

ANALYSIS OF SAIC'S TRANSNATIONAL MARKETING STRATEGY UNDER THE BACKGROUND OF INFORMATIONIZATION

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ABSTRACT: Information marketing refers to a communication mode that uses modern communication equipment and information resources as marketing means to improve knowledge sharing, ability creation and measure the effect of target groups. In today's information age, information marketing is being accepted and adopted by more and more enterprises. Among them, SAIC Group, as a leading enterprise in China's automobile export industry, has been committed to exploring overseas markets in recent years. Up to now, SAIC is the first automobile enterprise in China with a cumulative overseas sales volume of more than 3 million vehicles, ranking first in the export volume of Chinese automobile enterprises for six consecutive years. However, the epidemic situation, instability and other factors have brought new challenges to SAIC Group's overseas marketing and further expansion of overseas markets. Therefore, this paper mainly analyzes the current export situation of SAIC Group and the existing problems in overseas marketing based on collected data and puts forward corresponding improvement measures and reference methods to improve the marketing efficiency.

KEYWORDS: *Information Background; SAIC; Transnational Marketing*

I. INTRODUCTION

In today's world, information technology innovation is changing dramatically and the wave of information technology characterized by digitalization, networking and intelligence is booming. Without informatization, there would be no modernization. To adapt to and guide the new normal of economic development and enhance new drivers of development, we need to integrate it through China's modernization process and accelerate the release of the huge potential of its development. Driving modernization by information technology and building a cyber power is an important measure to implement the four-pronged comprehensive strategy, and an inevitable choice for realizing the Two Centenary Goals and the Chinese Dream of national rejuvenation. Therefore, in order to better develop the national economy and realize the great rejuvenation of the Chinese nation, the development of information technology has become a mainstream new trend. In addition, in COVID-19 outbreak, the situation at home and abroad is unstable, the domestic market under the influence of multiple factors, such as major enterprises have entered the army of technological innovation, the use of network and other social media marketing products, power products go abroad, expand foreign markets, information marketing model gradually accepted by major companies, information marketing model is playing an increasingly important role in international economy and trade.

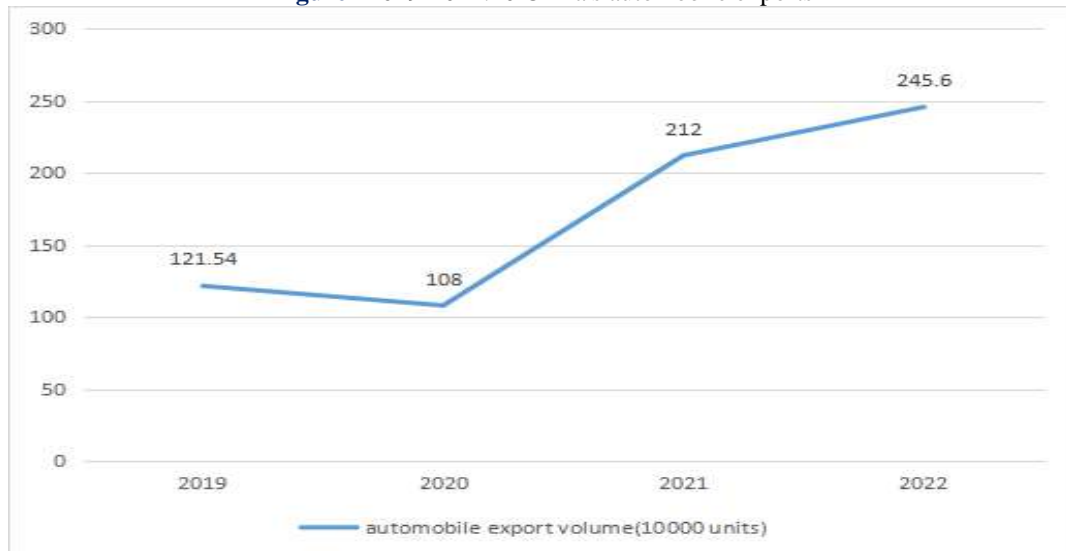
II. ANALYSIS OF THE DOMESTIC AUTOMOBILE EXPORT SITUATION

2.1 Domestic Automobile Export Status

The automobile industry is an important cornerstone of the development of the national economy. It is the main industry to measure the development level of foreign trade. It can reflect the industrial development level, economic strength and scientific research ability of a country. At present, the pattern of the global automobile industry is undergoing major changes, and the model of China's automobile industry is also undergoing major changes. At present, China's automobile industry is gradually getting rid of the dependence on foreign capital and technology, and constantly develop and export all kinds of automobile products with Chinese characteristics that highlight China's brand awareness. China's automobile export is in a period of rapid development. China's huge automobile export is also of great significance to maintaining the stability of the global automobile industry chain and supply chain and promoting the development of global automobile trade.

Thanks to the mutual cooperation of countries along the "Belt and Road", countries along the "Belt and Road" have become the main market of China's automobile export. The automobile products exported through Belt and Road channels account for more than 40% of the total automobile export volume, among which Belgium, Saudi Arabia, Russia, Chile and the United Kingdom are the top five export markets of China's automobile industry. As global energy prices continue to rise, exports of new energy vehicles continue to rise. At present, China's new energy vehicles have been sold to more than 100 countries and regions. From January to July in 2023, China exported 295,000 new energy vehicles, accounting for 46.6% of the total automobile exports.

Figure 1 2019-2022.10 China's automobile exports



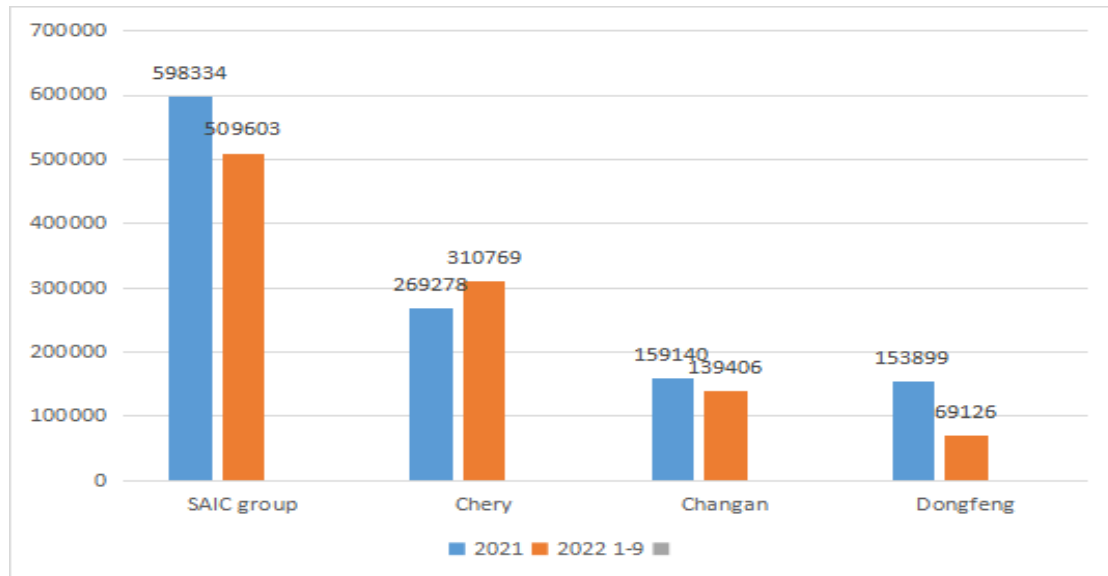
Source: China Association of Automobile Manufacturers

As can be seen from Table 1, from 2019 to October 2020, although China's automobile export volume changed slightly, it showed an overall upward trend. In 2019, China exported 1,215,400 automobile vehicles. Affected by the epidemic, China's export started to decline slightly in 2020, but as the epidemic stabilized, China's export business continued to improve in 2021. In 2021, China's automobile exports exceeded 2 million units for the first time. From January to October in 2022, China's automobile exports exceeded 2.4 million vehicles. Thus, China's auto exports have been growing rapidly and are not slowing down because of the epidemic. With the continuous efforts of the state, enterprises and individuals, China's automobile manufacturing industry and export show vigorous vitality, and the international awareness of Chinese automobile brands has been steadily improved.

2.2 Export Situation of Major Domestic Car Enterprises

By deepening China's "Belt and Road" cooperation, China's major automobile manufacturers are actively expanding their overseas markets, building competitive advantages and establishing a good reputation in the field of foreign trade. China's top 10 export enterprises, including SAIC, Chery, Zhejiang Geely, Dongfeng, Changan, BAIC, Great Wall, JAC, Sinotruk and FAW, are willing to explore, pay attention to products and innovation, and are committed to competing with foreign enterprises and occupying more market share. According to the China Association of Automobile Manufacturers, the top four exporters in recent years are SAIC Motor, Chery Automobile, Changan Automobile and Dongfeng Motor.

Figure 1 Comparison of China's four major automobile export enterprises



Source: China Association of Automobile Manufacturers

From the above comparison of the four major Chinese auto companies, it can be seen that Chery, Changan and Dongfeng are still far away from SAIC in their export business. In 2021, the annual auto export volume of SAIC was close to 598,000 vehicles, and the export volume from January to September reached about 510,000 vehicles. It was followed by Chery Automobile, which sold about 269,000 units in 2021 and about 310,000 units in January-September 2022. The competitiveness of SAIC has far exceeded many other domestic car companies.

III. CURRENT SITUATION OF EXPORT BUSINESS OF SAIC GROUP

3.1 SAIC Introduction

As a leading automotive company registered in China, SAIC Motor Group Co., Ltd. ("SAIC") strives to grasp the development trend of the industry, accelerate product and service innovation and transforming from a traditional manufacturing enterprise to a diversified high-end manufacturing enterprise. The main business of SAIC is the research and development, manufacturing and sales of whole vehicles (including passenger vehicles and commercial vehicles). At the same time, SAIC also actively supports the commercialization of new energy vehicles and Internet vehicles, and carries out the research and exploration of technology industrialization. In addition to vehicle production and sales, SAIC is also competitive in the research, development, production and sales of parts (including drive system, chassis system, interior and exterior decoration system and other key parts of new energy vehicles and intelligent product systems). In addition, SAIC is also responsible for auto finance, insurance investment, overseas business and international trade business, and has gradually stepped in the field of industrial big data and artificial intelligence with huge growth potential.

SAIC has many brands, including Passenger Car Business Unit, SAIC Datong, close confidant Automobile, Feifan Automobile, Shanghai Volkswagen, Shanghai GM, SAIC-GM Wuling, Nanjing Iveco and so on. Relying on its own efforts, and constantly explore the domestic and foreign markets, SAIC's auto sales at home and abroad continue to climb. In 2020, SAIC's annual sales volume reached 5.6 million units, and its sales volume has remained the first place in China for 15 consecutive years. Among them, the sales volume of SAIC's own brand cars reached 2.6 million, accounting for 46.4% of the total sales volume, among which the sales volume of the highest energy cars reached 320,000 and foreign sales reached 390,000. As of August 2021, SAIC's comprehensive revenue in the previous year was \$107.5552 billion, ranking 60th in the world's top 500 and 8th in the world's top 100 for eight consecutive years.

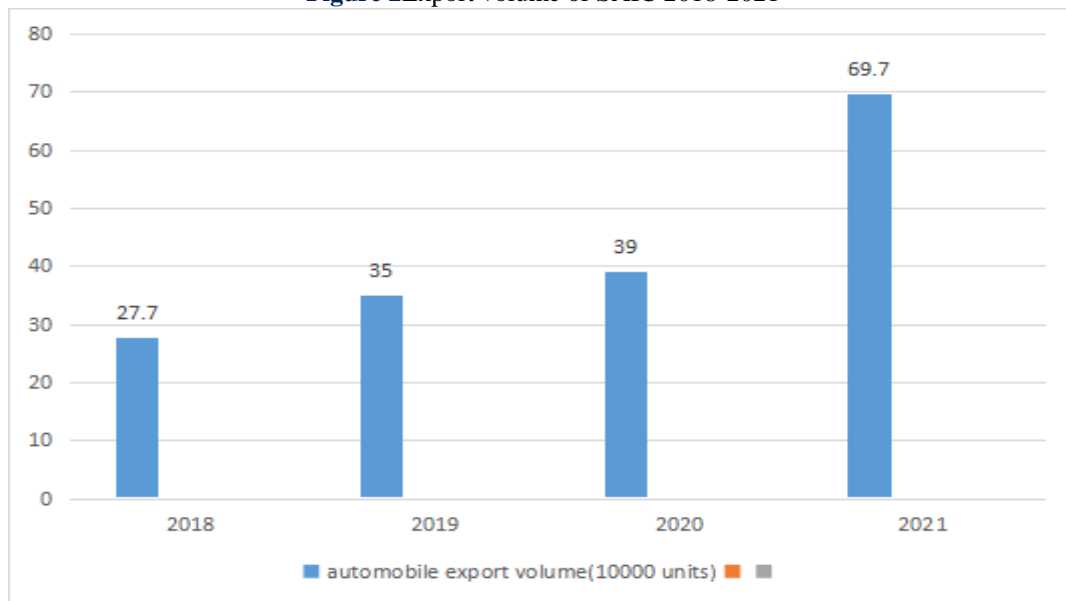
3.2 Analysis of the Status Quo of SAIC's Export Business

3.2.1 Export Status of SAIC Group

SAIC is the largest automobile group in China. Its overseas business has continued to grow rapidly in recent years, ranking first in the sales volume of Chinese automobile companies for six consecutive years. In 2021, SAIC sold about 700,000 vehicles overseas with rapid growth. In addition, SAIC MG has topped the overseas sales list of Chinese brands for three consecutive years, doubling its annual growth rate in the past three years. As a pioneer in entering Europe, SAIC began to enter the continental European market in 2019. At present, SAIC has set up 6 overseas companies in Europe, and gradually launched MG EHS plug-in hybrid model and MG pure electric model, ZSEV, MG Marvel R, MG5 and other products make MG sell to more than

20 countries in Europe.

Figure 2 Export volume of SAIC 2018-2021



Source: China Association of Automobile Manufacturers

As can be seen from Table 3, SAIC's automobile exports continued to rise from 2018 to 2021, and the automobile export volume rose from 277,000 in 2018 to 697,000 in 2021, and the automobile export volume doubled. Among them, the outbreak of the epidemic at the end of 2019 did not have a huge impact on SAIC's export business. SAIC can still smoothly carry out export business under the pressure of the epidemic, which shows that SAIC has strong strength and rich experience in overseas business.

3.2.2 SAIC's Main Export Products

SAIC focuses on exporting models of many different models, and has many independent automobile brands such as Zhiji Automobile, Feifan Automobile, Roewe and MG. Its own products are very competitive. So far, SAIC's main export brands include MG, Roewe, Cadillac and Buick.

In addition to its own automobile brands, SAIC also has rich acquisition experience in acquisition. Through acquisition and continuous research and innovation, SAIC has combined the products of the previously acquired company with its own characteristics, created a new MG series and actively introduced it to overseas markets, and received good market feedback. In addition, SAIC also produces Cadillac, Buick and other models, due to the excellent performance and quality of Cadillac and Buick models, they can quickly become popular and conquer the American market. When exporting or selling these models, SAIC will also carry out a large amount of after-sales modification to meet the needs of the American domestic market, making the products unique.

In addition, SAIC's new energy passenger vehicle exports are also growing rapidly. According to the All-China Passenger Association, 82,000 new energy passenger vehicles will be exported by November 2022. Among them, Tesla China exported 37,798 vehicles, 17,696 SAIC vehicles, 12,138 BYD vehicles, 5,243 Dongfeng Escape vehicles, Geely 2,654 vehicles and SAIC-GM-Wuling 918 vehicles. By November 2022, the export of new energy passenger vehicles accounted for 23 percent of the country's export of new energy passenger vehicles.

IV. SAIC GROUP TRANSNATIONAL MARKETING SITUATION SWOT ANALYSIS

4.1 Strengths

4.1.1 Economic Advantages

The company's financial ability and business strength play a decisive role in the future development of the company. As the largest automobile manufacturer in China, SAIC Motor has a solid foundation and diversified financial resources.

First of all, in the face of the pressure from the automobile industry, SAIC focuses on strengthening financial management and investment management, creating joint credit, and issuing bonds to support funds. Among them, SAIC ranks first among auto enterprises with a bond issuance scale of 20 billion yuan. After deducting advertising expenses, all the funds will be invested in internal and external engineering, research and development innovation, construction and other activities allowed by regulations.

Secondly, SAIC will also use Zebra Network, Chexiang and other startups to raise funds in addition

to the business model, accelerate the integration of all parties, and create new financing methods. By 2021, SAIC's net assets will reach 274.1 billion yuan, far exceeding BYD's market value of 83.8 billion yuan. After several years of integration and growth, SAIC has established the financing method of "self-research + raising". The company has raised enough money to support its core products through acquisitions and equity offerings.

It is precisely because of SAIC's strong economic and financial strength that SAIC can obtain more funds and investment for new products, production and marketing, realize the virtuous cycle of "economic resources input- -multi-resource integrated utilization- - -achievement output- - -re-create economic resources", and create a good "economic resources" circle. Faced with major problems such as the global epidemic and the shortage of equipment and raw materials, SAIC ranked 68th in the Fortune Global 500 with an operating revenue of \$120.9 billion in 2021.

4.2 Scale Advantage

Whether SAIC can enter foreign markets and compete with foreign enterprises is also an important part of SAIC's achievements. After years of development, SAIC currently owns Roewe, MG, SAIC-Volkswagen, Skoda, SAIC-GM, Chevrolet, SAIC-GM-Wuling, Nanjing Iveco, SAIC Hongyan, Shanghai Shenwo, EV Wisdom, Feifan and other models. So far, SAIC has about 108 subsidiaries, making it by now China's largest auto company. The business section of SAIC can be roughly divided into five sections: vehicle, parts, service travel, auto finance and international business.

In terms of international business, SAIC's international business mainly includes overseas production, overseas research and development, business marketing, network construction, after-sales service, new business design, etc. After years of development and continuous research and overseas business expansion, SAIC has now set up companies in many countries to promote product research and development and marketing. Among them, SAIC Zhengda Thailand, SAIC UK, SAIC-GM-Wuling Indonesia, SAIC India, SAIC International, etc., the overseas scale is growing.

Compared with SAIC, other Chinese companies are slightly inferior in scale. Take Great Wall Motor as an example, Great Wall Motor and BYD are strong competitors in terms of exports but the scale of these two companies are much smaller than SAIC. By 2022, Great Wall Motor will only have more than 30 subsidiaries, and its main products will cover three categories of SUV, Great Wall sedan and Fengjun pickup truck. BYD has 19 branches in China and 25 branches overseas, which shows that other auto companies still have a big gap with SAIC in terms of company scale and production capacity.

4.3 Experience and Technical Advantage

After more than ten years of development, SAIC's production and overseas sales are increasingly perfect. SAIC has established a global automotive business covering more than 90 countries and regions around the world, involving research and development, marketing, distribution, equipment, manufacturing, technology, finance and other fields. Overseas, SAIC has three R & D and innovation centers in Silicon Valley, London and Tel Aviv, three production and design centers in London, Munich and Tokyo, and four production bases in Thailand, Indonesia, India and Pakistan. In addition, SAIC has many years of experience working with a number of international companies, and it has an extremely deep corporate history. In 2020, SAIC headquarters dispatched more than 30 foreign entrepreneurs to support overseas business teams, and most of the foreign managers and ordinary employees of SAIC can communicate with local residents.

At the same time, SAIC has a global vision and cross-industry experience in foreign markets, and will conduct conscious analysis of consumer preferences and trade preferences before entering foreign markets. For example, before launching a new car in Europe, SAIC will deeply study the various needs of foreign customers in terms of safety, environmental protection, intelligence, management and other aspects, so as to have a preliminary understanding of customer preferences.

4.4 Weakness

4.4.1 Lack of Market Segmentation

SAIC's success in foreign markets is undeniable. However, when SAIC entered the foreign market, it did not fully consider the market segmentation, but adopted the overseas marketing strategy of "full flowering", that is, marketing products in multiple foreign markets at the same time. Although this operation mode has the advantages of high efficiency and fast response, it also brings about problems such as high production and marketing costs and high marketing risks. Therefore, when an enterprise decides to enter a foreign market, it should first consider the choice of market segmentation and target market, and analyze the competitive environment and development potential of different access markets. Obviously, SAIC still lacks consideration in this regard. Above the MG Mulan pure electric SUV series products as an example, this model of products in

2023 in China, Germany, France, Britain, Italy, Spain, Norway, Sweden and other about 20 European countries listed in the future SAIC will also enter the global 22 regional markets and starting more marketing network. Although this "multi-market" thinking can improve marketing efficiency to a certain extent, but the huge investment needed in the early stage can easily lead to high marketing costs and production costs, which may cause high marketing management costs of SAIC itself in a short time, which is unfavorable to SAIC itself.

4.4.2 The Management Cost of Marketing Talents is too High

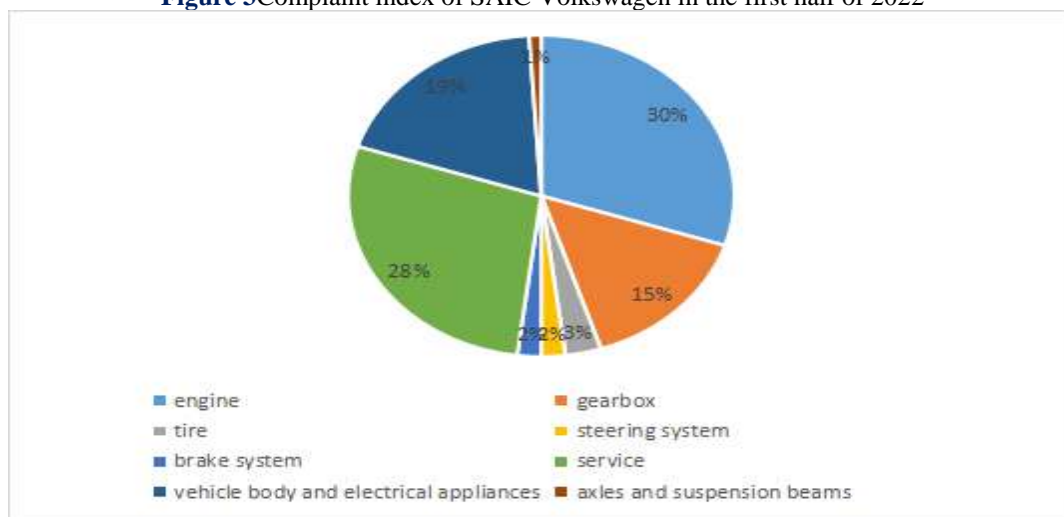
After years of development, SAIC has recognized the business capabilities of foreign enterprises and has built a series of professional business networks such as "foreign employees + local employees". However, with the continuous expansion of SAIC's export, SAIC faces many challenges in talent training and maintenance.

First of all, SAIC currently mainly adopts a strategy of "multi-market synchronous development", which means that SAIC needs to recruit local talent in different countries and markets. However, different markets have completely different working cultures, and the pursuit and values of employees in different countries are also different, which is easy to lead to cultural misunderstanding and affect the overall working atmosphere and marketing efficiency of the company. For example, most European and American countries are developed countries, and there is a big gap between the staff recruitment mode and work content arrangement and the domestic market. It is difficult for SAIC to retain valuable talents only by its own training mode, and it will also encounter many problems in staff recruitment and maintenance. Therefore, in order to be as clear as possible about cultural misunderstandings and improve work efficiency, SAIC needs more time and training costs to manage employees from different cultural backgrounds and take its own higher risks. High talent management and training costs will also affect the progress of SAIC's overseas expansion to some extent.

4.4.3 Product Quality Could not be Guaranteed

In the final analysis, the main advantage of cross-border trade lies in the product itself. Although SAIC has always paid attention to production and quality control, product problems still occur from time to time and customer complaints continue. For example, SAIC Datong Automobile Co., Ltd. is currently recalling 866 V90 models and 711 G 10 models produced and entered the domestic and foreign markets from October 25, 2020 to December 13, 2020. As of March 19, 2021, a total of 1,577 vehicles have been recalled. The reasons for the recall include but are not limited to changes in braking performance, unexplained engine failure, quality problems, wrong size of some components, leakage of brake fluid, etc., which have had an extremely negative impact on SAIC's overseas reputation.

Figure 3 Complaint index of SAIC Volkswagen in the first half of 2022



Data source: Auto Door net

As can be seen from the data in the above table, the complaints and demands of customers at home and abroad on SAIC products are mainly about engine problems, vehicle braking system problems, gearbox problems and service problems. In particular, 28% of the customer complaints are related to service, which indicates that many customers are not satisfied with SAIC's various after-sales services. What's more, SAIC has a negative attitude when dealing with customer complaints at home and abroad. Thomas Schever, the new CEO of SAIC Volkswagen Europe, admitted that SAIC Volkswagen has locomotive problems, and related products

have also received a large number of complaints and complaints from European customers. Moreover, some customers complained that SAIC had poor service attitude, induced consumption, and the phenomenon of false product publicity and exaggerated publicity, which led to the decline of SAIC's sales at home and abroad and brought new challenges to SAIC's transnational marketing and export business.

4.5 Opportunity

4.5.1 Macro-Policy Support

With the continuous integration of China's "going global" and "Belt and Road" strategies, China's trade volume with neighboring countries is increasing. With the continuous development of China's economy and the enhancement of its national strength, China is committed to modernization, opening up and technological change, and strives to realize the change from "made in China" to "created in China". Although China still lacks in independent research and development, China has always adhered to the concept of win-win cooperation and is committed to exploring new ways of cooperation on a global scale. At the same time, the country is also pushing Chinese car companies to go global. By October 2022, China exported more than 2 million vehicles for the first time. In addition, affected by the new pneumonia virus, the global situation has become unstable, and the production and sales of many foreign cars have changed. However, thanks to China's own attention to the epidemic, China can resume work and production and resume exports in a relatively short period of time. China's rapid decision-making and strong execution will also win China a very valuable development opportunities. Therefore, China can attract many foreign automobile companies to invest in China and conduct technical research in China for a long time.

In addition, the state supports the development of the "information industry", using information technology to promote innovation and build a strong network. In order to further develop the national economy and realize the great rejuvenation of the Chinese nation, the development of information technology has become an important new model. The macroeconomic background of the strong development of the national information service network can provide better production and marketing resources for SAIC, so as to help SAIC's business reform.

4.5.2 New Energy Vehicles Have Become a New Trend

With the decrease of fossil fuels such as oil, coal and natural gas, the social-economic demand for energy is increasing. Among them, with the continuous improvement of people's awareness of environmental protection, more and more countries begin to use new energy to replace traditional energy. Among them, China, Japan, Italy and other countries are the pioneers of the new energy industry. For China, although China is still in the critical stage of rapid industrialization and urbanization, the awareness of new energy development has also been very prominent, and new energy has become a new trend of energy development in the future. In the automobile industry, new energy vehicles have gradually become the first choice of many consumers. From January to September 2022, the global sales of new energy vehicles will reach 6.815 billion. China is not only the fastest new energy development country in the world, but also a new market for new energy vehicles. In 2022, the share of new energy vehicles in the overall automobile market will reach 25%. New power series models have a strong competitiveness in the domestic and foreign markets. In this regard, SAIC should seize the opportunity of new energy development, invest funds to develop new energy equipment, integrate the sales of new energy equipment, and manufacture new energy products according to the characteristics of new energy. Thus, it can better meet the new demand of the market and cultivate new competitive advantages.

4.5.3 Acquisition Opportunities Increase

Under the current grim situation, the continuous influence of the global environment and the epidemic, the automobile industry is also facing challenges and resistance. Although most Chinese automobile manufacturers are able to adjust their design and marketing in time when they encounter such problems, many small and medium-sized automobile manufacturers lack technological research and development, abundant talent and commercial resources. However, in the current macro situation and economic downturn, the poor management of many small and medium-sized enterprises also provides acquisition opportunities for many large automobile enterprises, so as to help large enterprises to integrate more economic marketing resources, realize resource integration and improve operating efficiency.

As China's largest exporter, SAIC has rich experience in mergers and acquisitions. Among them, SAIC Chase brand comes from the acquisition. In 2011, SAIC established the SAIC Chase Business Division to shift its strategy from proprietary technology to shared technology, and to gradually understand the global automotive industry. Now, SAIC Roewe, SAIC MG, SAIC Datong three brands have realized complementary advantages, common development. Therefore, in the context of widespread environmental crisis, SAIC should seize the opportunity to acquire more small and medium-sized enterprises in time, expand the integration of business resources, improve business plans, and make contributions to the future cross-industry trade.

4.6 Threat

4.6.1 Competitor Threat

Although SAIC is currently the largest auto company in China and the most competitive auto company in China, this does not mean that SAIC's export business has become fully established. In addition to SAIC, Chery Automobile, Geely Holding Group, Changan Automobile, Great Wall Motor, BAIC Group, JAC Automobile, BYD and other companies are also speeding up the pace of going global. Take Chery Automobile as an example. Chery Automobile exported about 310,000 units from January to September 2022, second only to SAIC's 500,000 units. In addition to domestic competitors, SAIC inevitably has to compete with foreign car enterprises in joint ventures. SAIC has lost its home advantage and opportunity when competing with foreign enterprises. The attraction of overseas customers is very easy to be dispersed by foreign local enterprises. Therefore, SAIC must not take it lightly.

4.6.2. Alternative Product Threat

The threat of alternative products is also an issue that SAIC should pay more attention to in its future business. Now, with the expansion of China's transportation industry, more and more enterprises choose to engage in automobile export, and the risk of product replacement is becoming greater and greater. Cars belong to the category of luxury goods. There are strong technical correlation and production correlation between products, and strong homogeneity. The risk of product confusion is greater than that of other industries. Customers' choice is extremely easy to be affected by product price, product quality, related service quality, cost performance and other factors, especially foreign customers will be more interested in product quality. Therefore, SAIC should also pay attention to the threat of high homogenization of alternative products in the current market, and strive to build its own product advantages.

2.7.3. *Unstable Situation at Home and Abroad*

The change of the international situation has had a positive impact on the export choice and business model of foreign enterprises to a certain extent. The contradiction between domestic and foreign situations will also affect the economic development to a certain extent, thus affecting the normal development of the economy and export business. In recent years, the global situation has been volatile: COVID-19 has brought uncertainty to the global and domestic economies as well as countries, with a significant impact on cross-border and international trade. The Ukraine crisis has triggered major and complex changes in the international situation, leading to further changes in the international exchange rate and the long-term existence of global trade barriers. Affected by various factors, the complexity, severity and uncertainty of international business development and business environment have increased. In this context, China's automobile exports have also been greatly affected. In March this year, China's automobile manufacturers exported 170,000 vehicles, down 5.5% from the previous month. At present, the situation in Russia and Ukraine is difficult and changeable, and western sanctions against Russia are intensifying, leading to multiple problems such as transportation delays, RMB exchange rate changes, rising the price of many products, and affecting the delivery of goods and products.

V. SAIC'S TRANSNATIONAL MARKETING PROBLEMS

5.1 The Marketing Cost Is Too High

As China's largest automaker, SAIC has done well in overseas markets. At present, relying on its strong product advantages, SAIC has established six regional markets in Europe, Australia, New Zealand, America, the Middle East, ASEAN and South Asia. By 2022, SAIC's annual marketing investment will reach 30.175 billion Yuan, far exceeding BYD's 15.06 billion yuan and NIO's marketing investment of 10.537 billion yuan.

In terms of products, the above steam MG Mulan as an example, the product will be listed in Germany, France, Britain, Italy, Spain, Norway, Sweden and other about 20 major European countries simultaneously. In 2023, MG Mulan will also enter Australia, New Zealand, the Middle East, Mexico and other regions, forming a major regional market covering more than 80 countries and regions. Saic now mainly uses a "hundred flowers bloom" business strategy, which releases different products at the same time. While this strategy helped SAIC quickly collect mixed feedback and improve the product, it also meant higher marketing costs. In order to promote the export of low-cost products and conquer foreign markets, SAIC needs to pay a lot of capital and labor costs to achieve better development results.

Second, the cost of recruiting and training employees is also a big expense. Saic still adopts the model of "local employees + foreign employees", which also sends domestic workers and attracts foreign workers to fill the employment gap. Although this mode has strong autonomy, to some extent, enterprises need to have a strong history of foreign cooperation and a strong training system to support and maintain domestic and overseas employees. Secondly, because employees in different countries have different views on time, nature of work and work, this means that SAIC must both consider and balance the working culture and labor culture of different countries to promote mutual understanding among employees and avoid conflicts. The high and complex training and labor costs are also some issues that SAIC should consider in the future.

5.2 Enterprise Marketing Mode Is Single

At present, although SAIC has accumulated experience in foreign cooperation and has some cooperation in foreign trade, SAIC has not yet established its own front marketing and service network. At present, SAIC is still more inclined to use offline marketing, that is, to introduce products through press conferences, product exhibitions and other ways. In the current complex and changeable situation at home and abroad, offline marketing and physical marketing are difficult to play the actual marketing effect. Second, SAIC's current network marketing means is extremely limited, although SAIC has its own products website, but involves the related product letter is limited to model, style and price, lack of product interior, product quality assurance, product function information, marketing effect is limited, foreign customers is difficult to in the first time get information about related products and services, thus big probability will be attracted by other local enterprise market and choose to buy other products.

5.3 The Quality of Export Products Are Divergent

Another problem with SAIC's current overseas business is that its product quality cannot be guaranteed. MAXUS export is an example. According to Fixya, many foreign customers complained that MAXUS had problems such as poor light, slow engine start and high noise when starting. Some foreign customers even boycotted SAIC MAXUS and other related products, and called on other customers not to choose to buy relevant models, which has had an extremely serious impact on SAIC's overseas business. In addition, SAIC's overseas after-sales service is not satisfactory. Among them, many customers said that Datong D90 has many problems, including the actual configuration is not consistent with advertising, engine noise is obvious, the brake is broken without warranty, etc., Datong D90 series products have also been resisted by some overseas customers. Many customers have questioned the compliance, legality and practicality of SAIC's export products. Therefore, SAIC has not reached the standards of overseas customers and overseas markets in terms of export product quality, so it cannot be trusted by customers.

VI. SUGGESTIONS ON SAIC'S MARKETING STRATEGY

6.1 Utilize Advantages to make Appropriate Acquisitions

No matter how big the size of an enterprise is, the marketing resources available to the enterprise itself are also very limited. Therefore, for an enterprise, if they can get the merger or acquisition of other poorly managed or small enterprises to seek common development, it is as good for the enterprise's own marketing resources as icing on the cake. At the same time, under the unstable situation at home and abroad and the continuous influence of the epidemic, a considerable number of car companies of the same type at home and abroad face great challenges and even face the risk of bankruptcy because they cannot find stable customers for long-term cooperation. Through acquisitions and acquisitions, large companies can master more marketing resources and labor force, and small companies can also rely on better platforms to achieve better development. Therefore, the acquisition and merger process is a mutually beneficial process, whether for the economically powerful companies or for those poorly managed ones.

According to the SWOT analysis of SAIC, SAIC itself has extremely rich advantages in enterprise merger and cooperation and economic scale, which makes SAIC still able to compete in such a complex international environment. At the same time, the instability of the situation at home and abroad has brought rich acquisition opportunities to SAIC, so that SAIC can realize further business restructuring and expansion. Therefore, in order to better support the company auto export business, as much as possible to dig more potential customers and potential market, the previous period to seize opportunities, play their economic advantages and acquisition experience advantage for enterprise mergers and acquisitions opportunities, expand their marketing team, enrich the multinational marketing platform.

6.2 Promote Multi-Dimensional Information Marketing to Improve Product Exposure

At the present stage, most enterprises will face the problems of low product marketing efficiency, long time-consuming and untimely feedback when carrying out transnational marketing, which greatly affects the next sales of enterprises. Therefore, in today's increasingly developed network technology, the use of information technology in marketing is of great strategic significance for enterprises. At the same time, with the continuous impact of the epidemic and the unstable situation at home and abroad, the effect of the traditional marketing model is difficult to be fully played. SAIC should seize the opportunity of information development, strive to broaden its own online network marketing channels, actively build an all-round network marketing network, and adopt the marketing model combining "physical marketing + information marketing".

In entity marketing, SAIC should give full play to its own economic advantages and overseas cooperation advantages to improve the product exposure as much as possible. For example, SAIC could hold some relevant product exhibitions to attract the attention of foreign customers based on mutual interest of

foreign companies. In addition, SAIC could also try to foster the mutual collaboration with foreign companies and let foreign partners to help them introduce the product and improve the marketing effectiveness.

In terms of information marketing, in addition to its product website, SAIC could also strive to build a new type of multi-dimensional product information website, this stage export products according to different brands and product types, and create product multi-dimensional information matrix, using the combination of video-description and image-description to provide the comprehensive information about product, which include the product appearance, product color options, product interior, product characteristics, product inspection and other information related to product itself. This kind of multi-dimensional product network could make foreign customers understand all information about related products, greatly improving the marketing efficiency and reducing the cost of transnational marketing.

6.3 Establish a Multi-Language Information Marketing Network to Improve Product Affinity

In addition to establishing a multi-dimensional new product matrix, SAIC can also focus on establishing a new multi-language information marketing network. With the deepening of the internationalization process, more and more countries choose to join in the tide of economic globalization, and more and more countries choose to establish trade relations with China. Therefore, for Chinese enterprises, it is far from enough to only use English as the transnational marketing language. Although English is the most widely used language in the world and is highly recognized in international trade, Chinese companies should also be fully aware of the importance of small languages. According to Google, 50 percent of buyers will buy in English, but the remaining 50 percent will choose to buy in their native language. More than 60.4% of the world's transactions occur in non-English speaking countries, so the importance of small languages cannot be ignored.

Therefore, for SAIC, when carrying out transnational marketing, it should not only focus on the English language market, but also pay attention to all kinds of small languages. SAIC needs to recognize that while English has the highest recognition in the world, there are a significant number of countries whose native or popular language is not English. Therefore, SAIC should establish a new multilingual information marketing network to provide customers with a multilingual choice of comprehensive product information website, including other small languages, give customers to choose reference language, convenient national customers and related business personnel timely access to product information and company information, in the long run, saic brand affinity will be further promoted, other small language countries will be aware of the professional and language inclusive, and more inclined to cooperate with saic group.

6.4 Promote Cooperation Between Enterprises and Improve the Two-way Quality Management System

Cooperation between state-owned enterprises and foreign companies is very important. Good inter-enterprise cooperation can determine to a certain extent whether an enterprise can gain a firm foothold in overseas markets. The cooperation between enterprises is not only the cooperation in product transaction, but also the employee collaborative training and the joint supervision of product quality are also an important part of enterprise cooperation.

In terms of staff training at home and abroad, SAIC can gather its senior employees with rich overseas business experience to establish a special "transnational marketing talent special training team", which is mainly responsible for cross-cultural training, marketing skills training and language ability training for the existing domestic and foreign sales staff and reserve transnational marketing talents. In addition, saic can make full use of its overseas cooperation advantages, coordinate overseas resources, and overseas government and related local cooperation talent training, establish special "joint talent pool" at home and abroad, the company existing domestic and foreign marketing talent into talent pool, jointly organized related training programs on a regular basis, appropriate invite overseas marketing experts to the company to share experience, help us to dig deeper into different overseas market consumer preferences and market pain points.

In terms of quality management, SAIC can cooperate with relevant foreign companies and overseas governments to realize the coordinated quality management of export products. For example, SAIC can reach product quality management agreements with relevant enterprises, establish product quality standards and management regulations, and conduct management evaluation of SAIC's export products. If the overseas company finds that SAIC's export products do not meet the quality standards mentioned in the agreement, the foreign company has the right to return the relevant products and claim relevant compensation. This two-way quality management mode between enterprises can urge SAIC to some extent to pay attention to the quality of export products, so as to stand out from other brands.

VII. CONCLUSION

For a multinational enterprise, the utilization of transnational marketing methods and the effectiveness

of transnational marketing methods can largely determine the progress of the company's overseas business. If an enterprise wants to break the national boundaries and the shackles of language and culture to excel in the overseas market, it must learn to keep pace with The Times, adopt flexible transnational marketing means, and adhere to the marketing principle of "cost reduction, promote efficiency, early feedback and effective". This paper mainly through the SWOT analysis of SAIC, deep analysis of the advantages and disadvantages of SAIC international marketing strategy, at the same time according to the current international situation at home and abroad, the SAIC future international marketing feasibility reference, finally from point to surface, to other foreign companies under the new era of informatization of international marketing. In general, under the background of information, enterprises should make full use of good network this unique marketing channels, speed up the construction of their own product network, gradually get rid of the traditional offline entity marketing and stereotypes, seize the information marketing "anytime, anywhere, low cost, feedback" the characteristics of the network platform for their own brand image construction and product promotion, improve the efficiency of marketing.

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