

北京千缘富商贸有限公司开拓国际市场的对策研究

摘 要

积极鼓励开拓国际市场，大力发展对外贸易，特别是发展对外的出口贸易，这对我国当前经济发展起着重要作用。自 20 世纪 90 年代我国提出“走出去”战略方针开始，中国的经济得到了很大的发展和进步，我国的贸易也从一开始的“三来一补”形式的加工贸易开始慢慢发展为自主研发的品牌贸易，开始参与国际市场中的激烈竞争。在经济全球化的今天，我国中小型企业也渐渐在国际市场中崭露头角，这也是我国对外经济发展的必然趋势。显然，若想在如火如荼的国际竞争中站稳脚跟，改变传统的国际竞争观念才是开拓国际市场的必然选择。

北京千缘富商贸有限公司作为北京一家中小型贸易公司，主要出口的产品为服装及日用品。自 2015 年以来，经过五年时间的发展，开始积累一定的资本，在中国对外出口中也奠定了一定的基础，但这并不能说明北京千缘富商贸有限公司在国际市场上拥有强劲的竞争力。本文从北京千缘富商贸有限公司的国际市场开拓现状和开拓国际市场过程中可能会遇到的问题入手，来提出北京千缘富商贸有限公司开拓国际市场的对策及建议。

关键词：北京千缘富商贸有限公司；国际市场；对策

ABSTRACT

It plays an important role in China's current economic development to actively encourage the development of international markets and vigorously develop foreign trade, especially export trade. Since China put forward the strategic policy of "going out" in the 1990s, China's economy has been greatly developed and improved. China's trade has also gradually developed from the "three in one compensation" form of processing trade to the brand trade of independent research and development, and began to participate in the fierce competition in the international market. In today's economic globalization, China's small and medium-sized enterprises are gradually emerging in the international market, which is also the inevitable trend of China's foreign economic development. Obviously, if you want to stand firm in the fierce international competition, changing the traditional concept of international competition is the inevitable choice to open up the international market.

As a small and medium-sized trading company in Beijing, Beijing qianyuanfu Trading Co., Ltd. mainly exports clothing and daily necessities. Since 2015, after five years of development, it has begun to accumulate certain capital and laid a certain foundation for China's export, but this does not mean that Beijing qianyuanfu Trading Co., Ltd. has a strong competitiveness in the international market. Based on the current situation of international market development of Beijing qianyuanfu Trading Co., Ltd. and the problems that may be encountered in the process of developing international market, this paper puts forward countermeasures and suggestions for Beijing qianyuanfu Trading Co., Ltd. to develop international market.

Keywords:Beijing qianyuanfu Trading Co., Ltd.; international market; Countermeasures

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