

探析工程机械的财富模式

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2016 中国工程机械行业 十大新闻榜单揭晓

由中国工程机械工业协会主办、今日工程机械杂志社承办的“2016中国工程机械十大新闻”榜单揭晓，这是业内人士梳理和总结过去一年产业和市场发展脉络的重要渠道。

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16 COVER STORY

The "top 10 news" 2016 of China construction machinery industry was announced

The "top 10 news" 2016 assessment activity on China engineering machinery was held in Beijing, sponsored by the China Construction Machinery Industry Association. The list includes: The 13th 5-year development plan of construction machinery industry is officially released; Implement the "along the way" strategy and promote international capacity cooperation of construction machinery industry; The member congress of China Construction Machinery Industry Association has been successfully held in Luzhou; The construction machinery implement "the III" emission standards to carry out the new policy; Beijing first start the road construction machinery discharge registration to build green ecology; There are 15 companies being approved the second batch of remanufacturing pilot units by the ministry of industry, which is leading to the progress of the market setting; The "9.21 new rules" were released.....



23 INDUSTRY ANALYSIS

Exploring the benign relationship setting between manufacturer and agent under the background of Market stabilization

The relationship between manufacturer and agent is rooted in the fact that manufacturers face the desire of agent for equality and fair treatment with agents understand manufacturers for security and loyalty to the receivable accounts. This asks them to view each other as real partners, and share weal and woe sincerely. The good news of market with a little breath of picking up, this is what we all hope, should remind us re-examine the original vendor relations after the winter market. It depends on whether manufacturers and the financing lease company face with the situation of agents, to give them more trust, share bonuses on the same starting line. Vendor relations construction should conform to the humanity. The relationship model between the vendors and agents to maximize their interests is only the lowest costs and the most effective choice.



58 MANAGEMENT

The death of cost and efficiency

Currently, the fact is that Chinese enterprises are not thick enough, the level of management is not high; business model costs are too high; efficiency is too low. Every enterprise must have a sense of crisis, timely prediction of changes in the market and actively making adjustments. Internet and Internet marketing can help us solve the problem of high cost and low efficiency which plagues Chinese enterprises, and connect the customer demand with product resource through the platform. Meanwhile, enhancing the customer experience will lead to a radical change in large-scale marketing model of the original salesman running and thereby reducing labor costs.

Over the past 10 years, the China construction machinery market changes far more than the international market, which is not only providing us with excellent opportunities for development, but also put forward a great challenge for Chinese enterprises. If we couldn't reduce the cost, improve efficiency, we will lose development opportunities, weakening the competitiveness of China-made, and even eliminated by the market.

60 INDUSTRY ANALYSIS

The strategic identification and use of the "Three"

Not only political and military strategic issues, that is, business strategy also need to have strategic thinking skills in identification and use of the "Three". In the methodology by famous strategy consulting firm McKinsey's strategic, there is a well-known "triple business balance theory", which expounds the power of strategic thinking of "identifying three" and "using three". The so-called "triple business balance theory" is aimed to divide the enterprise's business into - "core business", "growth business" and "seed business", with scientific and reasonable arrangements.

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