

山东省日鑫水产有限公司出口问题及发展策略研究

摘 要

我国水产品市场产生的经济效益逐年增高,为促进山东省日鑫水产品出口的可持续发展,拓宽其以后水产品的销售市场,进而产生更大的市场利益,由此对山东省日鑫水产有限公司水产品出口面临的问题进行分析。

运用 swot 分析法,运用文献研究法、访谈法、归纳演绎法分析出如下结论:荣成日鑫水产品的出口存在的问题有:机器设备陈旧,产品加工工艺落后;出口市场过度集中,市场份额占有率低;产品深加工不足,企业品牌建设不完善;工业污水和生活废水造成的产品质量问题,药物残留现象严重。公司应抓紧更新新设备,培养水产加工技术型人才;发展新市场,调查未来出口国家和地区的消费情况;对产品深加工,增加附加值,建设企业品牌;规范化养殖,提高产品质量,提升出口竞争力。

关键词: 水产品出口; 出口贸易; 贸易壁垒

ABSTRACT

The economic benefit of aquatic product market in China increases year by year. To promote the sustainable development of Shandong Rixin aquatic product export, broaden its future aquatic products sales market, produce greater market benefits. Favorable export conditions for Shandong Rixin aquatic products co., LTD and the problems we face, make a analysis.

Using swot analysis method, literature research method, interview method and inductive deduction method, the following conclusions are analyzed: Rongcheng Rixin's export problems of aquatic products include: outdated machinery and equipment, backward product processing technology; excessive concentration of export market and market share Low rate; insufficient product deep processing, imperfect corporate brand building; product quality problems caused by industrial wastewater and domestic wastewater, and serious drug residues. The company should pay close attention to updating new equipment and cultivating aquatic processing technical talents; developing new markets and investigating the future consumption of exporting countries and regions; deep processing of products, adding added value, building corporate brands; standardizing breeding, improving product quality, and enhancing export competition force.

Key words: aquatic product export; export trade; trade barriers

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