development of the transnational trade, at all levels of government policy to have the countermeasure of environmental 창조하. transnational electronic commerce development.

## CHAPTER 3 THE CURRENT SITUATION AND PROBLEMS OF SMALL AND MICRO CROSS-BORDER E-COMMERCE ENTERPRISES IN CHINA

### 3.1 Sources and characteristics of small and micro cross-border e-commerce enterprises in China

the two main reasons of the multinational companies in china's electronic commerce, the electronic commerce enterprises, domestic enterprises, domestic trade, often the red sea of profit is very difficult to survive, so the method of using the electronic commerce multinational. and, the other is a small, it is the traditional foreign trade enterprises, foreign trade, international market demand atrophy, about the financial crisis, transnational retail enterprises in transnational electronic commerce platform to communicate.

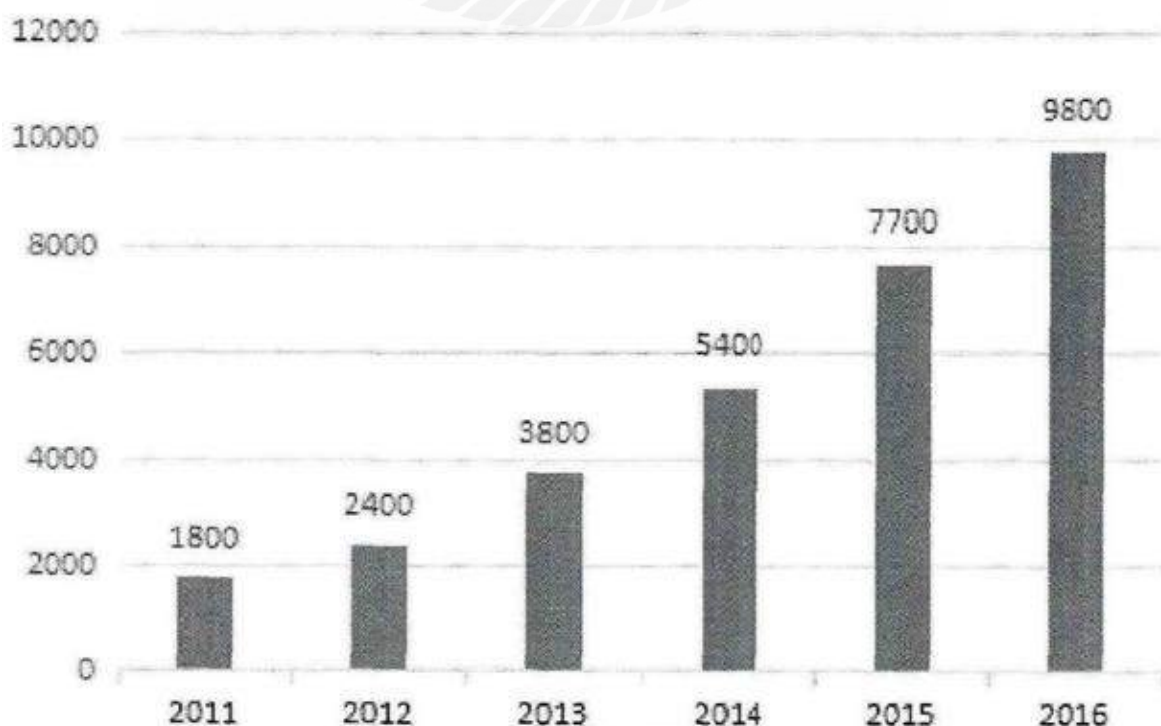
### 3.2 The development status and trend of small and micro cross border e-commerce enterprises in China

#### 3.2.1 The third party cross-border e-commerce trading platform is the first choice

now the third party of their choice, this is a multinational electronic commerce enterprise funds, technology, human resources and other strength is relatively weak, at the same time, the third party development platform is a more complete list of a multinational enterprise electronic apart biased to select. 3.

#### 3.2.2 The scale of cross-border retail trade is gradually expanding

**Figure2: 2011- 2016, China's cross-border e-commerce retail export trade scale**

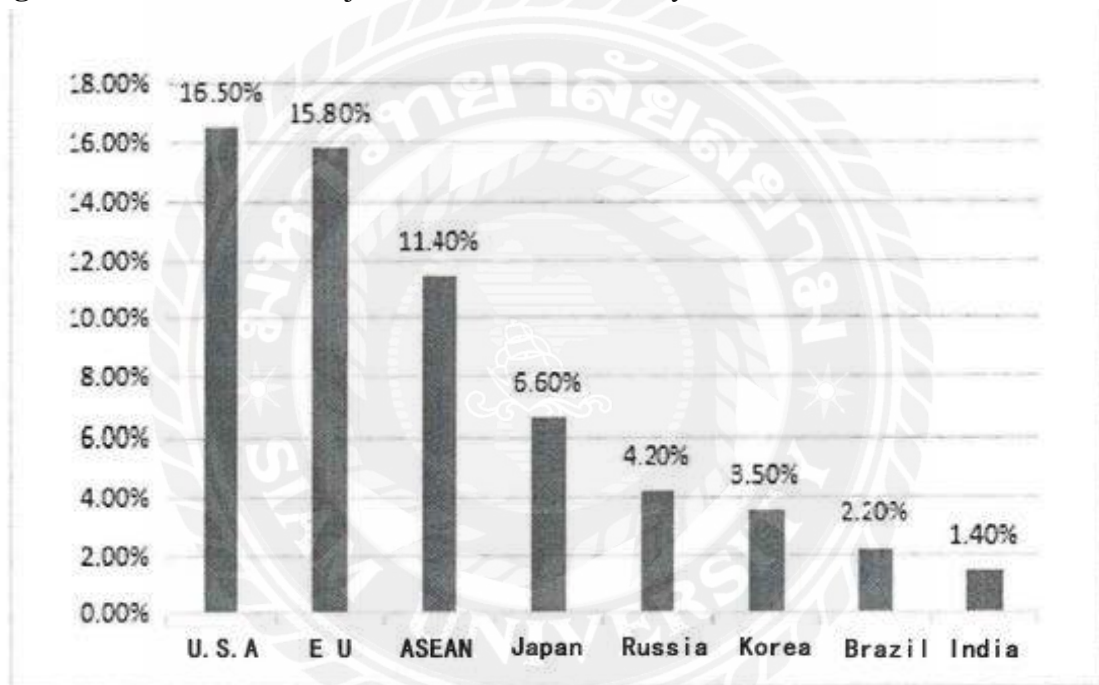


### 3.2.3 The scale of cross-border retail trade is gradually expanding

multinational retail sales as part of the domestic electric power supply, high quality and low price sales, to foreign consumers through amazon and other platform. in 2008, the financial crisis to the world economy, all countries are making foreign trade ways. the traditional characteristics of the opportunity to provide a the large volume and the development of global electronic commerce, a lot of amount and frequency.

### 3.2.4 Cross border e-commerce transactions are prominent in the region, and the potential for developing new markets is huge

**Figure3:** Distribution of major cross-border electricity retail outlets in China in 2015



the electronic commerce development, the level of other countries, china's online retail customers the same, take the customers. at present, a multinational electronic commerce enterprise in the low cost of the main developed countries such as europe and the united states, japan, asean . at the same time, the... it will be a new market of russia, india and other high-speed growth.

## **CHAPTER 4 THE DEVELOPMENT OF SMALL AND MICRO CROSS-BORDER E-COMMERCE**

### **4.1 Introduction of Xiang Company**

#### 4.1.1 A brief introduction to Xiang business cross-border commerce

Xiang Trading Co., Ltd., located in Yunnan province Linsang high tech Zone, was formally established in March 15, 2013, starting from the source of the product, selecting the high quality raw materials in Northeast China. It is produced and processed by itself: cereal powder, bean powder and pumpkin, tomato, carrot and other vegetable powder, which guarantee the raw material, nutrition, green and no The product has no added pigments and preservative, healthy, nutritious and green products.

In product quality, the product is strictly in accordance with the ISO22000 food safety management system certification and the requirements of ISO9001 international quality management system. The raw materials are strictly controlled in the factory, the production process control and the product factory inspection, and the whole production process is monitored and monitored in real time. The whole process of plant monitoring ensures that the quality of products is in line with food standards and traceability of products.

With the continuous expansion of the production capacity and the gradual expansion of the market, we can realize the three-dimensional cross layout of the national market, create a broad market of more than 100 billion Yuan, create mature marketing experience, quickly form a marketing network covering the whole country, develop the international market gradually, and make it convenient and fast. Fast, nutritious, healthy breakfast porridge goes into thousands of households.

The series of products produced by Xiang Business Co., Ltd. think that human beings provide a comprehensive, healthy and balanced nutrition target as the starting point. The main features of the products are convenient and fast, and the marketing features are "none fried, no added, factory direct selling". It is oriented to four kinds of busy consumption in chasing control, nocturnal cat control, chasing drama control and tourism control. A variety of combinations, various packaging specifications and various flavors of nutritional congee, convenient rice, convenient grain powder, convenient reproduction of rice, rice gift boxes and other 100 products. The convenient porridge has 21 kinds of flavors including five grains, vegetables, meat and grain. The convenient rice

has 12 kinds of flavors: ordinary rice, soup rice and fried rice; it is convenient for 2 flavors of grain flour; it is convenient to make 8 kinds of rice.

#### 4.1.2 The current situation of cross-border e-commerce management of the company

At present, the company has launched cross-border e-commerce activities, has completed the construction of self built website, foreign consumers can buy directly through the website. Moreover, the company has developed e-commerce in China through JD, Tao and other three party e-commerce platforms. Sales in 2016 were higher than those in 2015, indicating that the company's products are becoming more and more popular among consumers.

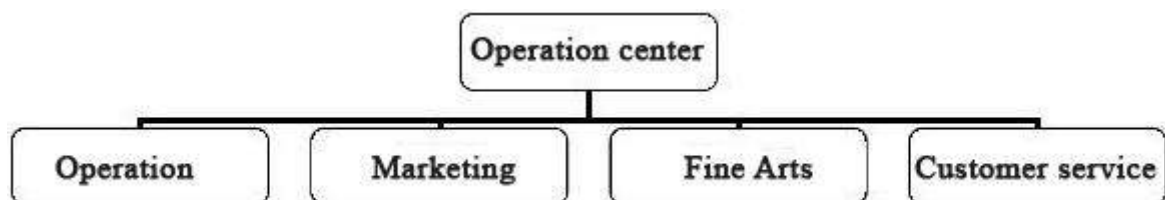
**Table1: 2015-2016 years Xiang Trading Co., Ltd. e-commerce sales**

| YEAR | TIANMAO | TAOBAO | WEB   | JD    | NO1   |
|------|---------|--------|-------|-------|-------|
| 2015 | 170000  | 110000 | 10000 | 15000 | 13000 |
| 2016 | 200000  | 150000 | 25000 | 67000 | 32000 |

#### 4.1.3 Organization structure of operation center of Xiang Trading Co., Ltd.

Xiang Trading Co., Ltd. has 10 operations centers, including four parts: operation Department, promotion department, art department and customer service department. The promotion department is responsible for the project promotion positioning and the theme planning and design work, through its own theme marketing, combined with the activities of the website and platform, enhance the buyer's shopping experience and marketing effect, and provide the store conversion rate. The art department is responsible for the maintenance of websites, online stores and flagship stores. The customer service department is facing the consumer directly, with the best service attitude, using the sales skills, looking for and satisfying the buyer's demand, and providing good after-sales service, providing the buyer's good customer experience.

**Figure4: Organization chart of company operation center**



#### 4.2 A survey of the cross-border e-commerce of the company

This paper investigates the problems of cross-border e-commerce in Xiang Trading Co., Ltd. in two ways: one is to interview the leader of the enterprise, and the two is the questionnaire. The questionnaire is divided into two parts. A part of the questionnaire

survey is carried out on the internal staff of the enterprise. It is through the opportunity of the company's administrative department to use the company to hold the general staff meeting. When the questionnaire is popped up, the online answer is submitted online.

Through interviews with the leaders of Xiang Business Co., Ltd., this paper understands that the knowledge of cross-border e-commerce knowledge is less, and that the cross-border e-commerce business process, industrial chain and main operation mode are not well understood, and the interests of cross-border e-commerce enterprises are not very well known. Only through the literal meaning of cross-border e-commerce and the domestic e-commerce business that has already been carried out, it is probably known that cross-border e-commerce is sold abroad by electronic commerce, the development of the food industry, the national cross-border e-commerce development, the trend of development and the promotion of cross-border e-commerce development by the relevant ministry of our country. If customers, trade partners and enterprise competitors have already carried out business through cross-border e-commerce, they will also develop cross-border e-commerce, and do not want to lose many customers without developing cross-border e-commerce business, but the main direction of the business is home and will not be given too much for cross-border e-commerce businesses. Multi - force support; when choosing third party cross-border e-commerce platforms, only a few e-commerce platforms, such as Alibaba and Dingdong, do not know much about foreign e-commerce platforms.

#### 4.2.1 A questionnaire survey of enterprise employees.

The questionnaire is for all employees within the company. The total number of employees is 50, including 5 management, 5 administrative departments, 20 operation centers, 5 R & D departments, 5 quality control departments and 10 production departments. A total of 50 questionnaires were issued, 50 were recovered, the recovery rate was 100%, and 46 valid questionnaires.

Through the survey of the internal staff of the company, we know that there are the following problems in the cross-border e-commerce: the enterprise managers do not understand and attach great importance to the cross-border e-commerce, and the cross-border e-commerce development is not strong and the support is insufficient. The functions of various departments are incomplete, lack of professional personnel in cross-border electricity providers, strong computer technology, insufficient funds and difficulties in market financing. The production technology and production level of the enterprise are relatively low, the production line is few, the productivity is insufficient, the production demand cannot be met, the product innovation, the R & D ability are not

strong, and the kind of goods is not enough.

Rich. Failed to give full play to the advantages of the third party cross border e-commerce platform, lack of cross-border electricity supplier strategic plan and marketing concept, and did not adjust in time according to market demand. The self built web site has the existence of carton, the late maintenance is not in place, the payment environment is not safe and convenient, the customer service and the consumer communication, evaluation, feedback, timely and smooth, logistics and distribution are not convenient and timely, cannot meet the consumer purchase experience.

**TABLE2: Statistical results of cross border e-commerce survey results**

| <b>Title</b>   | <b>Strongly agree</b> | <b>Agree</b> | <b>Neither agree nor disagree</b> | <b>Disagree</b> | <b>Strongly disagree</b> |
|--|-----------------------|--------------|-----------------------------------|-----------------|--------------------------|
| Enterprise management is very aware of cross-border E-commerce                                   | 6                     | 5            | 5                                 | 10              | 20                       |
| Enterprise leaders attach importance to the development of cross-border E-commerce               | 0                     | 3            | 5                                 | 16              | 23                       |
| Business leaders are very supportive and invested heavily in cross-border electricity providers. | 0                     | 2            | 3                                 | 27              | 14                       |
| Enterprise customers have already used cross-border E-commerce                                   | 18                    | 10           | 9                                 | 4               | 6                        |
| Business competitors have already used cross-border E-commerce                                   | 17                    | 10           | 8                                 | 5               | 7                        |
| Trading partners have already used cross-border E-commerce                                       | 17                    | 11           | 8                                 | 4               | 7                        |

|  |    |    |   |    |    |
|--|----|----|---|----|----|
| Not developing cross-border e-commerce business will lose a lot of customers   | 20 | 13 | 9 | 3  | 3  |
| Can handle customer's opinion in time  | 0  | 5  | 8 | 18 | 16 |
| The functions of various departments of the enterprise are very complete, so that they can fully cope with cross-border electricity providers. | 0  | 6  | 7 | 13 | 21 |
| The staff of all departments are adequate and properly configured  | 3  | 5  | 8 | 12 | 19 |
| Adjust the organization in time in accordance with the development needs of the company  | 3  | 6  | 5 | 14 | 19 |

#### 4.2.2 A questionnaire survey of consumers

In this paper, a questionnaire survey was conducted among two consumers in the survey of goods and services. The online questionnaires were submitted online by the company in the form of the website itself. A total of 110 questionnaires were received and 97 were valid, with an effective rate of 88%.

The results of the questionnaire survey show (see table 3-3) that the products and services of the company have the following problems: less commodity, less taste and slow renewal, which cannot meet the growing demand of consumers. Self built website update frequency low, shop layout is not attractive, running is not smooth, the existence of delay and carton, the purchase operation is not convenient, the lower order is slower, and the delivery is not timely. The payment method is single and the payment environment is not safe. Customer service attitude is not good; the answer is not timely and slow. Product packaging is not solid, damaged, and logistics is slower. In the questionnaire, the customer also put forward the following suggestions: the purchase of goods for the convenience of porridge, convenient rice, but the convenience of porridge with less meat



taste, some taste too sweet is not suitable for special people to eat; convenient rice varieties, can be integrated into different regional food tastes; in general, the main food is only convenient porridge, convenient, convenient, convenient porridge, convenient These two kinds of soup rice cannot meet the increasing living standards of customers.

**TABLE3: Statistics of the result of commodity questionnaire**

| content  | Strongly agree | Agree | Neither agree nor disagree | Disagree | Strongly disagree |
|--|----------------|-------|----------------------------|----------|-------------------|
| The company has a rich variety of goods to meet the daily needs                        | 15             | 15    | 11                         | 30       | 27                |
| The company's products are updated quickly, and new products are always available.     | 12             | 20    | 5                          | 37       | 24                |
| The company's goods are natural, green, cheap and cheap                                | 22             | 23    | 12                         | 21       | 20                |
| Smooth operation, convenient purchase operation, quick order and quick delivery.       | 9              | 11    | 7                          | 33       | 38                |
| Support multiple payment methods, payment environment security and convenience.        | 7              | 6     | 5                          | 38       | 41                |
| Commodity packaging is strong, no damage, fast and convenient logistics.               | 13             | 9     | 15                         | 34       | 27                |
| Customer service attitude is good, answer questions in time, no delay.                 | 5              | 7     | 8                          | 43       | 36                |
| The self built website is updated frequently and the layout of the shop is attractive. | 9              | 10    | 7                          | 33       | 39                |

### 4.3 The problems of the development of the cross-border e-commerce of the company

#### 4.3.1 Enterprise managers are not aware of the development of cross-border E-commerce

(1) Business managers are not fully aware of cross-border electricity providers.

The manager of Xiang business Limited has the disadvantage of blindly entering the cross-border electricity supplier. According to the results of the questionnaire survey of the employees, the company managers have 5 people, of which 3 people do not know much about cross-border e-commerce. The other 2 people have a general understanding of cross-border e-commerce, and there are cross border e-commerce shopping experiences, but all of them operate more through the third party platform. Through interviews with the leaders of the company, we know that the knowledge of cross-border e-commerce knowledge is less, and that the cross-border e-commerce business processes, industrial chains and main operating modes are not well understood, and the interests of cross-border e-commerce enterprises are not very well known. Company managers see business customers, trade partners, business competitors are in the application of cross-border e-commerce, and see the competitors on the cross-border e-commerce success side, do not want to lose potential customers because of the late entry, blindly followed the cross border business of the army, but business managers themselves on cross-border e-commerce recognition. Very poor understanding, the degree of understanding is very limited, think that if you spend money to build a own website or join a third party platform, spend a little money to make a few ads, to carry out propaganda, you can be at home on the computer and wait for customers to come down. The company managers are unfamiliar with the business of cross-border e-commerce, and do not understand the late sales. They cannot really carry out cross-border e-commerce, and cannot really use cross-border e-commerce to reduce costs, release information marketing, expand sales scope, improve production capacity, and cannot really play the role of cross-border e-commerce.

Cross border e-commerce can help companies find raw materials suppliers at the lowest price in the most extensive areas, thus reducing transaction costs; it also strengthens cooperation between companies and suppliers, establishes long-term stability relations, forms an information transfer and processing integrated system, is conducive to precise control of product inventory, reduced inventory or elimination. Stock。 It can break through the limits of time and region, and provide customers with products and services at any time in any place, free from the restrictions of the traditional market and widen the scope of sales. Through interviews with the leaders of the company, we know that managers are not fully aware of cross-border e-commerce, and do not know that cross-border e-commerce has a lot of benefits for the development of the company, so it will not be strongly supported by the cross-border e-commerce.

#### 4.3.2 Lack of core competitiveness of enterprises

(1) Lack of cross border e-commerce strategy and marketing concept.

## **CHAPTER 5 DEVELOPMENT COUNTERMEASURES OF E-COMMERCE IN XINSHENG XIANG BUSINESS COMPANY**

### **5.1 Improving enterprise managers' cross-border e-commerce awareness**

The manager of the company should strengthen the consciousness of enterprise innovation, change its concept, actively learn and understand the national policies and related technologies of cross-border e-commerce in our country, understand the current situation, developing environment and development trend of cross-border e-commerce development at home and abroad, and browse the magazine special issues of cross-border e-commerce, celebrity interviews, forums and so on. We should correctly understand the importance and significance of cross-border electricity providers and give full play to the role of cross-border electricity providers. According to the IDC review network, the number of Internet users in the world has accounted for 40% of the global population in 2014, reaching 2 billion 900 million. It is estimated that by the end of 2017, the number of Internet users will increase to 50% of the global population. In 2013, PayPal made a sampling survey of more than 5000 consumers in the world's five major cross-border E-commerce markets in the United States, Britain, Germany, Australia and Brazil, and analyzed the internal cross-border transaction data in PayPal. The conclusion was the five target markets, and the demand for Chinese commodity online shopping reached 679 in 2013. Billion Yuan, to 2018 this figure will reach 14401 Yuan. The rapid development of global e-commerce, more and more online shopping consumers through cross-border e-commerce consumption, they have a strong demand for cost-effective products, for our cross-border e-commerce opportunities to bring more.

Through the cross-border e-commerce to carry out international trade, with the help of network marketing, integration of the relationship between enterprises and overseas customers, making the transaction no longer a traditional one to one relationship, but one too many relations. It can make use of the aggregation of platform information, search for the latest market and customer needs, and carry out targeted production and sales, making the overseas purchasers and terminal consumers all possible potential customers. At the same time, cross-border e-commerce is the traditional international trade free from the time and place limit, can be sold to the whole world, expand the range of product sales, and get more opportunities to participate in international trade.

#### 5.1.1 Understanding the external environment of cross-border E-commerce

The manager of the company should strengthen the consciousness of enterprise innovation, change its concept, actively learn and understand the national policies and related technologies of cross-border e-commerce in our country, understand the current situation, developing environment and development trend of cross-border e-commerce development at home and abroad, and browse the magazine special issues of cross-border e-commerce, celebrity interviews, forums and so on. We should correctly understand the importance and significance of cross-border electricity providers and give full play to the role of cross-border electricity providers. According to the IDC review network, the number of Internet users in the world has accounted for 40% of the global population in 2014, reaching 2 billion 900 million. It is estimated that by the end of 2017, the number of Internet users will increase to 50% of the global population. In 2013, Pay pal made a sampling survey of more than 5000 consumers in the world's five major cross-border E-commerce markets in the United States, Britain, Germany, Australia and Brazil, and analyzed the internal cross-border transaction data in Pay pal the conclusion was the five target markets and the demand for Chinese commodity online shopping reached 679 in 2013. Billion Yuan, to 2018 this figure will reach 14401 Yuan. The rapid development of global e-commerce, more and more online shopping consumers through cross-border e-commerce consumption, they have a strong demand for cost-effective products, to bring more opportunities for China's cross-border e-commerce.

Through the cross-border e-commerce to carry out international trade, with the help of network marketing, integration of the relationship between enterprises and overseas customers, making the transaction no longer a traditional one to one relationship, but one too many relations. It can make use of the aggregation of platform information, search for the latest market and customer needs, and carry out targeted production and sales, making the overseas purchasers and terminal consumers all possible potential customers. At the same time, cross-border e-commerce is the traditional international trade free from the time and place limit, can be sold to the whole world, expand the range of product sales, and get more opportunities to participate in international trade.

### 5.1.2 Learning the professional knowledge of cross-border E-commerce

Although cross-border e-commerce is a new thing for some enterprises and enterprise managers, a large number of enterprises in our country have begun to develop cross-border e-commerce. The enterprise manager has the idea of self - being, in the traditional way of foreign trade, not fully aware of the importance of cross-border e-commerce to the international trade of enterprises, and has no concept on the broad prospects for the enterprise to develop cross-border e-commerce. It is far from enough awareness and attention to the development of this new trade form of cross-border

e-commerce.

Managers should change the old ideas and old ideas of cross-border e-commerce, improve their enthusiasm for cross-border e-commerce, get rid of the fear of cross-border e-commerce, have a correct understanding of cross-border e-commerce, and attach importance to the important role of cross-border e-commerce to enterprises; managers should strengthen the study of cross-border e-commerce professional knowledge. On the other hand, we can make an on-the-spot investigation, research and Study on the use of cross-border e-commerce in the market both at home and abroad, and fully understand the recognition of cross-border e-commerce on our cross-border e-commerce websites and the importance of international marketing to enterprises. The managers of the company not only have to study themselves, but also hire experts and scholars to carry out cross border e-commerce knowledge training to all layers of enterprises, drive the employees to study together, learn the relevant basic knowledge and skills of cross-border e-commerce, and use incentives to reward employees who have outstanding contributions in the process of enterprise cross-border e-commerce development. There is a fear of ignorance. Only in a comprehensive understanding of cross-border e-commerce will the real importance and application of cross-border e-commerce be used, and cross-border e-commerce will be used to create benefits for the enterprise.

## **5.2 Strengthening the internal infrastructure construction of enterprises**

### **5.2.1 Optimize the organization of operation center**

The development of cross-border e-commerce will inevitably result in the lack of an organic and coordinated system. A temporary institution can be set up first to co-ordinate and manage the coordination between the various departments and personnel after the expansion of the enterprise, and the factors in all aspects are integrated together, and then the organization is cancelled. And optimize the company's operation center; increase the introduction of talents, set up the operation Department, commodity department, marketing department, sales department and logistics department. Refine the responsibilities of various departments to avoid loopholes in management. The operation Department is responsible for the internal resources of the team from top to bottom to integrate, plan, organize, follow up the operations of the team, and control the overall situation, comprehensive overall planning, and control the direction of the team. According to the market sales trend, the commodity department will customize the sale of goods, foresee the trend of the market, quickly and accurately order the order, follow up the goods arrival cycle, analyze the data of the goods and pay attention to the sales rate of the goods. The promotion department is responsible for improving shop flow, enhancing marketing results and reducing costs by means of through-train, drilling, exhibition and

activities according to traffic indicators. The marketing department is responsible for the project promotion positioning and the theme planning and design work, through its own theme marketing and integration platform activities to enhance the buyer's shopping experience, at the same time enhance the marketing effect and provide the store conversion rate. The sales department is facing the consumer directly, with the best service attitude, using the sales skills, looking for and satisfying the buyer's demand, and providing good after-sales service, providing the buyer's good customer experience. Logistics department manages inventory, arranges distribution, delivery and other logistics related matters. Each department should also set up an organization to make clear division of labor for each employee, so that there is no corner and no blank space. In addition, the company should adjust the organizational structure of the company, optimize and rebuild the existing process, and finally meet the needs of customers, market oriented, and adapt to the new development of the company's business.

#### 5.2.2 Optimize the organization of operation center

Talent is the foundation of an enterprise. When developing cross-border e-commerce, companies must cultivate and introduce talents. Cross-border e-commerce needs professional talents of "e-commerce + foreign trade", and also master international logistics, national culture and laws and regulations of different countries, and comprehensive talents who can communicate with foreign consumers in foreign languages. For the company, first of all, we should increase the training of the employees within the enterprise. We can regularly employ cross-border e-commerce experts or professors to carry out basic knowledge training to the employees, so that employees can fully understand the key role of cross-border e-commerce to the society, the economy and the development of their own. Through the further training of the network marketing operation skills, cross-border logistics, business negotiation and other aspects of the staff, the staff training more professional cross-border e-commerce personnel. Secondly, we can recruit professional talents in the way of recruitment; new employees will bring new ideas, new ideas and new methods to the company. At the same time, it can add pressure to the old employees and stimulate the crisis awareness, fighting and potential of the old employees. In the end, the enterprise can strengthen the cooperation with the University, establish the practice base of college students, make use of the students' cold summer vacation time, provide students with the opportunity of internship, so that the students can truly transform the textbook knowledge into practical operation, and provide more suitable candidates for the enterprises.

### 5.3 Improving the competitiveness of enterprises

All along, speaking of "made in China" is another way of saying that products are cheap, of low quality, and lack of technological innovation. Chinese commodities have always been criticized in the international market, and even our consumers tend to be foreign goods at the same price and quality. In order to develop the international market, Chinese enterprises should not only attract consumers by price advantage, but also ensure quality. Therefore, the company should tend to use non price means to compete with competitors, improve product quality and win the reputation of quality. The key to improving product quality is to improve production technology and production process. The product itself has a high requirement for technology. It must pass through many processes, such as grinding powder, powder making, granulating, curing, drying and so on, but there is a certain gap between the current technical level and the technical level abroad. In order to improve the technical and technological level, on the one hand, we can introduce advanced equipment and technical personnel at home and abroad, train the employees responsible for production, improve production capacity and level. On the other hand, we can cooperate with universities, strengthen technological innovation and research and development ability, and provide funds and technical support for colleges and universities. Colleges and universities will improve technology and technology into scientific research projects. The production line should be increased and the production line should be optimized and upgraded to improve production efficiency, so as to improve production capacity, increase production and meet the increasing consumption ability of foreign countries.

#### **5.4 Make full use of the network platform**

##### **5.4.1 Choosing the right cross-border e-commerce platform**

At present, there are three main modes of cross-border e-commerce business in export enterprises. One is through the self built e-commerce platform, the two is to serve the e-commerce platform through transaction, and the three is through the cross-border e-commerce platform of third parties. The common point of these three forms is to complete cross-border transactions by building an e-commerce platform. The cross-border e-commerce platform can effectively integrate the supply chain, and promote the business to gradually develop into the direction of the whole process across the border. On the one hand, more and more domestic and foreign food enterprises and consumers are attracted by the influence of the expanding network platform, and have joined cross-border electricity providers. On the other hand, the cross-border e-commerce platform has reached cooperation agreements with the inspection and quarantine departments at home and abroad, the customs, the payment institutions and the logistics system, which has improved the efficiency of customs clearance, improved the logistics

speed, realized the security and convenience of the consumer payment, and improved the overall environment of cross-border e-commerce. In particular, such as companies, cross-border e-commerce development is still in the beginning or in the primary stage; relying on the enterprise itself to complete all cross-border e-commerce links is very difficult.

The company should actively evaluate the cost and cost of cross-border e-commerce platform and the possible profits. Enterprises in cross-border e-commerce platform need to pay a certain amount of cost, especially the service type platform, the charge is higher. If the company does not carry out careful and careful evaluation of the cost of income, then after investing a lot of cost in the enterprise, the income is not worth the cost input, not only does not obtain the ideal marketing effect, instead, it has not achieved the effect of marketing. It will make the company face a lot of market risk. We should investigate the options of various cross-border e-commerce platforms, make a comprehensive evaluation according to the business situation and market conditions of the enterprises, and determine the optimal scheme for the ratio of cost and income.

#### 5.4.2 Improving the performance of its own website

When building a website, the company should set up a lively and interesting main interface module, a user communication platform module and a user personal information module for the website. In order to realize the multilingual web site, the website can be presented in the mother tongue of most consumers, and the translation should be accurate and conform to the reading habits of the foreign consumers. We should dynamically manage, maintain and upgrade the website, maintain the stability of the website, and ensure that there is no carton and delay during the visit and transaction.

It is necessary to update the goods, daily recommended information, preferential information, successful transaction records, and the sales volume of every commodity, so that customers can understand the property and information of the business to the maximum when browsing the web, and can complete the purchase, consultation, order and payment more quickly and more efficiently. To provide personalized recommendation functions according to customer purchase records and search records, not only to facilitate customers to search for goods, but also to make customers feel more individualized and more willful.

Since it is online shopping, you cannot avoid browsing the shop page. The enterprise website is the first portal for the foreign consumers to understand the enterprise. In order to make more customers know the self built website, Xiang commerce and Commerce



Limited Company should increase the promotion of the website. More commonly used promotion methods are: search engine optimization promotion, cross-border e-commerce platform promotion, station promotion platform, news soft text promotion and video marketing promotion. Search engine optimization promotion that is called SEO, through the optimization of the web site to achieve the website search engine ranking rise, foreign comparison commonly used search engines have Google, Bing, YAHOO search Yahoo! Search, Ask, and so on, search engine optimization and promotion often takes a long time, which depends on Optimize the optimization ability of personnel and the competition degree of website keywords. It can be popularized on the cross-border e-commerce platform, which is a more effective way of promotion. It can be transferred and sold directly to the product. In addition, the high credibility and good quality of the price ratio are widely known; Ad Network, the platform between the network station and the advertiser, which sells advertising space, is more common. It is also possible to popularize news soft text by spreading in large industry portal or large web site. This way is more and more adopted at present, but it is necessary to pay attention to the authenticity of the content, the value type of content and the direction of promotion of content.

### **5.5 Strengthening the core competitiveness of enterprises**

In the development of cross-border e-commerce, the company should highlight its own advantages and adapt to its own characteristic road, so as to achieve small and special, spiritual, reliable, fast and special advantages, fully with the advantage of cross-border e-commerce in the global economic globalization environment, to maximize the professional quality of its own aspects and to develop into a broad international market. The company should consider the long-term development. First, we should attach importance to the establishment and consolidation of its own brand, build and develop the healthy and green brand image of the enterprise, break through the limitations of the traditional market at home and abroad, and build the brand culture of the enterprise to promote the healthy, sustained and long-term development of the enterprise. Secondly, we should attach importance to the development orientation of the enterprise, grasp the correct direction of the development of the enterprise on the basis of fully mastering the present situation of its own growth, make a precise orientation to the road of development, and avoid the curve and the wrong way. Thirdly, the managers should attach importance to the development of their own cross-border e-commerce, and take the cross-border e-commerce as a knocking brick and a powerful grip on the international market, giving positive support from thought, capital, technology and talent, and careful consideration and planning in action.

Brand promotion is of vital importance to the company. Cross-border e-commerce is the product of Internet information. In the early stages of entering the international market through cross-border e-commerce, it is necessary to give full play to the role of Internet popularization and dissemination. It has a long-term plan for brand strategy. According to its own products and enterprise positioning standard, the characteristics of its own brand and the hot spot of the Internet are put forward. The topic should be combined to promote its own brand, create its own brand characteristics, expand its brand awareness, and create a high-quality brand image. We must be patient and prepare for a long-term battle, because brand promotion is a long-term process. We must not rush to success without any overnight work. The company can first use the cross-border e-commerce platform to promote, engage in some shop activities such as coupons, full vouchers, and so on, to attract consumers through price advantages; and then actively participate in various recommendations and international exhibitions, increase the exposure rate of brands, contact various food magazines, nutrition weekly, self media, twitter, face books. And other media to create healthy, nutritional brand effect, enhance brand image; and finally through the perfect after-sales service, and constantly strengthen ties with buyers.

## **5.6 Selection of perfect cross-border Logistics**

In developing cross-border e-commerce, logistics plays a very important role. At present, the existing cross-border e-commerce logistics mode has its own advantages and disadvantages. First of all, we can make use of the perfect logistics system of cross-border e-commerce platform, and take advantage of the advantages of logistics infrastructure, so as to reduce the cost of enterprises and speed up the transport efficiency of goods. Second, strategic cooperation with other logistics enterprises can be carried out to complement each other, share interests and take risks together to form a cross border logistics alliance. When choosing the cooperation of logistics companies, we should make a comprehensive assessment from the comprehensive strength, credit, service level and price of the logistics companies, and can not only ignore the lower price and ignore the quality of service. Finally, when the company develops to a certain scale, it will establish an overseas warehouse in the exporting country. Stock can be prepared according to the forecast of the market, and then the goods will be delivered to the overseas warehouse service platform. The overseas warehouse service platform conveyed products to overseas warehouses in various countries by air and sea transportation. When the consumer is sending out the purchase behavior, it can fill in the distribution commodity information, the buyer's contact mode and the distribution address according to the overseas warehouse logistics management system online and the overseas warehouse points can be distributed according to the order details.