

# *Strategic Innovation of Enterprise Business Management Based on Core Competitiveness*

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**Keywords:** Core competitiveness; Business management strategy; Strategic innovation; Market environment; Sustainable development

**Abstract:** In today's business environment, enterprises are facing unprecedented challenges and opportunities. How to innovate business management strategy based on core competitiveness has become the key to the sustainable development of enterprises. Therefore, this article has carried out in-depth analysis and discussion. This article expounds the basic theories of core competitiveness and business management strategy, including the concept and composition of core competitiveness, the connotation and importance of business management strategy, and the relationship between them. And this article analyzes the current practice of business management strategy, as well as the changes and challenges faced by enterprises in the external environment, and diagnoses the strategic issues from the perspective of core competitiveness. The research shows that the strategic innovation path of business administration based on core competitiveness needs to follow certain principles and objectives and be implemented through specific strategies and measures. These strategies and measures cover technological innovation, marketing innovation, organizational management model innovation and other aspects, aiming at enhancing the market competitiveness of enterprises, optimizing product structure, expanding market share and enhancing brand influence.

## **1. Introduction**

In today's rapidly changing business environment, enterprises are facing unprecedented challenges and opportunities [1]. In order to stand out in the fierce market competition and continue to stabilize the competitive advantage, enterprises must frequently examine and strengthen their core competitiveness [2]. Core competitiveness, as a unique set of abilities that are difficult to be easily copied by others, is an important pillar of sustainable growth and innovation of enterprises [3]. But just having core competitiveness is not enough. How to skillfully integrate it into the business management strategy of enterprises and make it a powerful engine to drive enterprises to keep moving forward? This is a question that every enterprise manager must ponder deeply.

As a programmatic blueprint to lead the overall development course and resource allocation of enterprises, the importance of business management strategy need not be said [4]. A scientific and reasonable business management strategy can help enterprises clearly locate the market, optimize product structure layout, improve marketing efficiency, and then seize a favorable position in the fierce market competition [5]. With the rapid development of market environment and technology,

the traditional business management strategy has been difficult to meet the urgent needs of enterprise development [6]. Enterprises must keep up with the pace of the times and constantly innovate business management strategies to adapt to the new market environment and technological trends.

In view of this, this article is committed to exploring the innovation of business management strategy based on core competitiveness. Through in-depth analysis of the elements of core competitiveness and the connotation and significance of business management strategy, the close relationship between them is revealed. At the same time, combined with the actual application of the current business management strategy and the challenges it faces, this article puts forward the innovation path of business management strategy relying on core competitiveness. This article hopes to provide valuable reference and enlightenment for enterprise managers, help them to continuously strengthen the core competitiveness of enterprises in the fierce market competition, and promote enterprises to achieve sustainable development and innovation.

## **2. Basic theory of core competitiveness and business management strategy**

### **2.1. The concept and composition of core competitiveness**

Since the concept of core competitiveness was put forward, it has become a research hotspot in the field of enterprise management. It refers to a unique advantage that is difficult to be easily copied or replaced by competitors through the continuous accumulation, integration and optimization of various resources and capabilities in the long-term development process of enterprises [7]. This advantage is reflected in technological innovation, product research and development, marketing, organization and management. It is an important support for the sustainable development and innovation of enterprises. The composition of core competitiveness is not a single element, but the result of interweaving and working together by many factors such as technical strength, resource endowment, management ability and corporate culture. These factors depend on each other and promote each other, which together constitute the unique competitiveness system of enterprises.

### **2.2. The connotation and importance of business management strategy**

Business management strategy is the compass of enterprise development. Its connotation is rich and profound. It is not only the planning and layout of the future development direction of enterprises, but also the comprehensive design and optimization of enterprise resource allocation, organizational structure and marketing [8]. A scientific and reasonable business management strategy can help enterprises to define the market position, seize market opportunities and meet market challenges. It can also optimize internal resource allocation, improve resource utilization efficiency and reduce operating costs. More importantly, the business management strategy can also stimulate the innovation vitality of enterprises and promote enterprises to continuously carry out technological innovation, product innovation and management innovation.

### **2.3. The relationship between core competitiveness and business management strategy**

There is a close internal relationship between core competitiveness and business management strategy, as shown in Table 1. Core competitiveness and business management strategy are interdependent and mutually promoting, which together constitute an important cornerstone of enterprise's sustainable development and innovation.

Table 1: Intrinsic Link between Core Competence and Business Management Strategy

Core Competence Aspect	Corresponding Content in Business Management Strategy
Unique Capabilities	Clarify and strengthen the unique positioning of the enterprise in the market
Difficult to Replicate	Construct a strategic model that is hard for competitors to imitate
Value Creation	Focus on creating long-term customer value and enhancing market competitiveness
Sustainability	Ensure the strategy has long-term stability and sustainable development
Innovativeness	Encourage innovation and integrate it into strategic planning and execution
System Integration	Achieve strategic synergy between internal resources and external environment
Adaptability & Flexibility	Formulate a strategy that adapts to market changes and has the ability to adjust flexibly

Core competitiveness is an important basis for formulating business management strategy. When making business management strategy, enterprises must fully consider their own core competitiveness and ensure the matching and coordination between strategy and core competitiveness. Business management strategy is an important means to promote and cultivate core competitiveness. By implementing scientific and reasonable business management strategies, enterprises can continuously optimize resource allocation, strengthen technological innovation and product research and development, and enhance their marketing capabilities.

### 3. The status quo and challenges of enterprise business management strategy

#### 3.1. The current practice of enterprise business management strategy

In today's business environment, the practice of enterprise business management strategy presents the characteristics of diversification and differentiation. Many enterprises have realized that a single market strategy or product strategy can no longer meet the increasingly complex and changeable market demand, so they have begun to explore comprehensive business management strategies. These strategies cover traditional marketing, product research and development and production management, and gradually extend to supply chain management, human resource management, information construction and other fields. By formulating and implementing these strategies, enterprises strive to maintain flexibility in the fierce market competition in order to cope with the changing market demand and consumer preferences. Some forward-looking enterprises have also begun to pay attention to sustainable development and social responsibility, and integrate environmental protection concepts and social responsibility into business management strategies to enhance their brand image and market competitiveness.

#### 3.2. Diagnosis of strategic issues from the perspective of core competitiveness

With the acceleration of globalization and informatization, the external environment faced by enterprises is undergoing profound changes. Market competition is becoming increasingly fierce, new technologies and products are emerging one after another, and consumer demand is becoming increasingly diversified and personalized. These changes put forward higher requirements for the business management strategy of enterprises. Enterprises need to constantly pay attention to market trends and technical trends, and adjust their strategic direction in time to keep pace with the market. Enterprises also need to meet the challenges of policies and regulations, environmental protection, social responsibility and so on to ensure the compliance and sustainability of strategy

implementation. These changes and challenges of external environment put forward higher requirements for the innovation and flexibility of business management strategy.

From the perspective of core competitiveness, there are still some problems in the implementation of business management strategy, as shown in Figure 1.

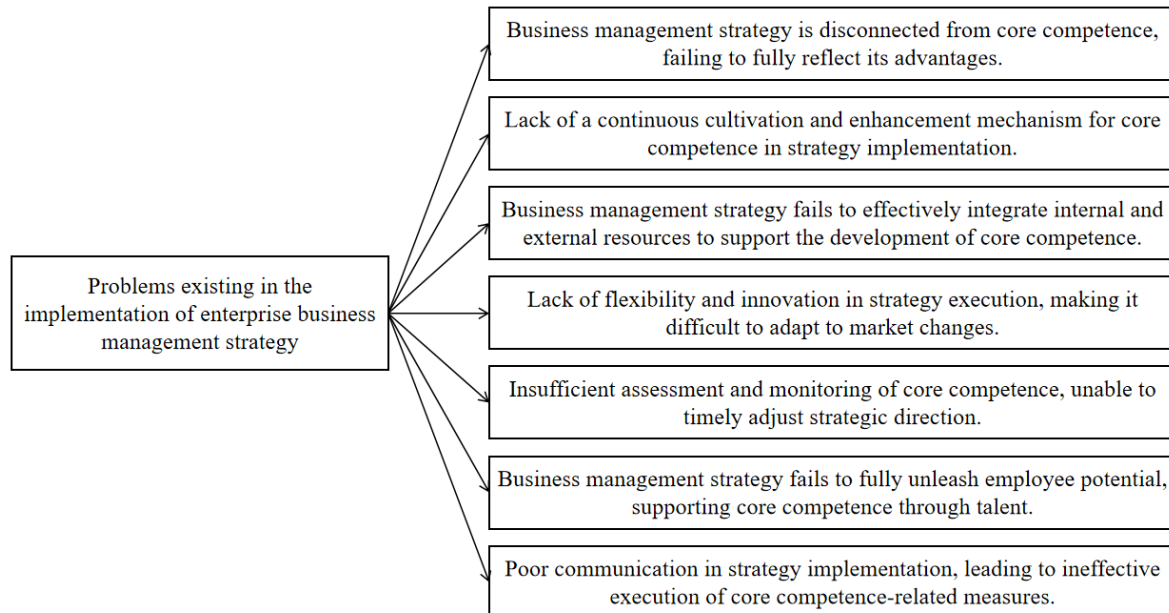


Figure 1 Problems existing in the implementation of business management strategy of enterprises

The problems in Figure 1 affect the implementation effect of the business management strategy of enterprises, and also restrict the promotion and sustainable development of the core competitiveness of enterprises. Enterprises need to comprehensively examine and diagnose the business management strategy from the perspective of core competitiveness, find out the problems and take corresponding measures to improve them.

## 4. Strategic innovation path of business administration based on core competitiveness

### 4.1. Principles and objectives of strategic innovation

In the process of discussing how to innovate the business management strategy of enterprises to strengthen the core competitiveness, this article holds that the basic principles of strategic innovation should be established first. These guidelines should focus on the following key elements: customer-centered, continuous innovation, resource integration and risk control. The principle of customer-centered requires enterprises to always take meeting and exceeding customer expectations as their primary task, and continuously adjust and improve their strategic path through in-depth analysis of market trends and consumer preferences. Continuous innovation is the core for an enterprise to maintain its competitive advantage. This requires enterprises to make unremitting exploration and experiments in many fields such as technology, products, market and management. The key point of resource integration is that enterprises need to make efficient use of internal and external resources to achieve the best allocation and utilization of resources. Risk control emphasizes that enterprises must have a strong sense of risk in the process of strategic innovation and build a sound risk management system.

On the basis of defining the principles of strategic innovation, we also need to set clear goals. These goals should be both far-sighted and practical, focusing on the long-term growth of enterprises and adapting to the current actual situation. Specifically, the objectives include

improving market competitiveness, optimizing product mix, expanding market share and enhancing brand influence. By setting these goals, enterprises can provide clear direction and impetus for strategic innovation.

#### **4.2. Specific strategies and measures of strategic innovation**

In terms of specific strategies and measures of strategic innovation, enterprises can start from many aspects. In view of technological innovation, enterprises can increase investment in research and development, introduce advanced technologies, and enhance the technical content and added value of products. In terms of marketing innovation, enterprises can use the Internet and big data and other technical means to accurately locate the target customer groups and formulate personalized marketing strategies. Enterprises can also strengthen cooperation with partners, expand marketing channels and improve market coverage. In addition, in the innovation of organizational management mode, enterprises can optimize organizational structure, improve management efficiency and stimulate employees' innovative vitality. Through the implementation of these specific strategies and measures, enterprises will be able to continuously enhance their core competitiveness and realize the innovation of business management strategy.

#### **5. Implementation guarantee and effect evaluation of strategic innovation**

The implementation of strategic innovation needs strong safeguard measures. First of all, enterprises should strengthen organizational leadership to ensure the smooth progress of strategic innovation. Enterprises can consider setting up a special strategic innovation team to be responsible for the planning, implementation and supervision of strategic innovation. Then, enterprises should improve the incentive system to stimulate employees' innovation enthusiasm and creativity. This can encourage employees to actively participate in strategic innovation activities by setting up innovation incentive funds and providing career promotion paths. At the same time, enterprises must also build a comprehensive risk management system to predict and prevent the risks that may be encountered in the process of strategic innovation.

After the implementation of strategic innovation, enterprises should also evaluate the results. This can comprehensively and objectively evaluate the implementation effect of strategic innovation through market research, customer feedback, financial indicators and other ways. Through the effect evaluation, enterprises can timely understand the effectiveness and shortcomings of strategic innovation, and provide a strong basis for subsequent strategic adjustment and optimization. Effect evaluation can also help enterprises sum up experiences and lessons and improve the ability and level of strategic innovation.

#### **6. Conclusions**

The strategic innovation of business administration based on core competitiveness is the key way for enterprises to develop continuously and maintain their competitive advantage. In today's rapidly changing business environment, if enterprises want to stand out in the fierce market competition, they must constantly improve their core competitiveness and effectively integrate it into the business management strategy. Through strategic innovation, enterprises can better adapt to the changes of market environment, meet the diversified needs of consumers, expand market share and enhance brand influence. Strategic innovation can also stimulate the internal vitality of enterprises, promote technological innovation, product innovation and management innovation, and inject new impetus into the long-term development of enterprises. However, strategic innovation is not achieved overnight, which requires enterprises to have forward-looking vision, keen market insight,

strong resource integration ability and risk prevention and control awareness. Enterprises need to constantly explore and try in practice, sum up experiences and lessons, and constantly improve and optimize the strategic innovation path.

To sum up, the strategic innovation of business administration based on core competitiveness is the inevitable trend and choice of enterprise development. Enterprises should attach great importance to strategic innovation, strengthen organizational leadership, improve the incentive mechanism, establish a sound risk prevention and control system, and ensure the smooth implementation of strategic innovation and achieve remarkable results. Only in this way can enterprises be invincible in the fierce market competition and realize sustainable development and innovation.

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