The Analysis on the Development Strategy of High-Tech Industry in Shenzhen

CHAPTER 1: Introduction

In the early 1990s, the Shenzhen municipal government seized the opportunity to focus on the development of high-tech industries, introduced a series of policies to promote the development of high-tech industries. Driven by these policies, Shenzhen’s high-tech industry has created an average annual growth rate of over 50% over the past more than 10 years.

However, with the deepening of China's reform and opening up, China has proposed “encourage the eastern region to develop first”, “carry out the Great West Development Strategy” and “Promote outmoded industrial base of Northeast China”, “Promote the rise of middle part in china” development strategy, given many preferential policies in these areas. The function of the special zone of Shenzhen is becoming more and more unimportant, and “the special zone is not special any longer” has become a reality.

This article will aim at this topic, use G - PEST, SWOT analysis model, SPSS Software analysis tool, to make a detailed analysis for the opportunities and threats in the macro environment of Shenzhen hi
Use construction of the quality evaluation system of high-tech industry to analyze Shenzhen high tech industry’s overall competitive advantages and disadvantages in detail, and put forward the development strategy for Shenzhen hi tech industry in the future reference.

1.1 Definition and Characteristics of High Tech Industries

1.1.1 Definition of high technology industries

At present, due to the differences in the national conditions in the world, the definition of high technology in the world is not uniform.

It is generally believed that the concept of high technology industry includes two meanings: high technology and new technology.

1.1.2 Characteristics of high tech industry

Compared with traditional industries, high-tech industry has at least four distinct characteristics:

① Knowledge and scientific research ability is highly concentrated;

② The investment in research and development of high-tech industry is always higher than that of other traditional industries;

③ The investment risk is high, the life cycle of the high-tech products is short, and the resources, capital, information and other resources of the high-tech industry are large, and the effect is difficult to foresee;
The high-tech products with high added value. The production process of high and new technology products consumes less raw material, energy saving and high efficiency.

1.2 Purpose of study

The purpose of the study is to analyze the real situation of developing strategy for High Tech Industry in Shenzhen, in order to understand the real situation, suffer difficulty, solution and assessment learning effect of the enterprise. Finally, sum up the key factors of implementation in high-tech industry.

1.3 Importance of subject

This research paper is important in terms of economic growth and development, not only for Shenzhen, but also for overall China, as it try to provide various strategies. It will restructure economic situation, and will be helpful to develop different innovative ideas to enhance high tech industries. It will also increase and upgrade the industries environment and at the same time it will provide employment opportunities.
1.4 Conceptual framework

1.5 Research objectives

- To determine the factors responsible for high tech industries growth and development of high tech industries.
- To examine which particular factors contributed major interference in the growth and development of high tech industries.
- To analyze the relationship between government policies and high tech industries in Shenzhen.
- To analyze the relationship between skilled labor and high tech industries in Shenzhen.
- To analyze the relationship between suppliers and high tech industries in Shenzhen.
1.6 Hypothesis

First pair
H0: There is no strong and positive relationship between government policies and high tech industries in Shenzhen.
H1: There is a strong and positive relationship between government policies and high tech industries in Shenzhen.

Second pair
H0: There is no strong and positive relationship between skilled labor and high tech industries in Shenzhen.
H1: There is a strong and positive relationship between skilled labor and high tech industries in Shenzhen.

Third pair
H0: There is no strong and positive relationship between suppliers and high tech industries in Shenzhen.
H1: There is a strong and positive relationship between suppliers and high tech industries in Shenzhen.