


# 企业战略创新方案

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河北旭翔车业有限公司



# Enterprise strategic innovation plan

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Hebei Xuxiang Bicycle Co., Ltd



# 企业概况

成立年份、企业规模、主要客群、主要产品

- ← 成立：2009年成立
- ← 规模：工厂+出口公司（营销额2000万）
- ← 目标客户：外贸公司和国外客户
- ← 产品：儿童自行车（生产商），儿童玩具车（贸易商）

# Enterprise profile

Year of establishment, enterprise scale, main customers and main products

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- ← Establishment: established in 2009
- ← Scale: factory+export company (marketing amount: 20 million - 8 million)
- ← Customers: foreign trade companies and foreign customers
- ← Products: children's bicycles (manufacturer), children's toy cars (trader)

# 企业的使命愿景

- ← 韩总个人使命：推动行业发展，自我学习并建设幸福型企业
- ← 企业使命：建设创新型、幸福型企业，共创多赢
- ← 愿景：打造全童车行业幸福榜样，赋能平台，共同学习，共同建设，共同分享

# Mission vision of the enterprise

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- ← Mr. Han's personal mission: to promote the development of the industry, learn by himself and build a company that makes employees feel happy.
- ← Corporate mission: to build innovative and happy enterprises and create a win-win situation
- ← Vision: to create a happy example of the whole baby carriage industry, empower the platform, learn together, build together, and share together

# 业务亮点

相比同行业其他公司，贵公司亮点

- ← 售前售后服务好
- ← 可定制产品
- ← 学习向上型企业

# Business highlights

Compared with other companies in the same industry, your company's highlights

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- ← Good pre-sale and after-sales service
- ← Customizable products
- ← Continuous improvement, continuous improvement of technology and services enterprise



# 行业情况

简要描述行业的现状、面临的问题

- ← 行业现状一般（差）
- ← 面临的问题是疫情三年，全球经济下滑，客户需求减少，出口受限

# Industry situation

Briefly describe the current situation and problems of the industry

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- ← The overall status of the bicycle industry is not ideal, and the overall trend is declining.
- ← The problems faced are three years after the epidemic, the global economy has declined, customer demand has decreased, and exports are limited

# 战略困惑

贵公司在企业战略定制和落地中有哪些疑惑

- ← 想成为销售型公司，但不想放弃工厂
- ← 企业人员不好管理
- ← 员工业绩普通

# Strategic confusion

What doubts do you have about the customization and implementation of enterprise strategy

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- ← Want to transform into a sales company, but don't want to give up the factory
- ← Enterprise personnel are not well managed
- ← Average employee performance

# 客户有型需求

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- ← 1. 产品质量，性价比高，款式新颖，类目全
- ← 2. 报价快，交货期准
- ← 3. 产品优势


# Customer needs

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- ← 1. Product quality, high performance-price ratio, novel style, full range
- ← 2. Fast quotation and accurate delivery
- ← 3. Product advantages

# 客户无形需求

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- ← 1. 培训机制
  - ← 2. 建设幸福型团队氛围
  - ← 3. 服务好，售后态度好
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# Customer's intangible needs

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- ← 1. Training mechanism
- ← 2. Build a happy team atmosphere
- ← 3. Good service, good after-sales attitude



# 客户亏欠处

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- ← 1. 产品脏，乱，差，交货期不准
- ← 2. 问题出了让客户想办法
- ← 3. 满足不了客户定制需求
- ← 4. 产品质量差
- ← 5. 回复客户不及时
- ← 6. 客户区别对待
- ← 7. 生产过程不顺利

# Customer debt

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- ← 1. The product is dirty, messy, poor, and the delivery date is not allowed
- ← 2. When problems arise, let customers find a solution
- ← 3. Can not meet customer customization needs
- ← 4. Poor product quality
- ← 5. Response to customers is not timely
- ← 6. Customers are treated differently
- ← 7. The production process is not smooth

# 行业空白处

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- ← 1. 企业使命，愿景，（做幸福型企业，为祖国未来献力量）
- ← 2. 体验感好，美观实用
- ← 3. 及时反馈回复客户
- ← 4. 严格把控质量和生产

# Industry blank

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- ← 1. Corporate mission and vision (to be a happy enterprise and contribute to the future of the motherland)
- ← 2. Good experience, beautiful and practical
- ← 3. Timely feedback and reply to customers
- ← 4. Strictly control quality and production

# 创新出路

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- ← 全员学习，整己心，影响他人，提升大家的积极性。
- ← 做销售方案，拿出销售额的利润做分配

# Innovation outlet

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- ← The whole staff should learn, concentrate, influence others, and enhance their enthusiasm.
- ← Make sales plan and distribute the profit of sales