

Research on the Relationship between Economic Management and Marketing of Electric Power Enterprises

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Abstract. The development of the times and the economy puts high demands on the development of various industries. Of course, power companies are no exception. For power companies, what they need to do is to balance the relationship between economic management and marketing, so that power companies can achieve their long-term development goals of maximizing their own benefits under the current economic development trend. This article firstly conducted a detailed and careful study on the relationship between economic management and marketing of power companies. Secondly, it carried out detailed and careful research on the problems existing in the marketing management of power companies, and finally proposed four point strategies to solve existing problems in the marketing management of power companies.

1. Introduction

In order to realize their long-term development, power companies must clarify the relationship between economic management and marketing. Only in this way cannot enterprises be eliminated from the trend of economic development and occupy a place in the fierce market competition. Therefore, it is very practical and encouraging to study the relationship between economic management and market influence of power companies.

2. Relationship between the two

The core content of the power enterprise business is the part the power market marketing. The current survival and future development of power companies are affected by the core business content of the power market marketing, which also determines whether power companies can occupy a place in the fierce market competition. Marketing should be the center of all work of electric power enterprises, and the expansion of the marketing space of electric power enterprises is benefited from the continuous optimization of the economic management of the enterprise. And the maximum cost invested by the enterprise in terms of service is reduced as much as possible while maximizing the satisfaction with the electricity demand of the people. With the acquisition of the latest market consultations, the market dynamics can be grasped in a timely manner, and then the marketing strategy can be quickly adjusted to play a role in market development; The performance management of the staff in the electric power enterprise is improved, so that the staff can maximize their creative potential, thereby ensuring the normal and efficient operation of the electric power enterprise and promoting the substantial improvement of the economic benefits of the enterprise [1]. At present, a relatively



common and popular service concept in the society is “customer-centered”. Power companies should adapt to the development of the times and the economy, and pay close attention to market trends. Therefore, power companies must conduct their own marketing management based on changing market dynamics, and adjust and optimize their strategies accordingly.

3. Several major existing problems

The market awareness of power companies has gradually increased with the continuous improvement of the market economy system, and the management level of the industry itself is also in the process of continuous improvement. However, as for other companies in an ever-changing objective environment, the business aspect of electricity marketing has yet to be resolved by most power companies.

3.1. Relatively backward and delayed marketing concept

The concept of treating customers as the center of enterprise service has been gradually recognized and accepted by the public with the development and changes of the times and the economy. Nowadays, the enterprise marketing concept of power companies has appeared to be completely incompatible with social needs. Most of power companies still have the awareness of treating some surface services, such as renewal facilities, smile services, and street propaganda, as high-quality services. They do not pay enough attention to some deep-level services such as power cut loss, stable power supply, and power-up speed, and they fail to realize the important role of the “service” for the current survival and future development of power companies [2].

3.2. Unoptimized and unimproved management system

The management of power companies has to make some measures to adapt to the market trend with the changes and development of the times and the economy. This is mainly because the development of the internal management system of the power companies in the past was mainly product-oriented, which is not compatible with the emerging needs. But nowadays, the internal management of the entire power industry has not really changed from product-oriented to customer-oriented. Important work such as power marketing still does not receive the attention of all staff and various departments in the power industry. Important links such as maintenance of power grids, maintenance of equipment, and business plans are still separated from each other, and the informatization of power marketing is still insufficient, and information asymmetry often occurs between supply and demand. Therefore, power companies should further optimize and improve the management model of the enterprise [3].

3.3. Simple and single marketing approach

The current management level and technical means of power supply companies are directly affected by the extremely imperfect management mode of the past. Therefore, these two aspects are completely inconsistent with the requirements of the commercial operation of contemporary power companies, and can even be said to be extremely backward. Nowadays, many power companies are not sensitive to all kinds of information, can not collect all kinds of information in a timely and accurate manner, and can not accurately analyze the psychological expectations and demand potential of electricity customers. This is a problem that still exists in the basic work of power companies, which makes power companies unable to develop the power market deeper and broader.

3.4. Not paying enough attention to understanding the actual needs of customers

The service requirements of electricity customers for electricity have become rich and diverse with the development and changes of the times and the economy, and they have higher professional requirements. Some power companies have not been able to quickly adjust and optimize their business strategies. Deep analysis of the needs of electricity customers is not in place or missing. And the pre-sale, sale and after-sales service mechanisms are lacking in the whole process of power supply marketing of power enterprises, which is extremely unfavorable to the actual effect of power supply enterprise power marketing. The impact, which in turn, has seriously hampered the benign

development of the entire power market. There are some obvious disconnections between the power marketing of the power supply enterprise and the effective demand of the entire electricity market.

4. Corresponding solution strategy

With the continuous deepening of the power system reform in China, power companies should start a set of marketing systems that are compatible with the current market demand, and thus greatly guarantee the smooth development of corporate marketing and greatly enhance the economic benefits of enterprises. Power supply companies can start marketing activities from the following four aspects.

4.1. To promote the transformation of enterprise marketing concepts

Under the background of continuous economic development and changing market forms, power companies should break the inherent sense of old-fashioned and enhance their own competitiveness and awareness of anxiety. The company should be guided by the market and users to promote the transformation of enterprise marketing concepts, quickly adjust the strategy based on the changing market environment, and then become a power company with excellent quality and good service that is satisfactory to the people [4]. Based on the overall marketing strategy of China's power grid environment, the power companies should combine the user's satisfaction level and consumption guidance as the main development direction and target of the power market for marketing.

4.2. To pay attention to the construction of enterprise marketing talent team

Under the background of continuous economic development and changing market forms, power companies can only achieve their benign and sustainable corporate development goals by improving the strength of the construction enterprise talent team. In particular, it should promote the introduction and cultivate marketing work. The talents in this aspect will further promote the continuous development and large-scale work of the staff in this area. It is also necessary to introduce a competition mechanism so that the power enterprise can have a good corporate atmosphere of competition, service and talents, and thus effectively improve the management level and service level of power companies [5]. In addition, the companies should not forget to organize some training such as job training and service training to improve the quality of the staff in the enterprise, so that it can form a sense of equal emphasis on the market and users, and can link the enterprise income acquisition with the quality service provision.

4.3. To pay attention to the expansion of enterprise marketing channels

Under the background of continuous economic development and changing market forms, power companies can only improve the management of corporate marketing activities by establishing a set of efficient and complete marketing systems. The diagram of various specific departments in the enterprise are shown in Figure 1. They should also have a clear understanding of its role and responsibilities in the whole process of marketing activities. Specifically, based on the role and responsibilities of the department and the completion of various affairs, communication and coordination work with other departments in the enterprise should be carried out; and the marketing strategy should be quickly adjusted according to market dynamics. So that power companies can reach a broader goal of marketing activities, and they can smoothly carry out related activities and promote the long-term development of enterprises.

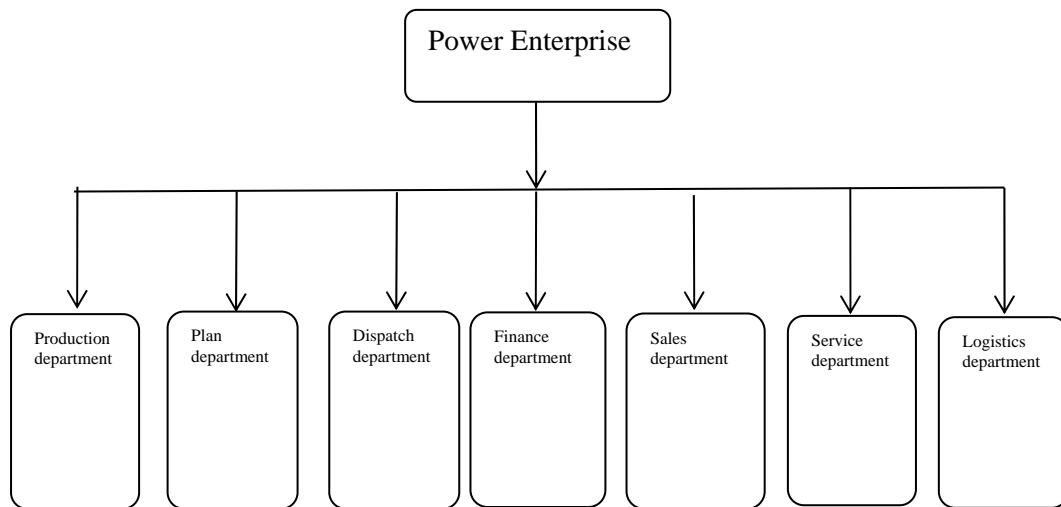


Figure 1. Schematic diagram of the departments in the power enterprise

4.4. To focus on adjusting strategies from customer needs

In the context of continuous economic development and changing market forms, power companies must keep an eye on the dynamic changes in the market environment, and then change the demand for electricity customers and grasp the changes in market trends. In turn, it is possible to make adjustments and optimizations for the enterprise's power marketing strategy, so as to develop a reasonable and scientific price to guide and improve the consumption structure of the majority of electricity customers, and also adhere to the "customer-centered" service concept -- start from the customer, think of the customer's thoughts, and propose the electric power service that meets the psychological needs of the vast number of consumers. Thus, the companies can achieve the profitable goal of the benign and sustainable development of the power enterprise [6].

5. Conclusion

This article begins with a detailed and careful study of the relationship between economic management and marketing of power companies, followed by a relatively backward and delayed marketing concept, a management system that remains to be optimized and improved, and a relatively simple and single marketing approach. Investing in the four aspects of understanding the actual needs of customers, the author has carried out detailed and careful research on the problems existing in the marketing management of power companies. Finally, it has put forward four ways to solve the problems of marketing management, to promote the transformation of enterprise marketing concepts, to pay attention to the expansion of enterprise marketing channels, to pay attention to the construction of enterprise marketing talent team and to focus on adjusting strategies from customer needs. And this article aims to provide some examples for the power companies to deal with the relationship between economic management and marketing, and promote the good and sustainable development of power companies.

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