

The Future Development Direction and Management Mode of Enterprise Business Management

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Abstract: With the continuous development of social market economy, China's support for businesses in emerging industries, many emerging enterprise in a market economy gradually back on its feet, and to participate in market competition, to make our country enterprise in the market environment increasingly fierce competition, therefore, enterprises must shoulder responsibility of business, to ensure the good market environment, Only a green and healthy market environment can guarantee the healthy development of enterprises and solve the problems in the development process of enterprises.

Keywords: Enterprise; Industry and commerce; Market management

1. First, the importance of enterprise business management modeling

Enterprise business management professional general requirements management is strong, has a wealth of management experience, in the enterprise development, management of small enterprises in the early years of relative difficulty is small, so the management of this company can be to solve the problems, but with increasing enterprise scale, the problems we are facing more and more in the market management, This requires business managers with professional knowledge and rich experience to deal with emergencies and make the enterprise develop in a sound direction. Enterprises in the actual development process, affected by many factors, will lead to the development of enterprises limited, in an increasingly competitive market conditions, therefore, enterprises must change traditional ideas, to strengthen the understanding of the transformation of work, must have the correct self-awareness, found their own existing problems and the advantage of the enterprise now, Based on the optimized reserves on the basis of their professional knowledge of management talent, improve the work efficiency, update the new concept of business management to take people as this idea in mind, ensure the enterprise to strengthen the implementation of management problems, to constantly increase the competitiveness of the enterprise itself, exploring the new development direction of enterprise, around on the basis of the present situation of the enterprise, Constantly try new development modes to inject continuous new power into the development of enterprises [1].

2. Second, the future development direction of enterprise business management and the status quo of management mode

2.1 The level of business administration needs to be improved

At present many enterprise's management level is not high, will affect the enterprise daily work development, have a negative impact to the enterprise image, many enterprises are not scientific and reasonable business management process, to develop a specification, although some companies recognize the importance to innovate the management pattern, but the development of the enterprise is affected by many factors, Due to the constraints of some conditions, enterprises can not carry out the reform smoothly, and there is competition among some enterprises, they are wary of colleagues and lack of daily communication, and the lack of communication between departments will also affect the implementation of enterprise management system.

2.2 Vague concept of development, lack of long-term management planning.

Many enterprises in the early stages of the creation of entrepreneurs, there is no set of planning for future development, part of the small micro enterprise itself is not clear, also don't have the larger on management to determine a clear direction, some entrepreneurs to believe that as long as I have the skills to on the one hand, able to take hold in the market I can with the skills to stand out, some entrepreneurs think, As long as I have financial strength, I can run the enterprise well. But in the real enterprise application, if the enterprise lacks long-term planning and scientific and reasonable management ability, it cannot have long-term development in the market economy. In real cases, many entrepreneurs do not understand the knowledge of business management and are not clear about the procedures, wasting unnecessary time on this. They did not hire professional personnel to help them deal with these businesses, so they spent a lot of time and money. And the relevant management departments did not conduct entrepreneurial training and guidance for these emerging entrepreneurs, did not tell the entrepreneurs, for the emergency plan when the risk comes, the entrepreneurs are

completely with one's own enthusiasm and subjective will to establish enterprises. Coming of the risk, can cause because of the lack of an effective emergency plan, lead to these emerging enterprises and small micro enterprise failures etc. Phenomenon, in the process of business did not achieve the development of the complementary of dislocation competition, everybody likes aimed at a copy, the enterprise all flock, caused the competition in the homogeneity of the products.

2.3 Inaccurate positioning of enterprise development and lack of innovative spirit

Many small and micro enterprises in the process of development, their own positioning is not accurate, did not make the corresponding development plan and management plan, enterprise management did not make detailed development goals. How much is the shipments this year, for example, to achieve the goal of this year, and what way how to guarantee the realization of the target is not set up reasonable and standardized business plan, sometimes just the development of the nature or the simple idea, is the founding money and some people began to register a company, some entrepreneurs not to conduct a comprehensive investigation to the market. Many young people now just don't want to work for others and want to be their own boss to start a new business^[2]. And is a single goal, some people just want to earn much money, but did not do a good job or how to investigate to take a more effective way to reduce the risk of entrepreneurship, in many cases, most entrepreneurs are individually, and some entrepreneurs are seen others do what can make money quick success is imitate others, lack of innovation, and enterprise development is the most important is innovation, Enterprises without innovation, there is no competitive, and our country's many enterprises are like on the imitation, resulting in our country there are a lot of homogeneity of the enterprise, causes this kind of phenomenon, is because the innovation itself need the money more risky, so some entrepreneurs do not want innovation, our country social or insufficient government investment fund, As a result, some enterprises do not want to innovate, and enterprises can obtain the effect of low cost and high interest by imitation and reap profits in the short term. Therefore, many enterprises are making efforts in imitation.

3. Third, the future development direction of the enterprise and the measures of the management mode

3.1 Enterprises should reasonably adjust and integrate the resources they have

The enterprises should strengthen the efficiency of resource use, to make enterprise benefit maximization, the two most important aspects of the business management process is the quality and efficiency, so entrepreneurs should grasp two things that are important to use its own resources, the management work more seriously, to ensure that the work goes well, to carry out the enterprise only has the high efficiency of business management activities, Only in this way can the development of the enterprise be more stable, and the inter-connection between various departments within the enterprise be strengthened, so as to promote the rapid improvement of the business management process and efficiency^[3].

3.2 Determining the direction for future development

In the future development process, we should recognize the characteristics of the enterprise, conduct in-depth research and planning, and integrate our strengths with the actual market demand, so as to determine the development direction and overall plan of the company in the next step. The development of the company must have a clear overall development direction, to establish and improve the founder of the system, carry out scientific development indicators to everyone's daily work, let everybody can see what their goals achieved the degree, and then adjusted, so as to promote the company's management will be developed to adapt to The Times development.

3.3 Establish modern enterprise management philosophy and adapt to the development of The Times

Enterprises must adhere to the renewal of enterprise management concept, improve the quality of enterprise management, improve enterprise management strategy. Good management ideas can improve the quality of enterprise management. Enterprise management concept and management criteria should change with time. No matter when and where, development is the most important. In business activities, it is necessary to have a clear understanding of modern business management concepts, so that the company can always maintain the space and prospect of development under the complex business conditions, so as to achieve maximum business benefits and ensure that the company has been developing in a benign direction.

4. Conclusion

To sum up, under the intense market competition to obtain more benefits, it is necessary to accelerate the operation and management of enterprises, improve their management skills and attention to the administration for industry and commerce, by adopting scientific and reasonable methods, timely processing enterprises in the various problems in practical business management work, only to deal with these existing problems as soon as possible, Can further promote the normal business management work, in order to maximize their economic benefits, to ensure the long-term development of the company. Enterprise managers must constantly improve their management and practical skills in the continuous work, so as to provide strong support for the development of the company, so as to gain a foothold in the fierce market environment.

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