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The competitive strategy of the JingDong Mall in China's E-business market

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Abstract

At the end of the 20th century, with the rapid development of computer technology and Internet technology, a new business model appeared in people's field of vision, and quickly penetrated into people's social life. It is the emergence of e-commerce coincided with information technology and management technology in one together: E-commerce has not only promoted the modernization of information, but also further accelerated the economic globalization. At present, e-commerce is becoming a strong momentum to change the world and to affect people's lives and work. Jingdong (JD.com) is China's largest self-operated electric business enterprises and becomes the leader of the B2C electricity market. This paper analyzes the current situation and characteristics of China's e-commerce development, and analyzes the external environment and marketing strategy of Jingdong Mall, guided by the theory of modern strategic management theory, then the new business JingDong's cross border e-commerce, In the end, it provides some advices to its further development.

Keyword: e-commerce, Jingdong, developments, B2C

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Conclusion

The B2C model is a kind of Internet e-commerce, selling products and services directly to consumers. It usually considers the Internet retail as the main mode of operation, relying on the Internet to engage in network sales work. The future of B2C website will become a large and complete super store, with the range product far more than other traditional supermarkets. At the same time, the scope of business radiation is broader, customers can buy goods more convenient, pay more quickly, and the product price is even lower.

Jingdong Mall is getting stand out as one of the leading enterprises in chinese B2C e-commerce. It has seized the market share with its low-cost strategy and challenge the traditional sales channels of the 3C products, returning the maximum benefit to consumers. Jingdong Mall has established a rapid logistics system, greatly reducing time of distribution. Meanwhile, it has made use of a variety of means of payment

combined to facilitate the different consumer groups, Jingdong also established a perfect after-sales service system, fully guaranteed the interests of consumers. Its competitive strategy of positioning is very meaningful. The main research results and conclusions of this paper are as follows:

(1) Jingdong Mall's competitiveness

Based on the PEST analysis of the external environment of Jingdong Mall, this paper makes a detailed analysis of the four factors of politics, economy, society and technology, and makes a judgment on the macro environment of China's Internet e-commerce industry. Moreover, it analyzes the five forces related to the e-commerce industry: the bargaining power of the supplier, the bargaining power of the customer, the threat of the new entrants, the threat of the substitute product or service, and the competition between the existing competitors in the industry. On the other hand, the Jingdong Mall internal conditions such as business model, marketing and supply chain also make an influence on its development. The three core competitiveness of Jingdong Mall are brand value, supply chain system and users experience. It still needs to firmly grasp the three core competitiveness in order to continue to maintain a competitive advantage.

(2) Jingdong Mall's advantages, disadvantages, opportunities and threats

In this paper, it carried out a deep SWOT analysis through the analysis of external environment and internal conditions. The accumulation of brand, strong logistics and distribution system, excellent user experience in B2C electric business industry are the greatest advantages of Jingdong Mall in relative to other enterprises; The main disadvantages are: no physical store experience, high price dependence, lack of business model innovation and lack of constant power in the pursuit of big-scale. The main external opportunity Jingdong Mall are: the national policy support for the e-commerce industry, strong increasing needs B2C e-commerce model, the development of information technology and flexible business model; In addition, there also exist some external threats: e-commerce related laws Regulations are not

sound, the Internet security issues, macroeconomic instability and the transparency of e-commerce products prices.

(3) Jingdong Mall's competitive strategy

This paper has carried on the orientation of Jingdong Mall's competition strategy: choosing the strategy of differentiation to exert its competitive advantage more. The paper believes that Jingdong Mall in order to successfully implement its development strategy and to maintain the dominant position, it must do the following: First, continue to promote technological innovation capability. It should do a good job of website design technology innovation, payment innovation; the second is to increase financing efforts, investing funds into their own core technology upgrades and the whole category of plans; third is to strengthen human resources management, establishing a good training mechanism to strengthen the management of basic staff; forth is to continue to enhance the scale and efficiency by increasing the size of users and commodity size and optimizing the supply chain.; fifth is shaping the excellent corporate culture to enhance the brand value. Only in this way to continue to adjust their own strategy and select the appropriate entry point, should they ensure itself a dominant position in market, so as to make the Jingdong to become the chinese and even the world's largest e-commerce Enterprises, and the world's most trusted electric business enterprises.

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