

# Research on the Construction of Enterprise Integrated Service Platform System of Wenzhou Model

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## Abstract

Enterprise integrated service platform is the professional public service platform for small and Medium-sized enterprises, which is a new thing with the social development, its existence and operation have created a good development environment for small and Medium-sized enterprises, promoted the rapid development of small and Medium-sized enterprises, it has an obvious effect on the prosperity of the society and economy. Improving and accelerating the construction of the enterprise integrated service platform is an important measure to strengthen the construction of the business environment and implement the superior requirements, and promote the development of small and Medium-sized enterprises. This paper analyzed the system construction of enterprise integrated service platform of Wenzhou model from the three aspects: construction background, construction goal, and construction structure of Wenzhou enterprise integrated service platform, gave corresponding development prospects, in this way, this paper can provide references for the construction of the enterprise assistance service platform system operated by other main bodies.

## Keywords

Wenzhou; Small and Medium-sized Enterprises; Enterprise Integrated Service Platform; System Construction.

## 1. Introduction

Small and Medium-sized enterprises are the important part of the national economy, they play an important role in promoting employment, push forwarding technological progress, and making the urban and rural economy prosper, etc., they have become the important force in the social and economic development of all countries. In recent years, the country has attached great importance to the development of small and Medium-sized enterprises, in 2018, the "Law of the People's Republic of China on the Promotion of Small and Medium-sized Enterprises" was specially issued, article 46 explicitly raised that "the country encourages various service agencies to provide entrepreneurial training and guidance for small and Medium-sized enterprises, intellectual property protection, management consulting, information consulting, marketing, project development, investment and financing, accounting and taxation, technical support, and talent introduction, foreign cooperation, legal consulting and other services", etc., local governments at all levels actively answer the call, introduce a series of policy measures to guide and promote in succession, and with the help of modern mobile Internet and other information technology means, build the public service platform towards the service needs of small and Medium-sized enterprises targeted. This type of platform actively builds bridges among government, service organizations, industry associations and enterprise needs, and provides convenience for small and Medium-sized enterprises in appeals, problem solving, and various services.

## 2. Construction Background

The Wenzhou small and Medium-sized enterprise public service platform is a major measure to conscientiously implements the key work deployments of the Ministry of Industry and Information Technology, Economy and Information Technology Department of Wenzhou, and the Wenzhou Municipal Party Committee and Municipal Government, further optimize the business environment, improve service levels, and promote the creation of the "two healthy" pioneer areas in the new era. Under the guidance of the national document "Guiding Opinions on Promoting the Construction of Public Service Platforms of Small and Medium-sized Enterprises", under the leadership of the Municipal Economy and Information Technology Department, and under the guidance of the Provincial Public Service Platform of Small and Medium-sized Enterprises, Wenzhou Polytechnic forms special team to operate, the Wenzhou model of this distinctive university operating platform has lasted for 5 years.

Facing the complex and changeable business situation and the characteristics of Wenzhou small and Medium-sized enterprises, the platform integrated the resources of school, government, business, and enterprise to the maximum, assisted the development of universities, and built bridges in social training, talent recruitment, and transformation of scientific and technological achievements inward; continuously used help, momentum, and wisdom outward, through various service activities of online enterprise help cloud platform and offline enterprise help cloud platform, strengthened service function, expanded service scope, improved service ability, and better helped enterprise to achieve governmental expectation; in 2018, it settled in Wenzhou Binjiang CBD World Wenzhou Renjiayuan 8-9 floors, upgraded to Wenzhou enterprise integrated service platform, continued to expand the f service depth and breadth towards enterprises for the platform, and provided the most important and solid guarantee for public welfare offline activities of small and Medium-sized enterprises in the city.

## 3. Construction Goal

The platform combines the spirit of various government documents, takes the work quota of provincial platform as the requirements, according to the actual situation in Wenzhou, it is oriented to meet the needs of enterprises, the solution of the actual problems of the enterprises as the means, takes public welfare services as the lead, takes the creation of the good business environment for small and Medium-sized enterprises as the goal, carries out "offline and online integration, department and university cooperation, simultaneous physical and virtual development", builds the service system of small and Medium-sized enterprises with clear needs, wide coverage, and significant benefits, and forms an up-to-down platform service network in the Wenzhou, continuously stimulates the innovation and entrepreneurial vitality of small and Medium-sized enterprises in the city; moreover, strengthens the promotion and transformation of technological achievements between universities and enterprises, solves practical problems in the production of small and Medium-sized enterprises with use technology, and promotes the technological research and development level and product upgrades of small and Medium-sized enterprises; further promotes the connection of university student employment and enterprise talent needs, and forms the integrated enterprise service platform with multiple service functions such as policy information, human resources, management consulting, legal rights protection, inspection, and certification, and informatization.

## 4. System Construction Structure

### 4.1. Doing a Good Job in Top-level Design, Internally Emphasizing Standardized Management, Strengthen System Construction, Integrating Various Resources, and Improve Platform Management Mechanisms

To perfect the platform system construction must have corresponding Top-level design, iron out the management mechanism, and strengthen the system design. The first is to establish the unified leadership agency. The municipal government leads various functional departments to found the municipal platform leading group office, which include all the functional departments involved in the list of members, regularly hold joint working meetings, establish the regular coordination, and joint operation mechanism, and solves the problems caused by the division of administrative divisions, ambiguity of power and duties, promote the gathering of government resources such as policy collection, website intercommunication, information sharing, appeal connection and service support, build the liaison and coordination mechanism, and form joint work force to serve enterprises. The second is to integrate various resources. Carrying out surveys, grasp the needs of service organizations, industries, enterprises, universities, etc., integrate the resources of schools, government, industry, and enterprises to the maximum, build the long-term mechanism of benefit sharing and win-win cooperation, make the platform become the development help of colleges and universities inward, and become the window for the integration between industry and education, publicity and display in colleges and universities; it can meet social needs outward, and fully deeply dig and solve the development reality and needs of Wenzhou enterprises. The third is to perfect the management system. Improving the related system construction of platform, making the division of labor and job responsibilities of various departments clear, introducing the "Department and Job Responsibilities of Wenzhou City Enterprise Integrated Service Platform", "Evaluation Method of Offline Service Agencies of Wenzhou Enterprise Integrated Service Platform", "Evaluation Method of Wenzhou County-Level Sub-Platform and other systems, strengthen the daily management and standard operation of the platform.

### 4.2. Building the Integrated Service Platform Offline, Carrying out Distinctive "Helping Enterprises" Activities to Enhance the Platform Visibility with Various Resources

The platform builds the integrated service place offline, which is divided into three areas: policy service area, professional service area, and platform service area. The policy service area develops "I'll run if I have something" service, provides enterprises with services such as enterprise-benefit policy and service project consultation, industry cooperation, complaints, and rights protection for enterprises. The professional service area screens and introduces a batch of high-quality service agencies to settle on the platform, injects the most active elements into the city's service system of small and Medium-sized enterprises. The platform service area is responsible for daily operation and management: carries out quantitative evaluation and dynamic management of service organizations, serves cloud website construction and operation, accepts enterprise service appeal, and transfer, resolution, and reports timely, helps enterprises solve difficulties and coordinate service resources; develops various offline public welfare service activities, for example, policy interpretation, training services, "legal service month", "enterprise growth forum", talent recruitment fair, diagnostic consultation, resource connection, roadshows, enterprise employee training meetings, etc., and with the help of various resources (such as the government, service agencies, universities, etc.), cooperates with a series of "helping enterprises" activities with distinctive themes such as policy, law, finance, technology, etc., helps small, medium and tiny enterprises obtain more resources and improve space, moreover, correspondingly enhance the visibility of the platform.

#### **4.3. Building the One-stop "Helping Enterprise Cloud" Website with "Internet+" Big Data Online, and Building the Whole Ecological Service Chain of Small and Medium-sized Enterprises**

Relying on the provincial 96871 online platform, numerous small and Medium-sized enterprises and service agencies in Wenzhou are gathered on the cloud platform, promote the construction of the "Internet +" enterprise service system, build the "help enterprise cloud" website composed of service modules such as "policy cloud", "service cloud", "industry finance cloud", "training cloud", "consulting cloud" and "intelligent manufacturing cloud". In the "policy cloud" module, through the construction of the "enterprise policy knowledge base", the support policies involving enterprise of the country, city, province, county, and various departments are collected and accurately pushed to the enterprise intime, enterprises can obtain One-stop policy services by querying and retrieving policies of keywords; in the "service cloud" module, building the "professional service resource library", selecting high-quality service agencies to settle in the enterprise service cloud, learning from the e-commerce platform model, professional service agencies to open stores, providing service products and service information, enterprises independently select service agencies and products, and evaluate service effects, provide integrated and overall services for the city's enterprises; "industry finance cloud" focuses on providing finance connection services for the city's small, medium and tiny enterprises; "training cloud" serves the growth of entrepreneurs, releases various training information for training entrepreneurs, and provides human and intellectual support for the development of small and Medium-sized enterprises; "consulting cloud" is responsible for receiving enterprise appeals and reporting the results of appeals; "intelligent manufacturing cloud" is based on Wenzhou's "5+5" industry, sets up functions such as "intelligent manufacturing fruit", "intelligent manufacturing appeal", and "intelligent manufacturing diagnosis", integrates a batch of Wenzhou universities and scientific research teams' technologies to study and develop products, publishes online technical services for enterprises to choose online; recommends experts to consult online, helps enterprises solve the puzzles and difficulties in the process of intelligent technological transformation, and helps enterprises walk to the fast road of intelligent transformation.

#### **4.4. Building Platform "One Web" Service System that Links Cities and Counties, Strengthening Platform Brand Building, Enhancing Publicity and Promotion, and Improving Influence**

Relying on the existing service mechanism, the platform selects a batch of agencies with certain qualifications, service strength, door-to-door service and organize various enterprise services as construction subject, takes regional management as guidance, assists various county and district functional departments to build twelve county-level sub-platforms in Longwan, Lucheng, Ouhai, Southern Zhejiang Industrial Cluster, Yongjia, Yueqing and other places, effectively connects with the city's integrated platform, improve service efficiency and pertinence, and forms a platform network service system that links cities and counties, resource sharing, open information, and convenient services, builds corresponding sub-platform service performance evaluation system, and ensure the standard operation sub-platforms.

In publicity aspect, first, relying on the existing personnel system, establishing the solid publicity team, sending responsible personnel to special agencies for training, and strengthening the operation capabilities of platform propaganda media; secondly, strengthening the construction and influence of the we-media terminal (WeChat public account, etc.), setting up policies and regulations, government collaboration, legal cases, and other special modules, and jointly build service modules with professional institutions, such as building "Legal Tips" with Beijing Yingke (Wenzhou) Law Office; third, working closely with the

departments related to enterprises, pushing the preferential policies of the departments related to enterprises to the fans of each enterprise from time to time, and expanding the management of the WeChat community; fourth, strengthening the building of good cooperative relations with all levels and types of formal media, signing the strategic cooperation agreement, reporting various activities of the platform in time, making more enterprises understand the platform, enjoy policies and services from the platform, making the brand of platform helping enterprises in the hearts of the people, and improving the brand influence of the platform.

## 5. Development Prospect

With the development of society, it is necessary to continue to explore and improve the platform of helping enterprises, the first is to continue strengthening the connotation construction of the platform, perfect the platform operation and management system, link the platform operation up and down, and achieve service coordination; the second is to continue increasing research effort, collect, count service demand information of small and Medium-sized enterprises in time, all platforms share relevant information resources in timely, do a good job in interacting with the Municipal Economy and Information Technology Department, provide various evaluation reports and information transmission work in time, do a good job in enterprise ordering, government paying, and precisely point-to-point connect enterprise services; the third is to continue to select service organizations, and provide different levels of support when enterprises use service coupons to purchase corresponding service products, and attract service agencies to strengthen their own construction from the system; the fourth is promote the integration of big data and various contents with "Internet +", and continuously deepen and expand the connotation of the cloud module for helping enterprises, such as deepening the construction of "intelligent manufacturing cloud", "training cloud" and "recruitment cloud" and other functions, create a new platform development ecology in new fields, and make the platform to reshape its structure; the fifth is to continue developing various types of public welfare services offline, close to the needs of small and Medium-sized enterprises, continue to innovate various distinctive services, and promote the coordinated development of "online cloud" and "offline action"; the sixth is combine the current epidemic era, do a good job in pushing the e-book of the benefit-enterprise policy compilation, so that more small and Medium-sized enterprises can understand and apply the benefit-enterprise policy, and reduce the operating costs of enterprises; the seventh is to actively explore platform construction and Wentai highland construction, and the coordination of university production and education integration work, promote the transformation and industrialization of scientific and technological achievements in colleges and universities, improve the core competitiveness of scientific and technological innovation of small and Medium-sized enterprises, play the pivotal role of the platform in the integration of industry and education, seek more sustainable development path, realize the deep integration and interconnection of the platform with enterprises, schools, and governments, and achieve a win-win situation for all parties.

## 6. Conclusion

In summary, under the correct leadership of the Party and the strong support of the government, the platform system construction of good model has been continuously explored and improved in practice, which is the basis for the efficient operation of the service platform for helping enterprises, only in this way can the rapid development of small and Medium-sized enterprises be promoted, and the platform can truly become "the sincere family of the enterprise, the close friend of the agencies, and the close assistant of the government".

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