



# **Analysis on the Innovation and Countermeasures of the Management Mode of Pesticide Industry**

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**Abstract:** Pesticide industry is closely related to crop industry. With the stricter supervision of crops by the state, the people have higher requirements on the quality of crops. The development of pesticide industry is also facing comprehensive and profound reform. This paper discusses the problems existing in the business model of pesticide industry and the innovation and countermeasures of business model of pesticide industry, hoping to promote the healthy development of pesticide industry in China by analyzing the innovation and countermeasures of business model of pesticide industry.

**Keywords:** Pesticide Industry; Business Model; Problem Analysis; Innovative Countermeasures

The development of pesticide industry is not only related to the supply and demand of crop industry, but also related to the ecological environment, agricultural economy and other issues. In recent years, China attaches great importance to the transformation of pesticide industry, and advocates the reform of traditional pesticide industry management mode with new ideas and new methods. In this process, although some enterprises have made outstanding achievements, some enterprises are still trying and exploring, and have encountered various problems. To explore the innovation and Countermeasures of pesticide industry business model is to give more inspiration to related enterprises.

## **1. Problems in the management mode of pesticide industry**

### **1.1 Relatively backward business philosophy**

Business philosophy will affect the operation of enterprises in all aspects. At present, in the pesticide industry, some enterprises' business philosophy is relatively backward, mainly in these aspects: on the one hand, in the process of pesticide enterprise operation, some pesticide enterprises are gradually expanding in scale, but the business philosophy is stagnant. For example, some pesticide enterprises lack of systematic "operation system", and the management of employees mainly depends on their own and self-consciousness, without corresponding supervision and management post, which leads to sudden situations in the operation process and affects the normal production of enterprises; on the other hand, in the operation process of pesticide enterprises, the business philosophy of some pesticide enterprises is too conservative [1], with the philosophy that no need to change the business mode as long as making profit. With certain particularity for pesticide industry, some pesticide products with high irritation and toxicity are easy to pollute the environment. At present, protecting the ecological environment is not only the call of the state, but also the appeal of the people. If the business model is not improved, it is difficult for pesticide enterprises to adapt to the new market environment.

### **1.2 Too single sales mode**

For pesticide enterprises, "sales" is an important link. At present, some pesticide enterprises have encountered many bottlenecks due to the single sales mode. First, in the operation process of pesticide enterprises, although the output

and sales volume of some pesticide enterprises have declined, but the number of staff and the corresponding hardware expenses has not decreased. In this case, the problem that can be solved by one salesman becomes shared by two or even three salesmen. As the competition in the pesticide industry intensifies, large-scale sales may not necessarily achieve ideal results; second, in the process of operation of pesticide enterprises, some pesticide enterprises rely too much on offline sales and do not properly expand online sales channels in combination with market demand [2]. Although some enterprises have a certain anti risk ability, but it is difficult to adapt to the large market environment by relying on a single offline channel for sales, which is not conducive to improving the competitiveness of enterprises.

### **1.3 Limited product development**

From the national perspective, the research and development of pesticide industry in China needs to be strengthened. Now, the limitations of product research and development are mainly reflected in: on the one hand, in the process of operation of pesticide enterprises, some pesticide enterprises do not pay attention to product research and development, and invest the main funds in production and sales. Especially after the increase of market competition, the proportion of funds used by enterprises for advertising marketing is also increasing. Due to the limitation of capital investment, it is difficult for pesticide enterprises to make breakthroughs in product research and development, and cannot keep pace with the pace of enterprise transformation and green agriculture. On the other hand, in the operation process of pesticide enterprises, some pesticide enterprises only focus on the pesticide itself [3], ignoring the pesticide packaging and pesticide use methods, and do not pay attention to the optimization and upgrading in these aspects. With the increasingly strict supervision of pesticide use by the state, the pesticide brands with “more convenient”, “safer” and “more efficient” will be more easily accepted by the people.

## **2. Management mode innovation and countermeasures of pesticide industry**

### **2.1 Innovative business philosophy**

In the development process of pesticide enterprises, business philosophy also needs to be improved. In order to better innovate the business philosophy of pesticide enterprises, these aspects can be improved: on the one hand, in the process of pesticide enterprise operation, with the continuous growth of the scale of pesticide enterprises, the business philosophy should also keep pace with the times. For example, when there are not many employees in a pesticide enterprise, the rules and regulations can be reduced and simplified. However, when the scale is large, it is necessary to establish a systematic “operation system”, emphasizing the responsibility of each person, so that each staff can clearly define their own post responsibilities and do a good job in every detail of the enterprise’s business process. In order to better supervise and urge employees, the corresponding supervision and management posts can be set up by the pesticide enterprises to regularly inspect all business links and ensure the normal operation of enterprises; on the other hand, in the process of operation of pesticide enterprises, the business philosophy of pesticide enterprises should not be too conservative [4], both enterprise leaders and employees should have the spirit of learning and constantly absorb advanced experience business philosophy. Under the call of the government to vigorously promote green agriculture, the business philosophy of pesticide enterprises should gradually change from “short-term profit” to “sustainable development”, for better adapt to the new market environment.

### **2.2 Innovative sales model**

First, in the process of operation, pesticide enterprises should combine their own actual situation to optimize the industrial structure and realize the optimal allocation of resources. Especially in the sales link, they should change from “ huge-crowd strategy “ to “elite strategy “, strengthen the comprehensive ability of sales personnel, and offer them the opportunity to take charge of their own affairs. In this way, not only can human costs are saved, but also making better exercise and better development for employees; second, in the process of pesticide enterprises’ operation, the marketing ideas of pesticide enterprises should be opened. In the information age, pesticide enterprises should not only do offline sales, but also expand online sales channels in combination with market demand [5], Such as Taobao, Jingdong, Pinduoduo and other large-scale e-commerce platforms as well as group buying, promotion and other marketing programs. Pesticide enterprises should be good at using the advantages of information platform to promote

their products through multiple channels. For example, the advertising marketing of some pesticide enterprises is “selling fertilizer and delivering medicine”, which can solve the needs of the people at one time, so that the people can buy the products, with services.

### 2.3 Research and development of innovative products

Some pesticide enterprises think that product research and development is the back-end, the front-end should be focused, namely, sales. However, without a strong back-end, it is difficult to do front-end market well. From the perspective of innovative product research and development, pesticide enterprises can practice from these aspects: on the one hand, in the operation process of pesticide enterprises, the capital investment of pesticide enterprises should be rationalized, not only to supporting the production and sales links, but also increasing the investment in product research and development. Pesticide enterprises should establish the “research and development + sales integrated management system”: (1) improve the research and development direction according to the market demand of the sales; (2) design the corresponding sales plan according to the highlights of product research and development. In a word, pesticide enterprises should open up the communication channels of research and development and sales, so as to maximize the value of product research and development. For example, with the avocation of green agriculture by the state, the research and development department should design pesticide products from the perspective of reducing pollution, which can not only meet the market demand, but also bring the vitality of sustainable development to enterprises; on the other hand, in the process of operation, pesticide enterprises should not only innovate pesticide products, but also innovate pesticide packaging and pesticide use methods. In order to make efforts towards the direction of “more convenient”, “safer” and “more efficient”, pesticide packaging should be designed in strict accordance with the national standards, and pesticide use methods [6] should be developed to “control release”, “dust-free”, “water-based” to highlight the advantages, such as suspension agent, water dispersible granule, water emulsion, etc.

## 3. Conclusion

The innovation of business model of pesticide industry is a systematic project, which needs to be promoted step by step. In addition to innovation, relevant enterprises should have mature thinking and implement a series of innovative schemes that can be implemented in combination with their own situation. In this process, although enterprises will encounter a variety of problems, the process of solving problems is exactly the process of enterprise transformation and development. Many pesticide enterprises in China should realize that the difficulties are only temporary, and the innovation of business model of pesticide industry is the trend of the times. Only by facing the trend can we help the stable development of pesticide enterprises.

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