

# Market-oriented Construction of Enterprise Economic Management Model

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**Abstract:** With the development and progress of the market economy, enterprises intending to enhance the market value of economic activities must integrate the core of enterprise economic management, stimulate their creativity, and effectively realize economic goals, and transforming from production factors to management factors. The enterprises must create a strategic economic management model that is more suitable for market demand and promote sustainable development. This paper analyses the importance of market-oriented enterprise economic management model and discusses specific strategies for reference.

**Keywords:** market orientation; enterprise economic management model; importance; strategy

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## 0 Introduction

To enhance market competitiveness, enterprises must integrate the task supervision system and respect the market development rules. This ensures that enterprises can formulate price strategies and marketing strategies that are in line with market demand, and to some extent consolidate the production cost management model and optimize resources. Utilize a well-established platform to truly realize the overall sustainable development of the company.

## 1 Importance of developing a market-based business economic management model

To comply with the diversified market and market demand as the basis, it can effectively maintain the

vitality of the company. In other words, market demand should be used as a measure of the development space of enterprises. Only by integrating strategic development structure and control mode can enterprises implement the new economic development planning and management elements while realizing the strategic system transfer while integrating market factors<sup>[1]</sup>.

### 1.1 Adapting to market development is the fundamental goal of strategic business management

In the context of market economy development, to obtain a good development space, enterprises must integrate market demand as a fundamental guiding factor of strategic business management, and actively promote management and management while actively developing management systems and management factors. Vitality, and with its own advantages, to some extent, adapt to market development changes<sup>[2]</sup>. It is worth mentioning that in the process of development planning, we must constantly adjust and improve the development strategy, so as to consolidate the product optimization model and marketing strategy model in a true sense, and formulate a management policy that is more responsive to the market layout. It lays a solid foundation for improving its management level and comprehensive market value<sup>[3]</sup>.

Based on this, in the process of formulating the enterprise economic development strategy system, market demand should be guided as the basis, rationally optimize the strategic business reform plan of the enterprise, and ensure that the economic operation management plan can be effectively integrated while adapting to the market demand. Improve market share and market core competitiveness to avoid being eliminated by dynamic markets.

## 1.2 Adapting to the developments in the industry is the basic policy of strategic operation of enterprises

Along with the continuous development and progress of the market economy, the market is increasingly showing a diversified trend. To meet the market demand, enterprises must fully realize the importance of the enterprise to optimize the industrial development structure and combine the development process of the industry to develop its own structure. Re-integration, build a more control model that meets the needs of strategic business management and thus improve the level of market management<sup>[4]</sup>.

First, the potential for enterprise development is closely related to the market share of enterprises. There is a close relationship between the spatial structure of market demand and the development of enterprises. The specific model is shown in Table 1.

Second, in the process of analyzing the enterprise development system, it is necessary to pay attention to the differences between different industries, because the industry itself has more prominent characteristics. Therefore, enterprises must closely follow market development needs in strategic business management activities. Fully consolidate its own characteristics, effectively create a strategic model of enterprise development with characteristics and market, so as to achieve strategic development of the enterprise<sup>[5]</sup>. For example, in the process of establishing and implementing a strategic operation management mechanism, clothing enterprises should follow the trend of product structure and product marketing, and adapt to seasonal changes, meet the development needs of the industry to some extent, and effectively develop market resources, thus achieving comprehensive progress in economic operations management<sup>[6]</sup>.

## 2 Market-oriented strategy for building a corporate economic management model

In the process of establishing the enterprise economic management model, it is necessary to integrate market

resources and self-development needs, and establish a more complete operation and maintenance supervision and control system, so as to guide enterprises to adapt to the market development model and revitalize the business while focusing on market vitality and market potential. The development momentum has laid a solid foundation for the establishment of positive extension demand and horizontal extension demand<sup>[7]</sup>.

### 2.1 Extended development needs

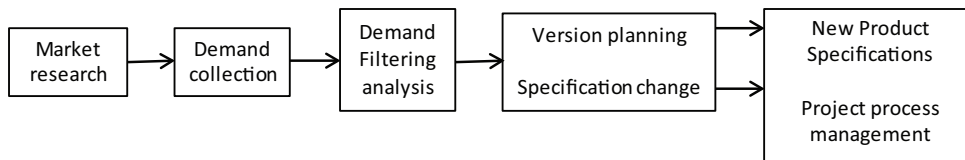
In the era of continuous market development, for better adaption to market development, enterprises must actively improve their management level and operational motivation, and effectively construct a complete differentiated business management model to meet market demand. It is essential to establish a complete product structure operation system for different markets to realize the transformation of the business model and realize the overall progress of the management work and management system<sup>[8]</sup>.

On the one hand, it is necessary to meet the demand for a positive extension, effectively realize the overall adjustment of product structure, and ensure that the integration mechanism of brands and industries can be better improved, thereby maintaining the management structure and control mechanism, and constructing a customer-centered management system Figure 1.

On the other hand, to meet the horizontal extension needs. In the process of establishing the economic operation management mechanism of the enterprise, the main product of the enterprise should be taken as the main line of development, the marketing model should be effectively integrated, and the diversified characteristics of business management should be strengthened. First of all, we must uphold the diversified way of thinking, rationally set up multiple development routes, ensure the construction of a complete and effective economic operation management system, fundamentally combine the management needs of the company to establish a corresponding management and control model, optimize the sales process, service process, etc. To truly construct a business management model that is more in line with its own characteristics, and to achieve comprehensive

**Table 1. Economic development model oriented by industry development**

S.No.	Mode	Content
1	Systemic management mode	Institutional strategic vision management system, responsibility division system, compensation system, performance management system, recruitment system, full staff training system, employee career planning system
2	Institutionalized management model	Based on contractual rules and guided by industry economic goals



**Figure 1.** Product structure plan with market-oriented customer demand as the core

progress in the economic operation management control mechanism<sup>[9]</sup>. Second, it is necessary to integrate the standardization and standardization service system, effectively cultivate market competitiveness, and create a better internal and external operation management environment, so as to ensure the construction of diversified development layout, comprehensively integrate the market supervision mode, and effectively establish the main + deputy business development system. To achieve a combination of management, to lay a solid foundation for the company to better meet market demand.

## 2.2 Optimize the enterprise management mechanism

In the context of market economy operations, enterprises must adapt to the diversified development environment to improve their own development level and comprehensive market value, effectively break through the constraints of traditional systems on enterprise development and construct management that is in line with business operation needs.

First, a two-tier management structure must be employed by creating a diversified management model, which involves transforms a monopoly of interest to a multi-interest, and develops a complete two-tier management supervision system. This lays the foundation for the enterprise to fully realize its economic operation management objectives. To ensure the development of market-oriented and social development, it is essential to explore the development potential of the company and effectively achieve a win-win situation in management level and economic operation mechanism.

Second, to integrate the establishment of enterprise institutions, active improvement of the internal price system, optimization of the price management structure in combination with the development layout, and complete integration of the internal fund management and control process, improvement of the internal financing model, and consolidation of the internal inspection and supervision system to the west must be carried out. Administrative supervision, other aspects that need to be taken into account are financial management, and audit supervision functions are the management points, consolidating the comprehensive value and application

**Table 2.** List of the internal market structure of the company

S.No.	Name	Content
1	Production material market	Enterprises should use production materials as commodities to improve market circulation
2	Capital market	Establish a financial center oriented to the internal banking behavior, and collect funds
3	Labor market	Formulate rational internal labor management mechanisms to optimize collaboration and communication
4	Technology market	Integrate labor, technical materials, and technology

path of the management and control model, and creating a good platform for the orderly management of good economic operations within the enterprise.

Third, integrate the internal market structure of the enterprise. Especially in the process of establishing the internal market structure, specific analysis and consideration should be made for specific problems, and the corresponding elements should be integrated to ensure that the integrity between the management and management modes and the management elements are in line with actual needs. The main situation is shown in Table 2.

In other words, enterprises can better adapt to market trends, effectively integrate various mandatory technical tasks, ensure that they can tap the technological potential of enterprises, and construct a complete operation and maintenance supervision mechanism only by establishing a sound internal management model and supervision mechanism. The most crucial point is that in the process of establishing an optimization system reform plan for enterprises to market, it is necessary to combine the operating elements of the market economy, improve their business value, and effectively establish a complete economic operation and maintenance management model<sup>[6]</sup>.

## 2.3 Strengthening the market management concept

In the context of the continuous development and development of the market economy, to further enhance the level of economic operation and management of

enterprises, it is necessary to integrate the market management concept and constructs a complete operation and maintains supervision mode to ensure that the market can be used as the basis, with the production factors and management. Skills improve the rationality of the control process, and enhance the market initiative and the integrity of the management while ensuring the integration of resources and labor projects, and truly build the best business strategy that is more in line with market developments<sup>[10]</sup>.

To improve market competitiveness and market share, enterprises must formulate a complete product strategic plan, effectively use enterprise product innovation as management orientation, improve product structure adjustment effects and strengthen the overall function of products, and effectively enhance the market competitiveness of enterprises. On the other hand, it is necessary to combine the concept of market consumption to ensure that the advantages and disadvantages of competitors can be analyzed, so as to select a more complete management development structure, expand the diversified information system, and maintain the comprehensive value of information gathering and information management.

In addition, it is essential to conduct diversified analysis on the enterprise economic management model and operating system to ensure that management problems that do not meet the requirements of management applications are avoided, fundamentally improve the basic level of funds and material supervision and management projects, and improve system supervision. The comprehensive value of the system effectively realizes the parallel development trend of economic management and business management<sup>[11]</sup>.

### 3 Conclusion

In summary, in the process of developing the economic operation and management of enterprises, it is necessary to integrate the status quo and management elements of economic management development, effectively

improve the development momentum, regard the market as the basic orientation of development and transformation, and integrate the operation and maintenance management model to ensure that more effective management can be determined. It is also necessary to initiate a control mechanism to promote the comprehensive and sustainable development of enterprises to achieve a win-win situation for economic and management benefits.

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