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Innovation Strategies for Economic Management of Tea Enterprises Under New Circumstances

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Abstract: Amidst the new landscape shaped by economic globalization, technological innovation, and diversifying consumer demands, China's tea industry finds its traditional economic management models increasingly inadequate to cope with market transformations. This paper aims to systematically examine the prominent management issues currently faced by tea enterprises and explore innovative strategies to help these enterprises achieve sustainable development. Using qualitative analysis, the study finds that tea enterprises should comprehensively enhance their management capabilities in areas such as internal control, management philosophy and systems, talent development, and integration of information technology. It is recommended that measures such as strengthening internal governance, promoting digital transformation, and deepening industry-academia-research collaboration can facilitate the sustainable development of tea enterprises.

Keywords: Tea enterprises, economic management, innovation strategies, new circumstances.

1. Introduction

As a vital component of China's traditional industry, the tea industry occupies a unique and critical position in the economic market. Tea is not only a significant daily beverage choice for Chinese people, carrying profound cultural heritage, but also a major category of agricultural exports, showcasing China's unique cultural charm and economic strength in the international market. From the careful cultivation of tea gardens to the picking and processing of tea leaves, and further to product sales and brand building, tea enterprises have established a complete industrial chain covering agriculture, industry, and services. They play an irreplaceable role in promoting rural economic development, increasing farmers' income, and driving regional economic prosperity.

However, under the new circumstances of deepening global economic integration, rapidly advancing technology, and increasingly diverse consumer demands, tea enterprises are facing unprecedented challenges and opportunities. Financial management, as the core link of enterprise operation, directly affects the efficiency of resource allocation, cost control, smoothness of production and operation, and the enhancement of market competitiveness. Innovating the economic management model can help tea enterprises better adapt to changes in the external environment, optimize internal resource allocation, improve production efficiency, reduce costs, and enhance their ability to respond to market demands, thereby standing out in fierce market competition and achieving sustainable development [1]. Therefore, an in-depth exploration of innovation strategies for the economic management of tea enterprises under new circumstances holds significant practical and theoretical value. It can not only provide useful guidance for the actual operation of tea enterprises but also contribute to enriching and improving theoretical research in the field of enterprise economic management.

2. Problems in the economic management of tea enterprises under new circumstances

2.1. Lagging Management Concepts

Some tea enterprises still exhibit relatively outdated management concepts, constrained by traditional management models. These enterprises often focus excessively on short-term benefits, paying attention only to immediate gains from tea production and sales while neglecting long-term strategic planning and sustainable development. In today's increasingly competitive market, such short-sighted management concepts make it difficult for enterprises to establish themselves and achieve long-term development.

For example, some small-scale tea enterprises rely solely on experience when purchasing raw materials, failing to fully consider changes in market demand and their own actual conditions. This leads to numerous problems in transportation, storage, processing, and loss, causing unnecessary waste and increasing costs. Simultaneously, these enterprises respond slowly to market changes, lack innovative awareness, fail to promptly capture new consumer demands regarding tea quality, safety, and personalization, and do not adjust product structures and marketing strategies according to market trends.

2.2. Incomplete Management Systems

In terms of financial management, many tea enterprises face issues such as unscientific cost control and budget management. Cost control often relies on experience, lacking a scientific basis and refined management, which prevents effective analysis and control of various costs, leading to high costs and compressed profit margins. Additionally, enterprises often have unclear definitions of budget revenue and expenditure ranges and insufficiently strict assessments of budget execution results, making it difficult to quantify financial management levels and ensure budget enforceability. Furthermore, some enterprises have ambiguous financial management authority, unclear debt issues, and ineffective accounts receivable collection, resulting in non-performing assets and severe asset loss.

In human resource management, tea enterprises commonly suffer from unclear management objectives and a lack of systematic and standardized practices. Enterprises often lack clear human resource planning, have singular talent recruitment channels, and invest insufficiently in talent cultivation, leading to an irrational talent structure and a shortage of high-end and professional technical talents. Moreover, performance appraisal and incentive mechanisms are imperfect, failing to fully mobilize employees' enthusiasm and creativity, resulting in low job satisfaction and loyalty, and a relatively serious talent turnover problem.

In production management, some tea enterprises have suboptimal production processes, outdated and backward production equipment, low production efficiency, and unstable product quality. Some enterprises lack standardized production specifications and quality control systems, making it difficult to ensure the quality and safety of tea products and meet consumer demand for high-quality tea.

2.3. Talent Shortage

The shortage of professional talent in economic management is one of the critical factors constraining the development of tea enterprises. With the continuous development of the tea market and increasingly fierce competition, the demand for professionals with economic management knowledge and skills is growing. These individuals not only need to be familiar with the characteristics and market dynamics of the tea industry but also require knowledge and abilities in financial management, marketing, human resource management, and other areas to provide scientific decision-making support and effective management strategies for enterprise development [2].

However, currently, the number of such professionals in tea enterprises is relatively small, and the talent structure is not ideal. On one hand, most internal managers are promoted from positions in tea production or sales. Although they are familiar with tea business operations, they lack systematic management knowledge and skills, making it difficult to adapt to the needs of modern enterprise management. On the other hand, due to the particularity of the tea industry, its attractiveness to talent is relatively weak, making it challenging for enterprises to recruit external professionals. Additionally, talent cultivation and recruitment mechanisms are inadequate, with insufficient investment in talent development, a lack of comprehensive training systems and career development plans, and failure to provide a conducive environment and opportunities for talent growth, leading to a high turnover rate.

2.4. Low Level of Informatization

In today's era of rapid information technology development, tea enterprises exhibit numerous deficiencies in the application of information technology, resulting in a low level of informatization. Some enterprises make low use of e-commerce platforms, still relying on traditional offline sales channels and failing to fully leverage the advantages of the internet to expand their market. According to statistics, a considerable proportion of tea enterprises still do not have their own official websites or e-commerce platforms. Even among those that have established online sales channels, issues such as simplistic page design, imperfect functionality, and poor user experience exist, leading to unsatisfactory online sales performance.

Simultaneously, enterprise information system construction lags, internal information communication is inefficient, and data processing is slow. Many enterprises still rely on manual recording and processing of data, lacking comprehensive information management systems such as Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM). This prevents real-time monitoring and management of various aspects such as production, sales, and finance, making it difficult to respond quickly to market changes and customer demands. Furthermore, information sharing and collaborative cooperation among enterprises face difficulties, hindering information exchange and resource sharing between upstream and downstream enterprises in the industrial chain, which affects the coordinated development of the entire tea industry.

3. Significance of Innovating Economic Management in Tea Enterprises Under New Circumstances

3.1. Enhancing Enterprise Competitiveness

In market competition, efficient resource allocation, reasonable cost control, and improved product and service quality are key to an enterprise's survival. Through innovative economic management, tea enterprises can more scientifically and reasonably allocate resources such as human, material, and financial capital [3].

Innovative economic management helps enterprises precisely control costs. Through refined cost accounting and management, enterprises can identify key points for cost control and reduce unnecessary expenditures. In raw material procurement, establishing long-term stable cooperative relationships with suppliers and adopting methods like centralized procurement and tender procurement can lower purchasing costs. In the production process, optimizing production techniques and improving energy efficiency can reduce production costs. Additionally, enterprises can lower sales costs and improve marketing effectiveness by innovating marketing models.

Improving product quality and service levels is crucial for enterprises to win the market. Innovative economic management encourages enterprises to strengthen quality control over tea, establishing a comprehensive quality control system from tea garden planting management and tea picking and processing to product packaging and sales, ensuring excellent and safe tea quality. At the same time, by deeply understanding consumer needs, enterprises can provide personalized products and services to meet different consumer demands. Some tea enterprises have launched privately customized tea gift boxes, tailoring tea varieties, packaging, and flavors according to consumer preferences, which have been well-received. By enhancing product quality and service levels, enterprises can increase consumer satisfaction and loyalty, thereby gaining a competitive advantage in the market.

3.2. Promoting Sustainable Enterprise Development

Innovative economic management has profound positive impacts on the long-term development of tea enterprises, enabling them to expand market space, cultivate new economic growth points, and promote green and sustainable development.

As consumer demands continuously change and market competition intensifies, tea enterprises need to innovate their economic management to adapt to market changes and explore new market areas. Through market research and analysis, enterprises can understand consumer needs and potential demands, developing new products that meet market requirements. In recent years, with increasing health awareness, the demand for health teas and functional teas has grown. Some tea enterprises have seized this market opportunity, researching and developing health tea products with functions such as blood pressure reduction and antioxidant effects, which have been welcomed by consumers and successfully opened new markets.

Simultaneously, innovative economic management can help enterprises expand sales channels. In addition to traditional offline sales channels, enterprises can vigorously develop online sales channels, utilizing e-commerce platforms and social media for product sales to expand market coverage. By cooperating with e-commerce platforms and engaging in live-streaming sales and short video marketing, tea enterprises have significantly increased product sales and continuously expanded market share [4].

With growing environmental awareness and the deepening concept of sustainable development, innovative economic management for green development has become an inevitable trend for tea enterprises. Through innovative economic management, enterprises can strengthen ecological protection and construction of tea gardens, promote green planting techniques, reduce the use of pesticides and fertilizers, and encourage organic tea cultivation to achieve green and ecological tea production. Additionally, enterprises can adopt energy-saving and environmentally friendly technologies in the production process to reduce energy consumption and pollutant emissions, achieving green production processes [5]. By establishing ecological tea gardens and utilizing clean energy sources such as solar and wind power, tea enterprises have achieved green and sustainable tea production, not only improving product quality and market competitiveness but also earning a positive social reputation.

4. Specific Strategies for Innovating Economic Management in Tea Enterprises Under New Circumstances

4.1. Strengthening Internal Control Management in Tea Enterprises

Establishing a sound internal control system is the foundation for strengthening internal control management in tea enterprises. Enterprises should develop comprehensive, detailed, and practical internal control systems based on their business characteristics and management needs, covering key areas such as procurement, production, sales, finance, and human resources. In the procurement stage, clear processes and standards should be defined, and strict supplier evaluation and selection mechanisms implemented to ensure the quality and reasonable pricing of purchased tea raw materials. In the production stage, standardized production processes and quality control standards should be established, with strengthened monitoring and management of the production process to ensure stable and consistent product quality.

Strengthening internal audit supervision is an important means to ensure the effective implementation of internal control. Enterprises should establish an independent internal audit department staffed with professional auditors to regularly audit and supervise the implementation of internal control systems. The internal audit department should conduct comprehensive audits of the enterprise's financial revenue and expenditure, economic activities, and internal control, promptly identifying existing problems and risks, and proposing corrective suggestions and measures. At the same time, follow-up and implementation of audit results should be strengthened to ensure the timely resolution of issues and effective execution of internal control systems [6].

4.2. Innovating Management Concepts in Tea Enterprises

Under new circumstances, tea enterprises should establish strategic management concepts, formulating scientific and reasonable development strategies based on long-term enterprise development. Enterprises need to deeply analyze factors such as the market environment, industry trends, and competitors, clarify their own positioning and development goals, and formulate forward-looking and feasible strategic plans [7]. For example, based on market demand and their own advantages, enterprises can determine their main products and target markets, enhancing market competitiveness through differentiated competition strategies. Simultaneously, strategic execution and monitoring should be strengthened, with timely adjustments to strategic direction to ensure the achievement of strategic goals.

With the continuous improvement of consumers' environmental and health awareness, the green management concept has become an inevitable choice for tea enterprise development [8]. Tea enterprises should integrate the green development concept throughout the entire production and operation process, from tea garden planting management and tea picking and processing to product packaging and sales, emphasizing environmental protection and sustainable development. In tea garden planting, green planting techniques should be promoted, reducing the use of pesticides and fertilizers, and adopting green control methods such as biological and physical control to protect the ecological environment. In the production and processing stages, energy-saving and environmentally friendly production equipment and processes should be used to reduce energy consumption and pollutant emissions. For product packaging, environmentally friendly and biodegradable materials should be selected to reduce environmental pollution from packaging waste. Implementing green management can not only improve the quality and safety of tea products but also enhance the enterprise's ecological image and brand value.

4.3. Innovating Management Systems in Tea Enterprises

In terms of financial management systems, tea enterprises should implement comprehensive budget management, incorporating all economic activities into the budget management system to achieve overall control and management of financial activities. By preparing detailed budget plans, clarifying targets for revenue, expenditure, and profit, and rationally arranging financial resources, enterprises can strengthen the monitoring and analysis of budget execution, promptly identify problems and deviations during budget implementation, and take effective measures for adjustment and improvement. At the same time, cost control should be strengthened by establishing a cost accounting and analysis system for refined management of various costs, thereby reducing operational expenses [9].

In production operation systems, tea enterprises should optimize production processes, introduce advanced production technologies and equipment, and improve production efficiency and product quality. Standardized production operation procedures and quality control systems should be established, with strict monitoring and management of each stage of tea production to ensure product quality meets national standards and customer requirements. Production site management should be enhanced to create a good production environment, improving production safety and efficiency. A quality traceability system should be established to record and track the entire production process of tea products, ensuring product quality, safety, and reliability.

4.4. Focusing on Cultivating Economic Management Talents for Tea Enterprises

Talent is the primary resource for enterprise development. Tea enterprises should strengthen cooperation with universities and research institutions, establishing industry-university-research collaboration mechanisms to jointly cultivate economic management talents that meet the development needs of tea enterprises. Through cooperation with universities, enterprises can conduct order-based talent training, formulating talent cultivation plans according to actual needs, and providing customized professionals for the enterprise. Enterprises can also invite experts and scholars from universities and research institutions to provide guidance and training, offering intellectual support and technical services.

Conducting internal training is an important way to enhance the economic management level of existing employees. Tea enterprises should develop systematic internal training plans based on employees' job requirements and career development plans, regularly organizing training sessions. Training content should cover knowledge and skills in financial management, marketing, human resource management, and enterprise strategic management. Through methods such as theoretical explanations, case studies, and practical operations, learning effectiveness can be improved. At the same time, employees should be encouraged to engage in self-directed learning and self-improvement, with learning resources and platforms provided to create a positive learning atmosphere.

4.5. Integrating Enterprise Management with Modern Information Technology

Big data technology can collect, store, analyze, and mine massive amounts of data, providing strong data support for the economic management of tea enterprises. Tea enterprises can use big data to analyze consumer purchasing behavior, preferences, and demands, understand market dynamics and trends, and provide a basis for decision-making in product development, marketing, and customer service. By analyzing consumer purchase records and evaluation data, enterprises can understand consumer needs and feedback regarding tea product taste, packaging, price, etc., thereby optimizing product design and marketing strategies. Using big data to predict market demand and price trends allows for rational production planning and inventory management, reducing operational risks [10].

Internet of Things (IoT) technology enables information interaction and communication between objects and between objects and people, providing new means for production management and quality control in tea enterprises [11]. Tea enterprises can install sensors, cameras, and other devices in tea gardens to monitor real-time information such as soil temperature, humidity, light, and pests and diseases, achieving intelligent management of tea gardens. Through IoT technology, enterprises can automatically control irrigation, fertilization, and spraying equipment based on actual conditions in the tea garden, achieving precision agriculture and improving tea yield and quality. In the tea production and processing stages, IoT technology can be used for real-time monitoring and management of production equipment, ensuring safety and stability in the production process and improving product quality consistency. Reducing operational risks.

By utilizing information technologies such as big data and IoT, tea enterprises can achieve digital transformation, enhance management efficiency and decision-making levels, strengthen market competitiveness, and realize sustainable development.

5. Conclusion

In today's complex and ever-changing market environment, the innovation of economic management in tea enterprises has become key to their survival and development. Through the in-depth analysis above, it is evident that tea enterprises face fierce market competition and rapidly changing trends, making traditional economic management models inadequate for development needs. Therefore, innovation in economic management is imperative. This includes strengthening internal control management, establishing a sound internal control system, enhancing risk assessment and early warning, and reinforcing internal audit supervision; innovating management concepts by establishing strategic, green, and human-oriented management philosophies; innovating management systems by improving financial, human resource, and production management systems; focusing on cultivating economic management talents through cooperation with universities and research institutions, conducting internal training, and providing a favorable career development environment; and integrating economic management with modern information technology, utilizing technologies such as big data, cloud computing, and IoT to enhance management efficiency and decision-making levels.

Looking ahead, as the market environment continues to change and consumer demands keep evolving, tea enterprises will face more opportunities and challenges. Only by continuously innovating economic management, constantly adapting to market changes, and enhancing their core competitiveness can tea enterprises remain invincible in fierce market competition and achieve sustainable development. At the same time, the innovative development of tea enterprises will inject new vitality into the entire tea industry, driving it toward a higher level and more sustainable direction. This will allow Chinese tea to shine even more brightly in the international market, inheriting and promoting the excellent tea culture of China.

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