

Marketing Innovation and Risk Management in the Implementation of Small and Medium-sized Enterprises in the New Period

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Keywords: Marketing; Innovation; Risk management; SMEs; New era

Abstract: Small and Medium-sized Enterprises (SMEs) are an important part of economic market in China. Marketing means is the main way for enterprises to achieve strategic goals, and is also a very important link in enterprise management. The market of China is composed of countless large and small enterprises, and each enterprise is faced with various risks. At this stage, the business philosophy of Chinese enterprises is gradually changing from production concept to market concept, and marketing has become an indispensable driving force for enterprise development. Therefore, it is necessary for a company to actively explore new modes of marketing innovation based on its own actual situation, enhance the marketing level of the company, and promote the development of the enterprise.

From the production of enterprise goods to the final process of consumer completion, marketing runs through the entire process. In the process of implementing the work plan, corporate policies and strategic objectives of various departments in the enterprise, it is also inseparable from the synergy between the production department and the market department. Compared with large enterprises, SMEs face more risks. On the one hand, the comprehensive level of SMEs is relatively low, and the ability to withstand various risks is relatively weak. SMEs have been in the middle and lower reaches in the market competition ^[1]. On the other hand, there are many enterprises in the Chinese market and various types of goods. If SMEs want to survive, they must ensure the quality of the products and choose appropriate management methods to improve the visibility of the products to ensure the stable and healthy development of the enterprises.

1. Main Problems in the Implementation of Marketing Innovation and Risk Management of SMEs in the New Era

1.1. It Lacks Marketing Talent.

With the continuous improvement and development of market economy in China, competition among enterprises is becoming more and more fierce. In order to compete with rivals, many SMEs will choose to expand their operations by diversified production. Although some SMEs actively carry out marketing innovation to provide higher salaries and better treatment for marketing personnel, it is difficult to attract people's attention because of the lack of popularity of small enterprises and people's lack of understanding of their products. Because large enterprises can provide more opportunities and possibilities for marketing personnel, SMEs have been unable to achieve good results in the recruitment of marketing personnel. Compared with large enterprises, the marketing experience of SMEs is insufficient, which can not provide enough space for marketing talents. In addition, SMEs have limited funds, single management mode and scarce technical and marketing talents, which lead to the lack of overall competitiveness of enterprises and the limitation of the development of enterprises.

1.2. The Marketing Concept of Enterprises is Backward.

In the new era of market economy, the marketing concept of enterprises has undergone tremendous changes. Many large enterprises keep pace with the times and constantly update the marketing concept. However, for some SMEs, the previous marketing concepts still play an

important role in the operation of SMEs, which obviously conflicts with the modern and contemporary marketing concepts. After entering the stage of market economy, the business environment of enterprises has undergone tremendous changes. The production link is closely related to the marketing link, which plays a decisive role in the development of enterprises. Many operators in SMEs tend to pay attention to traditional marketing strategies that focus only on product prices and promotion, ignoring the impact of social culture and market environment on enterprises. In addition, SMEs are not aware of marketing innovation. Although the managers of these enterprises gradually realize the importance of marketing, they still have a superficial understanding of marketing and lack some experience. In this context, if an enterprise wants to prevent the backlog of commodities, it must constantly change its marketing concept, strengthen product sales and after-sales service, meet the needs of more social masses, and take the fundamental interests of the public as the starting point and the foothold to achieve a more ideal business effect^[2].

1.3. SMEs Cannot Meet the Needs of Customer.

The marketing methods of many SMEs are relatively backward. The operators of these enterprises mainly aim at some old marketing strategies such as price strategy and advertising strategy, and do not take into account the changes in consumer demand and market environment. These enterprises often do not investigate the consumer behavior and consumer psychology of consumers who use the products of the company, and cannot grasp the market situation, which makes the production volume of the enterprise inconsistent with the social demand, resulting in a situation of short supply or oversupply. The environment of the consumer market is changing at any time. These SMEs should actively take measures to adapt to changes in the social environment, conduct a thorough analysis of market conditions, adjust the industrial structure and marketing strategies of enterprises, and reduce the risks of enterprises.

2. Marketing Innovation and Risk Management in the Implementation of SMEs in the New Era

2.1. Strengthening Personnel Training

Strengthening the cultivation of marketing talents in enterprises can effectively improve the ability of enterprises to market and enhance their competitiveness. On the one hand, SMEs can establish a sound talent incentive mechanism to improve the level of enterprise talent resource management in all aspects. In today's era, the competition of enterprises is the competition of talents and the competition of new technologies. The structure and quality of talents in an enterprise largely determine the development prospects of an enterprise. Talent is the most important asset in an enterprise and an important embodiment of a company's core competitiveness. By establishing a sound talent incentive mechanism, enterprises can motivate employees to continuously improve their abilities. At the same time, they can attract more marketing talents to join the enterprise, link the development of each employee with the development of the enterprise, and give full play to the creativity of employees and mobilize the enthusiasm of employees to maximize the potential of employees^[3]. On the other hand, SMEs can increase their investment in talent development. For large enterprises, a set of perfect and reasonable personnel training system will be established, and the investment of enterprise talents will be strengthened, so that those who have ideas and ambitions can exert their talents through professional training for the development of enterprises and make contributions to the development of enterprises. The development of SMEs has limitations, and talent cultivation is particularly important. These enterprises should focus on the cultivation of talents in enterprises, increase training, improve the overall quality of marketing personnel, inject fresh blood into the marketing department, and promote the enterprise marketing innovation to strengthen the ability of SMEs to resist risks.

2.2. Strengthening Marketing Concept Innovation and Risk Management

Different enterprises have their own unique marketing concepts. Marketing concepts are established to meet the needs of consumers and expand the production value of enterprises in accordance with the market operating environment with the help of various marketing methods by combining with the development of enterprises. The marketing innovation and risk management of SMEs will be affected by the means of enterprise strategy. In the era of rapid development of science and technology, marketing innovation is the soul of the development of the whole enterprise. SMEs must strengthen the innovation of marketing concepts and keep pace with social development to cope with the opportunities and challenges of economic globalization. Risk management is an important part of enterprise management. Enterprises should regularly carry out risk assessment to ensure the normal operation of enterprises. SMEs can hold regular symposiums and invite employees with innovative marketing ideas to share work experience to stimulate employees' desire for innovation and encourage employees to carry out marketing innovation. In addition, SMEs can send employees to large enterprises to learn the management methods and marketing means of large enterprises, absorb good experience and ideas and abandon bad ideas and methods, innovate on the basis of existing enterprises to give full play to the role of marketing and promote the development of enterprises^[4].

2.3. Paying Attention to Market Research and Investigation

The poor coordination between internal and external marketing management is a common problem in SMEs nowadays. These enterprises should not only pay attention to internal production and operation, but also focus on external marketing management to understand the changes of market demand for products and coordinate internal production and market demand, and ensure the implementation of the marketing strategy^[5]. In the process of marketing, every marketing plan should be based on the market investigation. We should carefully check every link of marketing, deeply understand the needs of customers, do a good job of customer inspection, draw up marketing contracts and agreements in advance, carefully check every content of contracts to ensure the smooth development of the business to effectively avoid risks.

3. Conclusion

Marketing innovation and risk management are related to the survival and development of SMEs in China. Marketing innovation and risk management are necessary for every SME to open up the market and cope with market competition. At present, the level of marketing innovation and risk management of SMEs in China is still backward, and there is still a big gap compared with developed countries. SMEs should firmly seize opportunities and formulate effective marketing innovation strategies by combining their own development characteristics and social needs, and continuously improve their capabilities of innovation and risk management to meet the new requirements of domestic and international economic market changes.

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