

## **CHAPTER 5**

### **SUMMARIZES AND SUGGESTIONS**

The formulation of the enterprise development strategy proposes the following points:

#### **5.1 Clearly Recognize And Define The Mission Of The Firm**

LDL's corporate mission is "to be a green chemical company with energy conservation, innovation, and environmental protection." LDL's corporate vision is "to become a professional pharmaceutical intermediate manufacturer and coating intermediate service provider."

LDL focuses on pharmaceutical intermediates and coating intermediates, and is committed to continuously providing high-quality pharmaceutical intermediate products and services to the pharmaceutical market and coating market, and achieving its own value by reducing the purchase costs of the downstream pharmaceutical and coating industries.

#### **5.2 Establishing a Division Of Strategic Business Units**

In accordance with the overall thinking of LDL, Shandong, it adhered to a specialized market segment, and carried out corporate governance and operations with a high standard of strategy. With the development and improvement of the company, the company's market awareness gradually increased and its influence gradually increased.

#### **5.3 Product Market Segmentation**

##### **5.3.1 Sba In The Problem Area**

(1) For Taurus business and thin dog business, the company adopts a total cost-leading competitive strategy.

As mentioned earlier, LDL's cash cow business is mainly a cephalosporin pharmaceutical intermediate, and the thin dog business is mainly an alkyd resin business.

(2) For celebrity and problematic businesses, the company adopts a differentiated competitive strategy.

## **5.4 Functional Strategy**

### **5.4.1 Product Strategy**

LDL's current main products are numerous and the by-products are very complicated. However, we must not behave with beards in the selection of strategies. We must seize products with high technological content, high market competition threshold, high production capacity, and strong market demand for promotion and development. For example, after detailed analysis of LDL's products and business, we learned that the company's cephalosporin pharmaceutical intermediates are the main products, so we must seize this product and formulate a series of production, management, logistics, financial, performance, and other related The strategies and systems to further improve and maintain the competitiveness of cephalosporin pharmaceutical intermediates in the market. It is very important to open up a wider market, create brands and increase brand value. This is the company's core strategic resources and core competitiveness. In terms of building a brand and enhancing brand value, LDL Company needs to do the following:

- 1 emphasis on product quality stability, optimize product packaging
- 2 Pay attention to the participation and promotion of various exhibitions
- 3 Creative and targeted selling points
- 4 Strengthening after-sales service in marketing, combining brand building and sales.

### **5.5.2 Market Strategy**

In order to stabilize the market share, the company has increased its efforts in the

development of unfamiliar markets, improved sales channels, and selected more strategic partners. While stabilizing the domestic market, we will expand the international market, expand domestic sales channels into international sales channels, and implement internationalized competition strategies.

### **5.5.3 Channel Strategy**

If LDL wants to make breakthroughs in the channels, it must establish sales channels in accordance with the region, rationally optimize logistics distribution, and use modern technological means to implement effective supervision of regional sales, management, assessment, and feedback. It is flattened at the management level and converted from multi-level management to two-level management of the regional marketing. In terms of resource distribution, we choose distribution centers in accordance with regional flows and establish central regional distribution centers; in terms of marketing, we divide products into sub-responsibilities, specialize in specialized products, strengthen specialized marketing, and more professionally meet market needs.

## **5.6 Suggestions**

### **5.6.1 Corporate Culture Construction**

At present, the phenomenon of corporate culture of the company is hung on the wall and flows into slogans. Specific activities are also based on employee entertainment. How to make corporate culture form a true productivity, use company culture, company vision and mission to revitalize employee passion, stimulate employee morale, and put corporate culture on the ground of productivity, which is of great significance to LDL.

Starting from the actual situation of LDL Company, the construction of enterprise culture of LDL Company mainly focuses on the following aspects:

- 1 Corporate Spirit Construction;
- 2 Enterprise System Construction;
- 3 Corporate Behavior and Cultural Construction;
- 4 Building a Learning Organization.

### **5.6.2 Human Resources Protection**

At present, LDL's human resources management is in the ordinary stage of file management. It is difficult to fundamentally implement people-oriented and it is difficult to maximize the potential of talents. To improve the human resources management capabilities of LDL, we need to do the following:

- 1 Establish a human resources management strategy.
- 2 Focus on internal training.
- 3 External recruitment.
- 4 Establish and improve a systematic performance assessment system.
- 5 Focus on training international talents.

### **5.6.3 Technological Innovation And Product Development Promotion**

- 1 Adhere to follow strategy while cooperating in innovation.
- 2 Adhere to self-technical innovation and strengthen cooperation with key universities and national research institutes.
- 3 Implement differentiated strategy and focus on the development of environmentally friendly products.

### **5.6.4 Pulling Marketing**

First of all, in terms of the domestic market, we must improve the existing market layout, strengthen the stability of the existing supply and demand relationship, establish close ties with customers from the top to the bottom, and realize the strategic cooperation between the supply and demand sides. Secondly, in terms of foreign markets, on the basis of the development of the existing international market, the company needs to increase marketing investment, participate in the international API and CPHI industry conference, seek foreign partners, and arrange the international distribution of pharmaceutical

intermediates in key countries and regions to set up their own Branch offices continue to expand their international influence.

### **5.6.5 Improvement Of Management Quality**

1 Learn from GMP standards of domestic pharmaceutical companies.

2 Strengthening the application of new technologies and upgrading of production equipment.

3 Improve staff's business ability and increase staff development

### **5.6.6 Inadequate Papers**

With the continuous changes in the domestic and international environment and the increasingly fierce competition in the market, it is critical for LDL companies to choose the strategic solution that suits their needs through a complex environment and a changing market. However, precisely because the analysis and formulation process of strategic decision-making is a very large and complex job, coupled with the author's own actual level, there is a lack of professionalism in the collection of data and the analysis of data actually provided by the company. And systematically, therefore, in this article, we still have some shortcomings and we are sorry to have failed to thoroughly analyze them. Some issues still need to continue research and demonstration in future theoretical and practical research.