

Chinese Chain Shop Enterprise Management Status Quo and Countermeasures

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Abstract: This paper analyses the status quo faced by the management of Chinese chain shop enterprises in four aspects: imperfect brand building, single business model, serious brain drains, and unstandardized internal management. Thus, it puts forward four countermeasures: strengthening brand building, diversified operation, establishing talent training mechanism, and standardising internal management. The final countermeasures to implement the four-point proposal: the introduction of professional organisations, strengthen the R & D capability, the establishment of training systems, and strengthen the internal supervision. The final conclusion: the current situation of China's chain shop enterprise management has some problems, but also has a huge space for development. Strengthening brand building, diversification, talent training and standardisation of internal management are the keys to solve the problems. Through the implementation of effective countermeasures, China's chain shop industry will be able to achieve more effective competition and sustainable development, contributing to the enhancement of China's economy.

Keywords: Chain Enterprises; Management Status Quo; Countermeasures.

1. Introduction

With the rapid development of China's economy, chain shops have risen in various industries. Chain shop enterprise management not only concerns its own competitiveness and development, but also directly affects the healthy development of the whole industry. In this paper, we will analyse the current situation of chain shop enterprise management in China and put forward effective countermeasures to promote a more healthy and sustainable development of the chain shop industry.

2. Analysis of the Current Situation

Imperfect brand building. Imperfect brand building is a prominent problem in the status quo of China's chain shop enterprise management. Many chain shops have not invested enough in brand building and have not formed a unique brand image and personalised service experience. This has led to fierce homogeneous competition in the market, and consumers are often unable to distinguish the differences between different chain shops, reducing brand loyalty and market competitiveness. Some chain shops lack a unique brand image and positioning, resulting in a lack of consumer recognition of their products and services, thus reducing the competitiveness of the enterprise.

Single business model. Single business model is another problem in the current situation of China's chain shop management. Many chain shops still use the traditional offline sales model, lack of innovation and diversification of business methods. With the rapid development of the Internet and the change of consumers' shopping mode, chain shops need to be more flexible to adapt to the market demand, carry out multi-channel sales combining online and offline, and provide more diversified products and services in order to gain a competitive advantage. The business model of most chain shops is based on low-priced competition, ignoring the improvement of product quality and service, which makes the competition in the industry more and more intense, and profit

margins are gradually squeezed.

Serious brain drains. Serious brain drain is another major problem in the current situation of China's chain shop enterprise management. Due to the fierce competition in the chain shop industry, many enterprises have deficiencies in talent training and incentives. Employees do not have a clear career development path and promotion opportunities, the lack of training and promotion opportunities, resulting in their easy turnover. And the loss of talent not only has a negative impact on corporate image and operations, but also increases the cost of manpower and the time cost of training new people. Due to the chain shop business management generally poor promotion channels, unfair treatment and other issues, resulting in a serious brain drain, the enterprise is facing the plight of talent fault and poor employee stability.

Internal management is not standardised. Internal management is not standardised is also a key issue in the status quo of China's chain shop enterprise management. Many enterprises in the management system, processes and division of responsibilities in the presence of imperfections and irregularities. In this case, the operation efficiency of enterprises is low, management is chaotic, and all kinds of problems and disputes are prone to occur. Some chain shop enterprises have many problems in internal management, such as frequent staff turnover, unsound system, imperfect supervision mechanism, etc., which leads to inefficiency and waste of resources.

3. Countermeasures Proposed

Strengthen brand building. Chain shops should focus on creating a unique brand image and positioning, improving consumer recognition of the brand through product innovation and service upgrades, and establishing a long-term stable consumer relationship.

Diversification. In addition to low-priced competition, chain shops should also focus on product quality and service improvement, through differentiated business strategies to meet the diversified needs of consumers and improve the competitiveness of enterprises.

Establish talent training mechanism. Chain shops should optimise the talent training system, formulate career development plans and incentive mechanisms, provide broad promotion space and reasonable remuneration, to attract and retain outstanding talent.

Standardise internal management. Strengthen internal management, establish a perfect organisational structure and system, strengthen personnel mobility management, improve work efficiency and resource utilisation, and reduce management costs.

In general, Chinese chain shop enterprises should strengthen brand building, focusing on brand image shaping and improving service quality. In addition, they also need to change their business model, actively expand online sales channels and provide more diversified products and services. At the same time, enterprises need to strengthen the construction of talent training and incentive mechanism, provide a clear career development path and promotion opportunities to improve the sense of belonging and loyalty of employees. Finally, strengthen internal management and establish standardised management systems and processes to ensure efficient and orderly operation of the enterprise.

4. Countermeasure Implementation

Introduce professional organisations. Chain shops can introduce professional brand building and market research organisations to help enterprises develop reasonable brand positioning and development strategies according to market demand.

Strengthen research and development capabilities. Chain shops can increase investment in research and development personnel to improve the quality of products and services to meet consumer demand for high-quality goods and personalised services.

Establish a training system. Chain shops should establish a perfect training system, provide professional skills training and career development planning for employees, and improve the comprehensive quality and professional ability of employees.

Strengthen internal supervision. Chain shops can strengthen the supervision and assessment of managers at all levels by establishing an internal supervision mechanism, standardising internal processes and improving the transparency and efficiency of management.

5. Conclusion

There are some problems in the current situation of China's chain shop enterprise management, but there is also a huge space for development. Strengthening brand building, diversified operation, talent cultivation and standardisation of internal management are the keys to solve the problems. Through the implementation of effective countermeasures, China's chain shop industry will be able to achieve more

effective competition and sustainable development, contributing to the enhancement of China's economy.

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