

Title: Competitiveness Improvement Strategy of Xi'an Shiyuan
Training Center

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ABSTRACT

With the implementation and promotion of the “double reduction” policy in 2021, unprecedented challenges and pressure have been brought to the social education industry. A large number of leading education enterprises that once made huge profits in K12 education have shifted to adult education, intensifying competition in the domestic adult education market. This paper takes Xi'an Shiyuan Training Center as the research object, which mainly engages in adult education and training. By evaluating the competitiveness of the company, this paper aims to identify and improve its competitive power in a complex and ever-changing environment, so that it can cope with various internal and external uncertainties and formulate feasible coping strategies, which has practical value.

Based on the questionnaire method, interview method and relevant literature, this paper establishes an evaluation indicator system for the competitiveness of Xi'an Shiyuan Training Center using the Analytic Hierarchy Process (AHP). It considers that the company has the following problems in terms of its competitiveness: weak human resources management capability and high brain drain; weak profitability, weak brand management and influence, and uncertainties in continuing operation; and poor marketing ability, which affects market development and market share. Such problems

mainly result.

From insufficient understanding of the importance of enterprise management, imperfect personnel selection and training mechanism, the company's lagging behind in the development of core culture, poor executive ability of managers, and backward management ideas. To address these problems, the company should strive to strengthen talent training and improve the incentive system; put importance on innovation and development, and improve service quality; strictly control operating costs and seek capital support; establish brand awareness, improve marketing ability and adopt other improvement measures to ensure that the company can obtain the expected market space in fierce market competition and capital opera

As more players enter the adult education industry, some smaller institutions will be eliminated. Existing education and training companies must change their empirical concepts and make accurate judgments on their competitiveness. From this research perspective, the competitiveness evaluation indicator system developed and designed in this research can also provide reference for the education and training industry.

Keywords: enterprise competitiveness; indicator system; evaluation research; improvement strategies