

Export Countermeasures of Hardware Products Under the Background of Cross-Border E-Commerce

LIANG HuiYi

Guangdong Technology
College, Zhaoqing,
Guangdong, China, 526000

Abstract: Export countermeasures of hardware products under the background of cross-border e-commerce is the main focus of this paper. The improvement of the cross-border e-commerce logistics industry is mainly carried out from the aspect of strengthening the integration of resources. The government still needs to make a reasonable setting for the third-party logistics planning to provide a good environment for the logistics industry. By improving the system and strengthening the guidance and supervision of hardware exhibitions, we have gradually created a good hardware exhibition environment. This paper gives the novel ideas for the countermeasures of hardware products under the background of cross-border e-commerce.

Keywords: Cross-border business; E-commerce; hardware products; export countermeasures; general background

1. INTRODUCTION

According to experts, the hardware industry is a general labor-intensive technology industry. Due to the relatively mature industrial development and low labor costs, the hardware industry has a long history of development in my country. As early as the first year of Hongzhi, Anping wire mesh industry has become famous overseas. As the world's most populous country and the largest steel producer, China not only has a natural advantage in labor endowment, but also has a greater advantage in raw materials for hardware products.

Thanks to this, China's hardware export enterprises have then maintained a good development trend in recent years. And according to the relevant data of China Industry Research Network, it is expected that the growth rate of the total export value of the hardware products will remain at 20-25% in the future. Based on the review, we have listed challenges [1-4].

(1) Purchasing agent system helps the exhibition platform to expand domestic and international sales market and rich import and export channels, and plays an important role in hardware products to enter the overseas market. However, from the current exhibition activities of the general exhibition platform, the construction of the domestic purchasing agent system is still at the initial level. On the one hand, the exhibition platform neglects to maintain the procurement purchasing agent channel. This makes the exhibition platform procurement purchasing agent system can not play its own value in a specific period of the time and affect the domestic hardware play its own value and affect the domestic hardware export enterprises to enter foreign markets smoothly.

(2) Commercial software is difficult to meet the production needs of hardware companies, and the price is high. This kind of production management software at home and also abroad usually costs hundreds of thousands, and there is basically no special for the hardware industry. However, the number of the domestic hardware enterprises is huge, and the corresponding production management software penetration rate is very low. Therefore, it is very necessary to further establish a low-cost, practical and also operational hardware factory production management system.

Hence, the cross-border e-commerce is essential. The improvement of the cross-border e-commerce logistics

industry is mainly carried out from the aspect of strengthening the integration of resources. The government still needs to make a reasonable setting for the third-party logistics planning to provide a good environment for the logistics industry [5-9].

Through the integration of the resources, the timeliness of warehousing, orders and inventory will not be further affected, thereby improving the overall service. The development of China's cross-border e-commerce market is not yet mature, and it is not only affected by external factors such as complex policy and legal environments, different cultural and business environments, low acceptance by users and enterprises, and a single industrial chain. There are also industry competition problems such as fierce competition among manufacturers, increased threat of potential entrants, reduced market share, and increased competition opportunities for substitutes. In the figure 1, we show the trend data information.



Figure. 1 The Cross-border E-commerce Trend

2. THE PROPOSED METHODOLOGY

2.1 The Background of Cross-border E-commerce

Cross-border e-commerce realizes direct transactions between cross-border enterprises and between general enterprises and individual consumers through the third-party international e-commerce platforms. Traditional international trade has many disadvantages such as many import and export links, long time, high cost and low efficiency.

Cross-border e-commerce completely makes up for this defect. Through cross-border e-commerce services, it weakens

or replaces some of the middle parts of traditional international trade. role, while saving some intermediate costs for traders, wholesalers and other links.

We consider from the listed issues.

(1) Strengthen the supervision of cross-border e-commerce quality and safety, and consumer rights protection and after-sales service system, and implement enterprises to assume the main responsibility for quality and safety, and guide cross-border e-commerce enterprises to operate in a standardized manner.

(2) The Chinese government should strengthen international cooperation with government departments of other countries, actively participate in summits and project negotiations of the international organizations, explore new countermeasures for the global cross-border e-commerce cross-border supervision cooperation, and establish relevant tax preferences, tariff preferences, and data security among countries. negotiation and coordination mechanisms in areas such as computer crime and computer crime, so as to better serve healthy development of cross-border e-commerce in various countries.

Due to cross-border e-commerce market all over the world, the legal system of different countries or areas, economic development level, business environment, customs, habits and shopping preferences are different, such as is necessary for cross-border e-commerce operators before choose to enter a market, to do well on the research of the target market, such as the national laws and regulations, the local people's consumption habits and shopping preferences, etc., to avoid business risk. Figure 2 shows the keys.

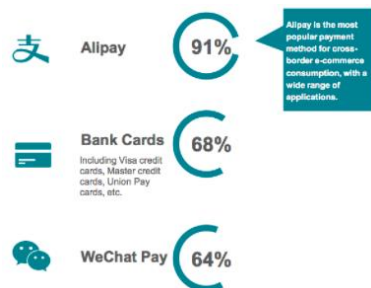


Figure. 2 Cross-border E-commerce Keys

2.2 The Export of Hardware Products

As a global hardware product production center, my country's hardware products have some strong competitiveness in the international market due to its high quality, low price and complete varieties. In recent years, the export growth rate of my country's major hardware products has been higher than the output growth rate and the domestic market sales growth rate. The products have been exported to more than 100 countries and regions around the world.

We consider the listed aspects.

(1) Developed countries will transfer low-end products to the third world. Due to the rapid development of production technology and the impact of high labor costs, developed countries have accelerated the transfer of middle and low-end products to the third world, and only produce some high value-added products.

(2) New materials, new technologies, new technologies are more and more widely used in hardware products. For the hardware industry, new materials not only enhance the quality and performance of hardware products, but also lead the

industry trend, hardware new materials as the research and development and use of new materials is greatly promote the progress of new intelligent, sophisticated process.

3. CONCLUSIONS

Export countermeasures of the hardware products under the background of cross-border e-commerce is the main focus of this paper. By improving the system and strengthening the guidance and supervision of hardware exhibitions, we have gradually created a good hardware exhibition environment and avoided the recurrence of low-level copying problems. In addition, the relevant departments can also then increase the support rate of the exhibition platform and give hardware export enterprises more participation benefits.

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