

深圳浩视达公司跨境电商发展策略研究

摘 要

随着全球经济一体化的进程加速，世界经济的联系越发紧密，国际贸易日益成为国家经济的中流砥柱。而互联网的快速发展，也使得跨境电子商务这种新兴的贸易模式得到崛起的契机。在国家和政策的扶持下，跨境电子商务让中小型外贸企业获得了强大动力，跨境电商出口得到了长足发展。在外贸经济形势一片大好的情况下，深圳浩视达公司也加入了跨境电商行列。但是发展外贸也有许多问题，如产品质量问题，品牌优化问题，专业人才缺乏等。浩视达公司应充分利用政策与平台提供的机遇，做好产品监督与品牌优化，通过第三方渠道做好人才的筛选，提高公司在外贸行业的知名度与竞争力。

关键词：跨境电商；外贸平台；人才培养；产品优化

Abstract

Abstract With the acceleration of the process of global economic integration, the world economy is more and more closely linked, and international trade is increasingly becoming the mainstay of national economy. With the rapid development of the Internet, cross-border e-commerce, a new trade model, has gained an opportunity to rise. With the support of the state and policies, cross-border e-commerce has given a strong impetus to small and medium-sized foreign trade enterprises, and cross-border e-commerce exports have made great progress. Under the favorable economic situation of foreign trade, Shenzhen haoshida company has also joined the ranks of cross-border e-commerce. However, there are also many problems in the development of foreign trade, such as product quality, brand optimization, lack of professionals, etc. Haoshida company should make full use of the opportunities provided by policies and platforms, do a good job in product supervision and brand optimization, do a good job in talent selection through third-party channels, and improve the visibility and competitiveness of the company in the foreign trade industry.

Key Words: Cross border e-commerce;foreign trade platform;personnel training;product promotion;Product optimization

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