
三环锁业集团出口竞争力研究

摘要

随着改革开放不断推进，我国更加关注出口贸易，各个企业也都纷纷在各自的行业开始外贸活动。因此从整体上来看，我国在出口贸易方面的发展十分迅速。由于中小型企业数量较多，中小型企业在出口方面的竞争力很大程度上反映了我国企业在出口方面的整体竞争力。尽管我国企业出口发展态势良好，但是在中小型企业中依然存在着融资难、信息化程度低等问题，影响着企业的出口竞争力。

文章以我国中小型企业出口竞争力为研究对象，在对比分析国内外中小型企业出口现状的基础上，结合 SWOT 理论对三环锁业集团的出口现状进行分析，最后针对国内中小型企业在出口中存在的问题提出相对应的建议。希望能够有针对性地提高我国中小型企业的出口竞争力。

关键词：中小型企业；出口竞争力；SWOT

ABSTRACT

With the steady deepening of reform and opening-up, China has paid more attention to the export trade, meanwhile, all enterprises also carry out foreign trade activities in their respective industries. Therefore, China's export trade is developing rapidly. Although the export development of Chinese enterprises is good, there are still difficulties in financing and low informationization among SMEs, which affects the export competitiveness of enterprises.

Taking the export competitiveness of SMEs in China for research object, the author adopts the method of SWOT theoretical analysis to the export status of Sanhuan locks group on the basis of contrasting the current export situation of SMEs at home and broad. Finally, considering the seriousness and problems of this issue, proposed some targeted suggestions as well as effective countermeasures to improve the international competition ability of SMEs in China.

Keywords: SMEs; export competitiveness; SWOT

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