



# Small and Medium-sized Foreign Trade Enterprises Transition Independent Station Dilemma and Solution Strategy

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**Abstract.** With the rapid development of China's international trade, Amazon platform product competition is becoming more and more intense, with the subsequent violation of brand fines, account blocking, shop closure, and other frequent events, resulting in the occupation of the market position of some enterprises, and the closure of individual enterprises as a result. At present, small and medium-sized foreign trade enterprises want to grasp the operational initiative and crack the dilemma, the operation of the independent station platform has become the optimal choice, but enterprises trying to transform are faced with a shortage of talent, unclear operating system, weak brand awareness and other issues. To help small and medium-sized foreign trade enterprises to better transition, this paper on the enterprise transition process will appear in the research and analysis of the problem, and through the research to solve the strategy, I hope to provide a reference for the relevant practitioners.

**Keywords:** Shopify, Cross-border E-commerce, Countermeasures

## 1 Introduction

Shopify startups can use fewer resources to start and grow <sup>[1]</sup>. Analytical text analytics research using Shopify reviews <sup>[2]</sup>. Applying traffic theory to improve the perceived quality of brand websites <sup>[3]</sup>. The interactivity of social networking sites has a positive effect on brands <sup>[4]</sup>. Website quality has an impact on advertising campaign objectives <sup>[5]</sup>.

Research on the criteria that influence consumers' choice of shopping websites <sup>[6]</sup>. Security and trust are the most important factors in improving the competitive advantage of shopping websites <sup>[7]</sup>. Examining online shopping website behavior under time pressure <sup>[8]</sup>. Millennials prefer shopping on well-known websites <sup>[9]</sup> Older users' online purchasing behavior is different from younger users <sup>[10]</sup>

Through the related literature, it can be seen that there are fewer studies on Shopify, and some of the studies focus on branded shopping sites, with less attention paid to building platforms. Shopify, a well-known e-commerce platform in Canada, according to the latest financial report, revenue is 1.9 billion US dollars, a year-on-

year growth of 23%. With Chinese brands using Shopify to successfully go overseas: Florasis, Aukey, Cupshe, Yeswelder, etc., the future will be transformed by more Chinese companies using Shopify. Therefore, studying the problems that SMEs meet in using Shopify during the transformation process, can help provide relevant advice to enterprises, thus promoting the development of a cross-border e-commerce economy.

## **2 Small and Medium-sized Foreign Trade Enterprises Independent Station Facing Difficulties**

### **2.1 Self-built Station Building Difficulties**

In the early stage of building an independent station, small and medium-sized cross-border e-commerce enterprises need to register a domain name. For business managers who are not familiar with the business chain, they can also hire a third-party company for webpage construction. However, third-party companies in different parts of the world, with different levels of business, require business operators to make a comprehensive judgment before making a choice.

In addition, building a self-built site requires sufficient funds, some small and medium-sized cross-border e-commerce from the traditional e-commerce transformation of the capital chain is insufficient, as well as the operation of managers hope that the independent station can be a short period to appear the effect of the law of the development of independent station operation is not in line with. At the same time, the aesthetic differences between domestic and foreign countries also have certain differences, but some cross-border e-commerce enterprises still have "retail thinking" for branding operations, lack of independent design of the product copyright awareness, and the content of other foreign brands, instead of carrying other foreign brands, but caused by copyright disputes, which will bring the corresponding fines and corresponding legal sanctions.

Some of the small and medium-sized cross-border e-commerce enterprises operating independent stations are transformed from third-party platforms such as Amazon, Alibaba International Station etc., so the sellers' dependence on the platform tax payment process is relatively high. However, there is no warning on the independent station platform, and once there are tax arrears, it will result in huge fines, which will increase the operating costs for SMEs that originally had a difficult financial chain. In addition, the independent station in the operation process staff in the work of other kinds of problems: the site can not be upgraded, customer purchases are limited, data loss problems, and other kinds of problems will appear accordingly. Small and medium-sized cross-border e-commerce enterprises operating teams that lack professional operators but need to spend a lot of time to query the solution, small problems if not dealt with promptly will pile up into big problems, thus affecting sales.

## 2.2 Lack of Professional Talents

Foreign language has become one of the essential skills of cross-border e-commerce talents, but at present, the official website of major cross-border e-commerce platforms can be used in the mode of English into Chinese, but in the long run, it will affect the staff's foreign language skills. In particular, part of the operation of the independent station platform enterprise because of the need to communicate directly with customers online mail or customer service website dialogue box, non-standard expression will also affect the professional image of the brand.

In addition to foreign language proficiency, independent website operation also has certain requirements for the overall ability and adaptability of individuals. The operation of an independent website involves a wide range of work, from programming, copywriting, design, and customer communication. Therefore, the number of comprehensive talents is limited, which makes it more difficult for enterprises to recruit relevant talent. But, for some small and medium-sized cross-border e-commerce managers, the operation of the post will be combined with several positions, although to a certain extent can exercise the ability of the enterprise operation personnel, but for a long time, the operation of the commissioner to take on several jobs will reduce the enthusiasm of the work, which leads to the team atmosphere is not good. If there is not enough reserve talent, will seriously affect the progress of the project, and ultimately directly related to the sales results.

## 2.3 Lack of Brand Thinking

Most of the small and medium-sized cross-border e-commerce enterprises on the Amazon platform lack the brand concept and the concept of customer retention. Because the user data on the Amazon platform does not belong to the enterprise itself, the detailed data of consumers is not accessible to enterprises. And Amazon's shop website design is more homogeneous, whether it is the website copy or product images, so consumers in Amazon shopping, will be more inclined to compare the cost-effectiveness of several shops, and ultimately for comprehensive consideration.

Independent sites because of the nature of the self-built site, business operators to contact consumers directly, and grasp the consumer's private domain information.

For example, page view data, online customer feedback, and other personal information. By analyzing these data, business operators can help enterprises judge customers' shopping tendencies, improve the quality of services, and update product design. However, part of the center of cross-border e-commerce business managers often do not pay attention to data analysis, the selection of products is still mainly to follow the trend of plagiarism, and there is no brand awareness, which ultimately leads to a low conversion rate of the web page and damage to the brand's reputation. For independent stations, the brand's reputation is very important, especially brand promotion in various overseas social media, negative corporate evaluation will affect the comprehensive sales of the enterprise.

### **3 Small and Medium-sized Foreign Trade Enterprises Independent Station Operation Solution Strategy**

#### **3.1 Build a Platform with Shopify**

Shopify platform annual fee and payment platform costs are low, the site's transaction information is directly bound to the credit card, and account transactions are more secure and transparent. The platform login mode, not only used by the computer, can also be logged on the mobile phone, especially in the cross-border e-commerce peak season, which can help operators focus on operational data dynamics. In addition, the operation autonomy of the independent station is in the hands of the operator, without receiving the constraints of the third-party platform, which can serve the customers to a greater extent.

Shopify has a large number of website templates from many countries, and through the internal programming system, it accommodates various plug-in applications to meet the needs of operators and helps small and medium-sized enterprises with limited funds to carry out personalized web page design. Product selection can be applied to plug-in third-party platforms for intelligent generation, for some of the companies doing layaway, which is conducive to enterprises to save time and improve work efficiency. At the same time, the transport plug-in can automatically generate freight and tax situations, or personalized manual input, to help enterprises better control logistics costs. The platform's email marketing is very convenient, and the platform provides diversified templates, grouping functions, timing functions, etc., which can assist enterprises in completing all kinds of promotional activities. At the same time, red marketing and other paid platform plug-ins can help enterprises articulate the hottest influence strategy, to a great extent for brand promotion.

Independent station plug-ins also provide a variety of services, in the product page can be set up in the inventory location, so that customers can more intuitively see the product warehouse, and choose the nearest warehouse for delivery, bringing customers peace of mind and, a safe shopping experience. For countries outside the target marketing scope, if customers want to buy, you can set the shipping costs independently through the background, through the private personalized service, to help customers make purchases, thereby enhancing customer satisfaction. Operators can help enterprises make better decisions through the platform's private data analysis, such as the direction of new product development, product packaging design updates, transport logistics updates, etc., to stand in the customer's perspective and help more customers solve the problems they face.

#### **3.2 Improve the Training System and Set up a Professional Team**

For the independent station market-orientated to Europe and the United States, the enterprise operation personnel will face the problem of time difference, especially the enterprise personnel need to face the night shift work, and the operation work itself detailed content and the requirement of high performance in every quarter, will affect their mentality. If business owners do not pay attention to their staff and give them

humanistic care, but instead keep on exerting pressure, it will lead to a brain drain in training. Maintaining the frequency of recruitment is also extremely important, especially during the peak seasons of cross-border e-commerce, as failure to recruit the right people in a short period can affect the progress of a project. In the supply chain system, companies need to control the quality of products, as well as regularly develop new products to keep up with market trends. Enterprises need to develop detailed operational plans and set expected targets for each marketing campaign. Rewarding employees for their work through the use of performance incentives can make employees more actively involved in operations.

Enterprises can also be outsourced experts for training, outstanding leading enterprises to visit, industry conferences to attend, etc. so that employees have a better understanding of the market situation. At the same time, it can also carry out school-enterprise cooperation and introduce cross-border e-commerce professionals to inject fresh vitality into the enterprise. At the same time, the enterprise is concerned about the professional development of team members, business owners need to understand the situation of the enterprise itself and need to master the basic operation strategy of the independent station, to be able to make the right business decisions and guide the development of employees. In particular, because of the wide range of independent station operation and teamwork characteristics, business owners need to be based on each employee's willingness and strengths of independent station operation role allocation, rather than a fixed or unplanned development. Only if employees can feel respected and belong in the enterprise, they can give full play to their abilities to a greater extent and help the enterprise to create more profits.

### **3.3 Focus on Brand Effect, Enhance the Competitiveness of Enterprises**

Independent station is a platform for brand image display, preoperators through a large number of market research, the design of the brand characteristics of the site information: for example: brand page style, brand tone application plug-ins, overseas social media placement, social welfare activities, etc., which can increase the consumer's stay in the page, thereby increasing the consumer's purchase rate. Brand home page color design can also show the brand's product bias, for example, international luxury brands prefer a single black-and-white style, while young brands prefer to clash of colors to express their unique personalities, mother and child website color bias soft colors, and so on. At the same time, corporate copywriting style in the brand story, product introduction, company background introduction, etc. needs to maintain consistency. The content of the copy needs to be sincere, often the most simple brand story content is most likely to impress consumers. The overall layout style of the brand page is also adjusted according to different events, especially for large marketing festivals such as Black Friday, Cyber Monday, Easter, and Christmas.

Consumers express their attitudes and values in this way by purchasing the brand's products. By using plug-ins on the brand's website, such as coupons, evaluation services, and product customization services, consumers can enjoy better services on the website and increase their loyalty to the brand.

## 4 Conclusions

At present, my country's small and medium-sized cross-border e-commerce companies mainly rely on the Amazon platform. However, as the operating costs of the Amazon platform increase, platform rules are becoming more and more strict. When the competition for the same type of products becomes more and more intense, some companies even hesitate to replace quality with quantity and gain profits through low-price wars plagiarism, and piracy. The generation and increase of product warehousing costs, promotion costs, logistics costs, and the lengthening of the capital turnover cycle have combined multiple factors to make the cash flow of many companies extremely tight. Because companies are unclear about the market situation and lack overall awareness, they eventually lead to their market positions being occupied or bankrupt.

In response to the successive setbacks of the Amazon platform, companies began to use Shopify to gradually transform into independent websites. However, the operation cycle of independent stations is relatively long and difficult. Independent station operators need to have keen market judgment and a protracted mentality. Because Amazon's traffic acquisition mainly relies on the website's traffic support, independent websites need to obtain traffic from outside the website, such as search engines, social media, email marketing, etc. For the transformation of small and medium-sized enterprises, insufficient capital chain, lack of professional talent team, and weak brand awareness are undoubtedly a huge test.

In the future, brands going overseas will bring new development opportunities to cross-border e-commerce companies, thereby becoming a new driving force for the economic development of cross-border e-commerce.

Therefore, companies that are transforming into independent websites need to be aware of the current problems and be prepared for transformation. Business managers, need to reserve a large amount of independent website knowledge pay attention to team talent training, strengthen "Brand Thinking", and constantly focus on researching products from a customer-first perspective. In this way, it is helpful to help them transform their enterprises.

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