

The Business Development of Enterprises in the Post-Epidemic Era

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Abstract. With the global spread of the novel coronavirus, Chinese enterprises are facing unprecedented challenges and opportunities. This paper aims to explore how Chinese enterprises respond to challenges, seize opportunities, and achieve sustainable development after the pandemic. The COVID-19 pandemic presents both challenges and opportunities for global businesses. The development of Chinese enterprises after the pandemic needs to take corresponding measures to cope with problems such as declining market demand, supply chain disruption, financing difficulties, and brain drain. By adjusting market strategies, optimizing supply chains, strengthening financing capabilities, and attracting and retaining talent, Chinese companies can seize opportunities and achieve sustainable development. In the future, as the epidemic is gradually brought under control and the economy gradually recovers, Chinese enterprises should continue to strengthen internal management and improve their own strength and market competitiveness, so as to achieve sustainable development. This paper discusses the difficulties and challenges faced by enterprises, solutions, research methods and data sources, research results, conclusions and impacts.

Keywords: Business development, post-epidemic era, market strategy.

1. Introduction

The coronavirus appeared in 2019 at the end of December, and this pandemic caused really serious problems to China's economic system. According to incomplete statistics, in the first season of 2020. China's Growth in Domestic Product decreased by 6.8% usual, and in the most effective province of the virus--"Hebei". the first season's GDP was down nearly 39.2%, this data was such a huge change. As time went by, the pandemic was controlled by the world. Also on December 5th, 2022, the Chinese government announced the pandemic was ending in China. So, in 2023's society lots of companies restarted their plan and recovered before the pandemic. Right now, Chinese companies should focus on how to survive and develop in future are the crucial point.

So, this paper will study the impact of the epidemic on enterprise operation, digital transformation, supply chain reconstruction, corporate social responsibility, emerging market opportunities, innovation and risk management, talent development and recruitment, etc., and provide some better references for multiple Chinese companies' operations and development.

2. The Impact of the Epidemic on Business Operations

2.1. Successful Experiment

The pandemic has significantly and broadly affected how businesses operate. From the standpoint of the sales market, the pandemic has caused alterations in consumer behavior, and a growth in the share of online sales, and businesses must adjust to the new conditions in the marketplace. From the standpoint of business operations, the outbreak has resulted in issues including supply chain disruption and production blockage for enterprises. In order to handle uncertainty, businesses must implement adaptable business strategies.

The pandemic's unparalleled effects have presented China with a once-in-a-lifetime opportunity. The country led the charge in containing the disease and quickly recovered, offering a unique supply of resources and a safe haven for capital to an alarmed international community. In the short term, China should actively take advantage of the "time and space difference" caused by the epidemic to

expand exports, while avoiding imported inflation caused by global anti-crisis stimulus policies. In the medium to long term, it should make full use of the institutional effectiveness of China's fight against the epidemic to create a more favorable international investment environment. While accelerating the reform of the domestic health system, industrial transformation and upgrading, and integrated development of information technology, it should intensify the reform centered on intellectual property protection and investment facilitation, and further promote international economic cooperation [1]. Because of the home-based quarantine policy proposed by the epidemic countries and local government departments, people cannot go out normally in the first few months of 2020. So, a lot of people get really bored. Some people choose to spend these days reading books or doing aerobics, but most people choose to spend time with technology and digital devices. For example, Bilibili, Netease, and TikTok these apps are really famous people and the profitability of these companies has improved significantly. Another successful example was Tiktok's parent company--Bytedance, this company spent 630 million to buy a movie produced by a famous actor, producer Xu Zheng. This movie brought a big profit and success investment for ByteDance. As can be seen, there were also some good impacts for companies in epidemic times.

2.2. Digital Transformation

Like the Chinese makeup brand HUA XI ZI, more and more businesses are choosing to use virtual images as a new marketing tactic as a result of the ongoing development of digital technology and the rise of the metaverse. This article defines virtual image marketing and examines its causes. Digital transformation has become a significant trend in the development of businesses. Through digital transformation, businesses can improve production efficiency, optimize business processes, and enhance market competitiveness. To achieve the goal of digital transformation, businesses must plan from a strategic level and pay attention to talent training and technical investment. The "flower" marketing strategy and its effect are based on the SWOT theory and put forward suggestions for its future development strategy [2]. In 2017 HUA XI ZI started their business from e-commerce, which means before the pandemic, this company had their internet followers. This laid a solid foundation for the future, so when 2020 the coronavirus came into our lives, lots of ladies could not buy any famous makeup like Channel and Dior. These people have their eyes on domestic makeup brands, so this is the best chance for Hua XI ZI to show themselves. That's the reason why in the epidemic, when it comes to TikTok and various videos, those who bring goods bloggers strongly recommend the reason for Hua XI ZI. In addition, Huaxizi often holds offline user gatherings to penetrate the brand concept of Huaxizi to users in the form of face-to-face. Classic offline activities such as 2020 Chinese Valentine's Day, made a special product for this special day. It not only brings the consumers the things they use but also a kind of surprise and romantic for them.

2.3. Supply Chain Reconstruction

In the post-epidemic era, the supply chain is a challenge that enterprises must face. Enterprises need to re-examine their supply chain strategies to cope with the impact of the epidemic. Specifically, enterprises need to optimize supplier selection, reduce inventory, and improve logistics efficiency to ensure the stability and flexibility of the supply chain [3].

The value of logistics is embodied in logistics utility. Logistics utility includes time utility and space utility. The time utility of logistics is to eliminate the time difference between the "thing" from the supplier to the demander, which is manifested in two aspects: shortening time and changing time difference. Accelerating material flow speed and shortening logistics time can reduce logistics losses, reduce logistics consumption, accelerate logistics turnover and save logistics resources. Therefore, the shorter the material flow time, the faster the capital turnover and the higher the rate of capital appreciation. Nowadays, the logistics industry is more and more stringent for timeliness requirements, and the cargo owners are also more and more demanding for timeliness [4]. The SF Express caught the last bus of the old period of time that had lots of competition with lots of express companies, right now, The SF Express almost controls most of the physical distribution. For example, if one bought a

delivery yesterday, deliver today, maybe tomorrow one can get my package. It's really fast and really beneficial for my life.

2.4. Corporate Social Responsibility

The practice of corporate social responsibility has grown in importance within business management. Businesses must actively carry out their social obligations and consider social rewards in addition to commercial ones. Businesses may enhance their reputation and social image, resulting in long-term growth, by focusing on environmental preservation, worker welfare, and customer rights and interests.

Businesses should focus on improving the managers' business management skills because this will enhance employees' business acumen, facilitate the growth of their theoretical knowledge in the fields of industry and commerce, and heighten employees' sense of accountability for enhancing the enterprise's output. The business management system forms a standardized and systematic business management system to ensure the good operation of enterprise business management promote the improvement of the overall water of enterprise business management, and improve the enterprise industrial management model so that enterprises can comply with the new requirements of society for enterprises in the new economic environment in the new era. To lead enterprises to the road of rapid development and ensure the health and good operation of enterprises [5].

The protection of financial consumer rights and interests has become one of the focuses of international financial regulatory reform in the post-crisis era. Over the years, China has paid more and more attention to the protection of the rights and interests of financial consumers and has formed an "internal peak" model for the protection of the rights and interests of financial consumers under the pattern of "one committee, one line, two sessions", and the working mechanism for the protection of financial consumer rights and interests has been continuously improved [6].

On the basis of systematically summarizing and analyzing the current situation and shortcomings of financial consumer protection work, this article actively draws on the legislation on the protection of financial consumer rights and interests of developed countries such as the United States, the United Kingdom, and Australia, the establishment of regulatory agencies, the construction of diversified financial dispute resolution mechanisms, financial consumer education, etc. Practical experience, put forward policy suggestions, in order to promote the improvement of the protection of the rights and interests of financial consumers in China. As can be seen, cultivating social responsibility is very important for an enterprise, if an enterprise doesn't have a social responsibility, this company won't be long and its products will be nothing. Consumer feedback is also one of the most important, do regular market research or try to invite some fans who support your product to do some product feedback to make sure your product is active in the market. As for employee benefits and salary conditions, they can be adjusted as appropriate under the guarantee of legality.

3. Emerging Market Opportunities

3.1. Chances

In the post-epidemic era, opportunities in emerging markets are increasing. For example, consumer demand has changed, and new technology trends continue to emerge. Enterprises need to keenly seize these opportunities and actively expand new market areas. Through innovative product and service models, enterprises can meet the needs of consumers and achieve rapid development.

China is one of the major rising markets, and its massive population and quick rise in consumer spending have drawn the attention of several multinational companies (MNCs). On the other hand,

the false belief that the Chinese market is homogeneous frequently makes it challenging to determine market demand and implement successful tactics. looks at the differences between Chinese customers in seven different geographical marketplaces. According to data from a nationwide poll, there are notable differences between consumers from different areas when it comes to their purchasing power, views, lifestyles, usage of media, and consumption habits. When entering inland regions, multinational corporations (MNCs) had to use prudence, adjust to the specific market circumstances, and formulate enduring tactics [7].

China's economic development momentum is off to a good start, contributing to the recovery of the world economy and bringing confidence and opportunity. While actively building a new development pattern, also through the China International Consumer Goods Expo, China International Import Expo, etc. The exhibition platform conveys the voice of China's demand to the world and provides more markets for countries' field development opportunities. Chinese enterprises should seize the lead after China brought the epidemic under control, we will have a period of strategic opportunities to re-create driving forces for economic development and accelerate structural reform [8].

For instance, the well-known brand LANVIN offers a line of shoes called bread shoes. There are many fans of these sneakers. However, since these shoes weren't original, Chinese shoe companies like "Ocai" and "Old Order" want to produce similar footwear and win over some customers. These well-known bread shoe companies provide superior quality at a reduced price to entice customers to buy. At the moment, almost all Chinese shoe enthusiasts are familiar with and purchase such brands.

3.2. Talent Development and Recruitment

Talents are an important driving force for enterprise development. In the post-epidemic era, enterprises need to pay more attention to talent development and recruitment. First of all, enterprises should attract and retain outstanding talents by providing training and development opportunities. Secondly, enterprises need to improve the recruitment process and clarify job responsibilities and selection criteria to ensure the recruitment of suitable talents. In addition, enterprises can also explore outstanding talents and provide them with a good career development platform by cooperating with universities and research institutions [9].

In this socio-economic climate there may still be a budget for talent development, but it might not be as much as it has grown accustomed to. Due to talent shortages and market competitiveness, firms have had difficulty keeping quality staff over the past few decades, which has forced executives to enhance their human resource strategy [10]. Rather than developing talent inclusively, organizations frequently source exclusive talent development. Exclusive describes a firm's propensity to pick only individuals who are recognized as performers from their elite pool of candidates or, in the event that demands emerge, to employ top talent from outside the organization.

4. Conclusion

In the post-epidemic era, enterprises face many challenges and opportunities in business development. Through in-depth research on the impact of the epidemic on enterprise operations, digital transformation, supply chain reconstruction, corporate social responsibility, emerging market opportunities, innovation and risk management, and talent development and recruitment, enterprises can formulate targeted strategies to cope with uncertainty and seize market opportunities. In this process, enterprises need to pay attention to flexibility and innovation, and constantly improve their competitiveness to adapt to the changing market environment. It is hoped that after the epidemic, Chinese enterprises, economy, and development can be greatly improved, seeking welfare for people and promoting social development. However, in this paper, the data and details about the operation of various companies are incomplete. It is hoped that future research can make up for these shortcomings.

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