

# Study on Problems and Optimizing Strategies of Business Environment in Anshan City

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## Abstract

**Business environment is an important manifestation of the soft power and competitiveness of the urban economy. This paper conducts an analysis and research through questionnaires, and finds out the problems existing in Anshan's business environment from seven aspects, such as talent and employment environment, foreign trade environment, and puts forward optimization countermeasures.**

## Keywords

**Business environment, Optimization countermeasures for enterprise development.**

## 1. INTRODUCTION

Business environment plays a vital role in the success of an enterprise. Especially for small and medium-sized enterprises, the business environment has a deep impact on the development of enterprises. For the development of Anshan enterprises and the improvement of Anshan GDP, the government should provide enterprises with a good business environment. Therefore, to improve the current business environment in Anshan, we should start with the existing problems, analyze them, and put forward corresponding improvement measures.

## 2. PROBLEMS IN THE BUSINESS ENVIRONMENT OF ANSHAN CITY

### 2.1. Talent and Employment Environment

2.1.1 There are fewer talents in enterprises, so the brain drain is serious.

There are fewer highly educated employees in enterprises. Internal and external reasons, such as city level and salary level, can not attract a large number of talents. The government's welfare benefits for talents in private enterprises are not much and less attractive. At the same time, the phenomenon of brain drain is more serious. For employees themselves, salaries are less, promotion titles are more difficult, and for employees' families, family work is difficult to solve. Internal and external environment, resulting in less talent in the company, and brain drain is serious.

2.1.2 Workers are good at hiring and dismissing

The population base of the city is very large, the wage level of the workers is not high, the technical content of the workers' posts is low, and they are better employed. Because of the low technical content, easy to get on the job, the impact of laying off workers on the enterprise is small, laying off workers is relatively easy.

2.1.3 Increased labour disputes

Labor disputes in enterprises have increased in recent years. Laws have provided more comprehensive protection to workers. Employees' awareness of self-protection has also been

greatly enhanced. People and enterprises in enterprises have weak emotional awareness, weak sense of dedication to enterprises, and enterprises do not abide by labor laws. Employees will maintain their own interests unshakably.

## **2.2. Foreign Trade Environment**

Enterprise business is relatively single, there are fewer enterprises with export business, and Anshan belongs to the third-tier city, the level of economic development is relatively backward, market opportunities are small, leading to poor business environment. Enterprise initiative is a factor for an enterprise to gain a larger market share. It attracts economic investment and consumes less depending on the market environment. The market is not pioneering and innovative enough. It has a smaller role in promoting the development of enterprises.

## **2.3. Legal Environment**

Enterprises do not have strong legal awareness and poor procedural ways to solve problems. Enterprises encounter legal problems, usually in order to solve them efficiently, they solve them by non-litigation. After investigation, most of the legal departments of enterprises solve labor disputes with employees or trade disputes with enterprises. The root cause is economic problems. Enterprises are less innovative and R&D, and less involved in intellectual property disputes. Judicial departments are inefficient and less transparent in handling cases, so enterprises choose to solve them by themselves.

## **2.4. Investment and Financing Environment**

Enterprises hope to solve the problem of expanding production and renewing technology through financing and investment. Anshan has a lower level of city, fewer financing channels for small and medium-sized enterprises, fewer investment and financing projects, insufficient innovation and vitality of enterprises, and monotonous investment and financing environment. It is difficult for enterprises to solve their economic problems by investing or financing. It is not easy for enterprises to obtain loans from banks. Most enterprises still have a shortage of funds, which usually requires long-term investment funds.

## **2.5. Tax Environment**

Anshan tax department's civil servants are inefficient, service attitude is poor, the problem explanation is not clear, many enterprises are not very clear when paying taxes. Enterprises pay statutory tax and fee stations, enterprises have a large proportion of pre-tax profits, enterprises have a great pressure on profits, which is not conducive to the development of enterprises. After the increase of business transformation, the tax burden of different enterprises has changed differently. The tax burden of small and medium-sized enterprises has changed little or slightly, and that of large-scale private enterprises has increased. Most companies have never paid other taxes and fees except statutory taxes and fees. This kind of enterprise thought is not conducive to the social image of enterprises, nor to the great development and prosperity of Anshan.

## **2.6. Public Service Platform and Policy Support**

2.6.1 The administrative examination and approval process is long and inefficient.

Although the administrative examination and approval process has been shortened a lot as before, there are still some phenomena in the departments of industry, commerce and taxation, such as the examination and approval process and the long time. The phenomenon of "playing football" has not been eliminated, which reduces the efficiency of enterprises, thus affecting the circular development speed of the economy.

2.6.2 The social environment is insufficient, and traffic problems affect the business environment.

Anshan is an inland city, the mode of transportation is not comprehensive enough, and it is far from the port city, which makes it inconvenient for enterprises to import goods. Although there is an airport in Anshan, there are fewer routes in Tengao airport, which has not been effectively developed and utilized. The inconvenience of transportation makes the business environment not good enough.

## **2.7. Business Environment**

As the pillar of Anshan industry, Anshan's famous enterprise, Anshan Iron and Steel Company, has produced higher cost in production. The most important is the cost of resources and environmental governance. Nowadays, iron and steel enterprises are not as promising as before, and product sales are not optimistic, but the cost of raw materials and resources in iron and steel smelting has not been reduced, and the research and development technology of new materials has not kept up with it, resulting in high costs. At the same time, Anshan Iron and Steel Co., Ltd. has to spend part of its funds to carry out environmental management for social environment responsibility, which leads to higher product costs. Not only Angang, but also other small and medium-sized enterprises in Anshan have high factor costs. The personnel cost of service industry, the technological cost of emerging industries, the channel cost of transaction and sale, etc., all result in the tension of business environment.

## **3. MEASURES TO OPTIMIZE BUSINESS ENVIRONMENT**

Business environment is an important reflection of the soft power and competitiveness of urban economy. In recent years, our city has attached great importance to the optimization of business environment, and has achieved remarkable results, which has played a positive role in promoting the economic development of Anshan. But at the same time, we should also see that compared with the new requirements of the rapid development of market economy at the present stage, there are still some gaps and shortcomings in the business environment of our city. Through the investigation and analysis of the business environment of Anshan enterprises, the following improvement measures are put forward. Introducing Professional Talents and Improving the Employment Environment.

### **3.1. Introducing Professional Talents**

In view of the lack of high-level talents and the loss of high-level managerial and technical talents in Anshan City, the government and enterprises should formulate different employment strategies from two aspects. The government should set out from the overall demand for talents in Anshan and formulate some practical employment policies based on the principle that talent development is the first priority, so as to attract and retain these high-level talents, especially overseas high-level talents. For example, the government has established a partnership with key universities in China, directed to cultivate some professionals who are currently in short supply, and injected new blood into the economic development of Anshan, in order to promote the economic development of Anshan. The government can also plan promotion mechanism for these high-level professionals, introduce a complete mechanism for talent promotion, and attract skilled and experienced talents to Anshan to stay in Anshan. After the talent gap has been established, the talent system formulated by enterprises is not aimed at which person or system, but systematically considered from the strategic height of enterprise development. Therefore, improving the salary system and talent incentive measures is the work that enterprises must complete.

### **3.2. Strengthening the Construction of Enterprise Culture**

In view of the large problem of Floating Personnel in enterprises, enterprises should strengthen unified management and establish a perfect contract employment system.

Employees and enterprises are not allowed to terminate the labor contract at will during the contract period to ensure the normal operation of the enterprise supply chain and create a stable employment environment. At the same time, enterprises should also strengthen the construction of internal culture, so that employees really integrate into the enterprise, so that employees have a sense of belonging to the enterprise. In order to reduce the labor disputes caused by the interests, the enterprise itself should take into account the interests of employees and protect the interests of employees.

### **3.3. Creating an Efficient Foreign Trade Environment**

Anshan is a resource-based city. Most of the production of enterprises is mainly rough processing. At present, the problem of excess capacity needs to be solved urgently. Export trade is the best choice for these enterprises. In view of Anshan's current foreign trade environment, in order to achieve international integration, we must speed up the construction of foreign trade environment. Firstly, it introduces international general industry norms and management standards, and establishes business rules that are in line with international standards. Then, actively guide and encourage enterprises to participate in foreign trade activities, and promote enterprises to accelerate their adaptation to the new competition rules of global trade. Let enterprises give full play to their initiative and open up new foreign trade markets.

### **3.4. Perfecting Legalized Business Environment**

The reason why enterprises choose not to resort to judicial procedures to solve legal disputes is that the protection of the law is insufficient and the administrative approval matters are lengthy. A very small case of economic disputes, from the filing to the final trial, is less than a few months, more than a year and a half. In order to enable more enterprises to choose legal means to solve interest disputes, first of all, establish and improve relevant laws and regulations. Legislation should strengthen the protection of business environment, strengthen legislative supervision and improve judicial supervision. Furthermore, we should streamline administrative approval matters. We will vigorously promote simplification and decentralization of government, simplify the process of examination and approval, improve the efficiency of examination and approval, and improve the quality of service. Efforts should be made to improve the legal business environment so that the law can become a powerful weapon for enterprises to safeguard their own rights and interests.

### **3.5. Building a Diversified Investment and Financing Environment**

In order to break the bottleneck of financing difficulties for small and medium-sized enterprises, we should standardize the financial market systems as soon as possible and promote the construction of a new financing situation in which multi-level guarantee institutions coexist. Firstly, in addition to financial institutions funded by the government, state-owned and private guarantee institutions should be allowed to coexist. Furthermore, we should build a multi-level financial service system, strengthen the guidance of direct financing and multi-level use of capital markets, broaden financing channels, build financial service centers, build a multi-level financial service system, and effectively solve the plight of enterprise financing. In terms of capital operation, we should increase investment plans in scientific research so as to bring innovation to development and expand diversification of investment.

### **3.6. Accelerating the Reform of Tax System**

Although the average tax burden of enterprises has decreased since the full implementation of business transformation, the response of most small and medium-sized enterprises to tax burden change is not obvious. Moreover, the service attitude of the staff in various jobs is not correct and their work efficiency is low. In order to create a good tax environment, first of all, we need to do a good job of tax policy protection and establish a convenient and efficient tax

service system. We should effectively solve the problems of weak awareness of active service and non-standardization of tax law enforcement among government staff. At the same time, we should fully implement the national tax reduction and fee reduction policy. Strengthen the propaganda of tax preferential policies, implement all preferential policies to solve the problem of high tax burden of enterprises.

### **3.7. Simplify the Process of Administrative Examination and Approval and Strengthen Transparency Construction**

#### **3.7.1 Simplifying the process of administrative examination and approval**

There is no specific standard for defining the administrative capacity of the government, but improving the administrative capacity of the government can reduce the process of administrative examination and approval by simplifying the administration and decentralizing the power. Therefore, efforts should be made to consolidate and simplify the examination and approval process, change the current situation of numerous departments, overlapping organizations, cumbersome procedures and unclear responsibilities, so as to simplify the whole procedure, gradually clean up unnecessary procedures, draw a clear line between each other's examination and approval, thoroughly solve the phenomenon of "kicking the ball" and improve efficiency. We also need to speed up the construction of one-stop service platform to achieve real convenience for the people and enterprises. Information disclosure of government departments is the key to transparency construction. Increasing transparency construction is the only way to enhance the credibility and credibility of the government. Information disclosure can not only play a decisive role in the allocation of resources by the market, but also supervise and urge government departments to implement some preferential policies promised when enterprises are registered.

#### **3.7.2 Accelerating the construction of public service platform and implementing policy support.**

Service platform is a platform for enterprises to provide information inquiry, technological innovation, management consultation, entrepreneurship guidance, market development, personnel training, equipment sharing and other services. Service platform plays an important supporting role in solving the common needs of enterprises, smoothing information channels, improving management, enhancing market competitiveness, and realizing innovation and development. Anshan has promulgated and implemented a series of laws and regulations to support and maintain the production and operation of enterprises in the construction of business environment, which has certain effect on standardizing market order and purifying business environment, but at present, the service quality and service items need to be improved. It is suggested that the platform service personnel can go deep into the enterprise, understand the real needs of the enterprise, launch effective service and improve the quality of service. In terms of service projects, the platform links enterprises with the government, establishes a government-funded, enterprise reconstruction, platform hosting mode, and solves the problems of insufficient service projects and low-end services. In the aspect of policy support, we should formulate corresponding and specific policies and measures to make the support policy truly implemented to enterprises.

## **4. CONCLUSION**

Improving the overall operating environment. For a long time, the iron and steel industry has been the pillar industry in Anshan. But the production mode of iron and steel is single, and most of them are rough processing, which makes the cost of resources and environmental governance increase year by year. With the development of new industries, the development of Angang is not enough to support the speed of economic development. We need to transform traditional

industries, solve industrial structure problems, promote supply-side reform, and effectively reduce enterprise factor costs. Qianshan is the 5A scenic spot of Anshan. In addition, there are several 4A scenic spots and some special scenic spots and memorials in Anshan. The government can make full use of these resources to increase investment in tourism and service industries, especially in advertising and investment attraction, so as to promote the overall development of Anshan's economy with the tertiary industry and create a relaxed and pleasant business environment.

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