

Countermeasures of Chinese Home Appliance Enterprises Under the Background of "Belt and Road" to Develop the International Market

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ABSTRACT

In recent years, China's home appliance enterprises are facing major challenges, on the one hand, the U.S.-China trade war smoke, on the other hand, the domestic home appliance market is gradually saturated with the status quo, so this paper will be through the "Belt and Road" background of China's home appliance enterprises and the export status quo between the countries along the route to be analyzed, in the process of analyzing China's home appliance enterprises current In the process of analyzing the current export status of China's home appliance enterprises, we found that there are several major problems: insufficient core competitiveness, lack of innovation, international marketing capabilities to be improved and a series of other problems. In order to solve this problem, this paper analyzes the internationalization path of famous home appliance enterprises in China, such as Midea, Haier, etc., and concludes that China's home appliance enterprises have to improve their international competitiveness through product innovation, construction of overseas bases and other initiatives.

KEYWORDS

Belt and road; Independent innovation; Trade barriers; Overseas bases; International marketing

1. INTRODUCTION

Since China's accession to the World Trade Organization (WTO), the economy has been booming, and along with the in-depth promotion of the Belt and Road policy, various industries, whether in the service industry or the manufacturing industry, have stepped into the international market and embarked on the internationalization journey in order to expand their overseas business. As one of the key pillar industries in China, the home appliance industry has been expanding its overseas business rapidly in recent years. However, the onslaught of the new crown epidemic pandemic and the ensuing trend of anti-globalization have brought many uncertain challenges to the internationalization process of China's home appliance enterprises. In such an environment full of opportunities and challenges, it is of great significance to explore a path of internationalization of home appliance enterprises in line with China's national conditions, in order to promote the sustainable development of China's home appliance industry.

2. THE CURRENT SITUATION OF CHINA'S EXPORTS IN THE CONTEXT OF THE BELT AND ROAD" AND SCALE

2.1. Current Status of the Belt and Road Policy and the Development of International Cooperation Mechanisms

As a new type of cooperation platform to be developed for all countries in the world, most of the countries participating in the Belt and Road are those that participated in trade along the ancient Silk Road, but it is not limited to the ancient Silk Road, and various countries and regional organizations can participate in it. All countries and regional organizations can participate. The implementation of the "Belt and Road initiative cannot be separated from the support of China's economic cooperation mechanism, so that in recent years more and more countries respond to the "Belt and Road" policy initiative, "Belt and Road" influence has been increasing. The influence of the "Belt and Road" has been increasing, and it has received attention from countries all over the world With the continuous improvement of the top-level design of the Belt and Road, foreign investment and trade at the institutional level, as well as the docking of the Belt and Road with the existing bilateral and multilateral cooperation mechanisms and related strategies, a more systematic operational mechanism has been formed for the co-construction of the Belt and Road.

The introduction of the "One Belt, One Road" policy has provided a brand-new platform for regional economic cooperation between China and the rest of the world. On this new platform, China has initially established a number of innovative mechanisms for international and regional economic cooperation for the sake of prosperity and common development after more than a decade of exploration, based on the principle of common cause and sharing. As of the beginning of this year, China had signed more than 200 cooperation documents on the construction of the Belt and Road with 32 international organizations and 149 countries.

"At the same time, the Belt and Road is a new type of international economic cooperation mechanism, which is different from the traditional closed international regional organization mechanism in the past, is characterized by openness and inclusiveness. Among other things, the core of the Belt and Road policy is the construction of infrastructure connectivity. From the perspective of development economics, the vast number of developing countries is constrained by factors such as insufficient investment in infrastructure, leading to long-term low quality economic development, and in order to fundamentally solve this problem, it is necessary to build a new type of development mechanism with a good "blood supporting" function. As a new type of cooperation mechanism, the "Belt and Road" initiative with other countries and regions provides options for China's development on the one hand. At the same time, on the other hand, China has provided many infrastructure projects for many developing countries, making a great contribution to the formation of effective support for their economic growth" [1].

2.2. The Scale of China's Household Appliance Export Trade to Countries along the "Belt and Road"

2.2.1. The current situation of China's home appliance exports

With the deepening development of the internationalization of China's home appliance enterprises, China has now become the world's largest home appliance market exporter. According to relevant data, China's home appliance exports accounted for nearly 40% of the global market, of which large household appliances accounted for 30%, small household appliances accounted for 40% refrigerators, washing machines production accounted for more than 50% of the world's total output, air conditioning, microwave ovens production accounted for more than 70% of the world's total output, in the early spring of 2020, leading to the stagnation of the social-economic development of the outbreak of a new type of coronavirus pneumonia outbreak which makes the global economy

experienced varying degrees of pause and slow recovery. The new coronavirus simultaneously changed the global economic trend and the operating rhythm of our home appliance market. However, with the prevention and control of the epidemic in China, as well as the positive measures taken by the majority of enterprises to resist the epidemic and resume production, the production of China's home appliance industry gradually returned to normal, while the market consumption demand is strong, so in the first three quarters of 2020 rebound significantly. China's traditional home appliance industry accumulated service exports of 59.069 billion U.S. dollars, an increase of 2 points, as shown in Figure 1. China's home appliance industry is growing at a high rate, according to data showing that as early as 18 years, the size of the home appliance market was as high as 810.4 billion yuan, and just in the first three quarters of 2019, the overall domestic market retail sales scale of China's home appliance industry was 587 billion yuan, with a 21 year-on year growth rate of -2.7%.

2.2.2. China's home appliance exports to countries along the "Belt and Road" scale

Based on the domestic and international market situation, many of China's home appliance enterprises have taken the "Belt and Road" along the countries and regions as the object of transformation. Southeast Asia has become our country and even the world's enterprises to avoid technical barriers and trade barriers to the main location, in the last five years China's total exports of household electrical appliances to the countries along the "Belt and Road" to maintain a positively growth, such as China's air conditioning plant in Thailand to invest in the establishment of factories. Under the "Belt and Road" policy, China's home appliance exports have covered more than 100 countries and regions. China's home appliance exports to countries along the "Belt and Road" in the period from 2014 to 2018 were 17.5 billion dollars in 2014, 16.7 billion dollars in 2015, 17.35 billion dollars in 2016, 19 billion dollars in 2017 and 20.482 billion dollars in 2018. In 2019, China's exports to countries and regions along the "Belt and Road" amounted to \$22.02 billion. In the first three quarters of 2019, industries along the "Belt and Road" accounted for 28.32% of China's exports, which is of great strategic and economic significance for China.

other Southeast Asian countries, the export performance is very bright, Thailand, Singapore, as well as Vietnam and other export product growth rate of more than 40%, both of which steadily continued to grow, the scale and growth rate of successive record highs; on the one hand, the reason is that, due to the rapid and healthy economic and social development as well as the growing demand for information on the market, and another important reason for the reexport trade is to drive the pull. The cumulative export volume increased by 13.6% as well as 65% year-on year, and the export situation of large and small home appliances kept turning for the better.

2.3. Market Structure of China's Household Appliances in Countries Alongthe "Belt and Road" Route

From the perspective of the appliance retail industry in each country,as shown in Figure 5 due to Indonesia its domestic situation is more complex although the population is large, but the economy and GPD is relatively developed, so the size of the Indonesian home appliance market in Southeast Asia, by the following data can be seen, in the past 10 years, the Indonesian home appliance market is still maintaining a high growth rate of 7.8%, and its size continues to grow in the whole year of 2018, Indonesia's home appliance retail sales amounted to \$6.06 billion, accounting for 25.8% of the total home appliance sales in Southeast Asia. In addition, populous Thailand, Vietnam and the Philippines, as well as sparsely populated but high per capital GDP Malaysia are also the top countries and regions in terms of sales. With the RCEP agreement and the advancement of the Belt and Road policy, Southeast Asia will turn into a key investment area for chinese enterprises, which will bring more opportunities for the global layout of China's home appliances in the future. At the same time, Vietnam is gradually formed vacuum cleaner products industry belt, Thailand formed air conditioning technology industry production base, Indonesia is also formed fan production base.

Taking Vietnam as an example, according to the data in Figure 6, the penetration rate of home appliances in Vietnam in 2018 was low, with only 45% for air conditioners (Vietnam is located in subtropical and tropical regions), 58% for refrigerators and 40% for washing machines. Using the data of the same period in China for comparison, the level of maintenance of air conditioners and refrigerators in Vietnam in 2018 was the same as the level in China in 2007. However, in the aspect of the number of sales, Vietnam sold 1.94 million units of air conditioners, refrigerators 2.56 million units, washing machines 2.1 million units, higher than the same period of stage in China, which shows that Vietnamese consumers still have a great consumer demand for such home appliances. So looking to the future, with Vietnam's GDP per capital and economic development, Vietnam's home appliance market has a bright future.

3. THE POSITIVE IMPACT OF "ONE BELT, ONE ROAD" ON OVERSEAS MARKET EXPANSION OF CHINA'S HOME APPLIANCE ENTERPRISES

3.1. Enhance the Influence of China's Home Appliance Enterprises in The International Market

China's manufacturing industry since the reform and opening up, from low end to high end, step by step from the edge of the stage to the center of the stage, the home appliance industry can be said to have contributed to a large number of home appliance enterprises such as Midea, Haier, they are based on the growth of the domestic market, and respond positively to the "Going out" and "One Belt, One Road" policy. "The policy of going out and "One Belt, One Road", quickly integrated into the global industrial chain division of labor system.

For example, Haier has benefited from the dividends of the "Belt and Road". Take the refrigerator project as an example, in 2018, Haier Group decided to set up a home appliance industrial park in Russia, realizing the "three bodies in one" localized business model, with an expected capacity of 3 million units to achieve scale effects. Furthermore, for example, TCL and other part of China's home appliance enterprises began to take root in the market along the route, for example, in Poland to open a factory, covering a total area of 105,000 square meters, is the largest factory invested by Chinese enterprises in Poland, it can be seen that a large number of enterprises in China through active participation in the construction of the "One Belt, One Road" to enhance the product power and innovation and technology, the output of the influence of the big country brand, the future will enhance the influence of China's brand. It is evident that a large number of Chinese enterprises have enhanced their product power and innovative technology by actively participating in the construction of "One Belt One Road", and exported the influence of big country brands, which will enhance the manufacturing, R&D and service [4] capacity of China in the future.

3.2. Enhance the Independent Innovation Ability of China's Home Appliance Enterprises

Thanks to the in depth layout of the "One Belt, One Road" plan, our government has decided to transfer some of the overdeveloped industries to other countries and regions. Domestically, our local market and business competition has fallen into the status quo of long term internal competition, and in the short term will be in the internal market competition, some sunset industries may be redeveloped in other countries. Therefore, all enterprises will face two choices, one is through the elimination of peers, the other is to adopt the "external expansion development strategy to find a breakthrough. Therefore, from the perspective of national economic development, industrial influence and economic integration, it is imperative for enterprises to respond to the launch and implementation of the "Belt and Road" national strategy.

This has two major benefits for China's home appliance enterprises, on the one hand, with the layout of the "Belt and Road" national strategy can not only participate in the overseas market business opportunities to share, to achieve sustained growth in production scale and profits, on the other hand, it can also encourage more enterprises in China to actively go abroad, the integration of the world's top resources, change the foreign countries in the past on China's Stereotypical impression of China's manufacturing industry, reshaping the new image of China's enterprises. At present, China's home appliance enterprises as a new star, gradually towards the direction of becoming the world's home appliance manufacturing center and innovation center, so we are fully capable of participating in the international market. For traditional home appliance enterprises that only develop the domestic market, they need to be based on our manufacturing centers, facing the global market, and need to really rely on the system that has been formed to create a number of global manufacturing centers and foundations of manufacturing and innovation strength, to achieve capacity building. In short, the development of enterprises must take the road of technological innovation, to have the entry card to compete in the global market [5].

3.3. Improve the Facilitation Level of China's Household Appliance Export Trade

Since the implementation of the "Belt and Road" policy and platform some provinces and cities in China have become important nodes of international logistics corridors, such as Shaanxi, Gansu, Shanghai and other important transportation hub provinces and cities, thanks to their location and economic conditions. The China-European liner train has the advantages of fast running speed, high security and green environmental protection. In June 2018, 48 cities have been opened in China, and the transportation network covers the main regions of Asia and Europe, which has become the new star of international logistics land transportation. Affected by the epidemic, the export of sea transportation hit hard, the cost soared, has become the Achilles heel of foreign trade enterprises, China's home appliance exports have a "number" but can not see "profit". In this context, many cross border enterprises and the relevant supply chain will be the mode of transportation to look at the China-EU liner, and the background of the Belt and Road to promote the China-EU liner and Central Asia liner, for China's home appliance enterprises exports to provide a more diversified choice. At the same time, thanks to the "Belt and Road" policy, China's trade facilitation level is constantly improving, greatly improving China's export capacity.

The enhancement of trade facilitation has an indelible tie to the export and internationalization process, such as in the relevant domestic studies. Liao Jia and Shang Yuhong (2021) added dummy variables such as the level of trade facilitation on the basis of the gravity model, and came to the conclusion that the promotion of trade facilitation is more significant compared with the gross domestic product, the population and the regional economic integration organizations. [6]

4. PROBLEMS OF CHINA'S HOME APPLIANCE ENTERPRISES IN DEVELOPING INTERNATIONAL MARKET UNDER THE BACKGROUND OF "BELT AND ROAD"

4.1. Insufficient Technology in Home Appliances

China's household appliances commodity composition is relatively rich, but most of them are still low value added products, such as electric fans, compressors and a variety of spare parts, most of these products are no high technology content, less profitable, but the market competition is fierce labor-intensive products, before this, a large portion of China's home appliance exports is to rely on low cost to enter the foreign market, so China's exports of home appliances have been repeatedly hindered by foreign trade barriers. So China's exports of home appliances have been repeatedly hindered by foreign trade barriers. Europe and the United States in the product technical standards set stringent requirements, in order to meet these requirements, China's home appliance enterprises must go

through the transformation of technology processes, replacement of key production lines and other ways will increase production costs [7].

In addition, Europe and the United States in the field of patents and other intellectual property rights have a first mover advantage, although some of China's home appliance enterprises try to catch up with the European and American standards through a series of introduction of foreign advanced technology, but because of its core intellectual property rights are still in the hands of European and American enterprises, so even if it is research and development of new technologies is also very difficult to obtain high profits, such as intelligent home appliances use of wireless communication technology is mainly controlled by certain enterprises, every sell A smart home appliance equipment to pay them a technology royalty.

4.2. Overseas Marketing Capability to be Improved

China's home appliance enterprises in the domestic market already has a relatively strong product marketing ability, has a rich sales network channels and sound after sales network, in the domestic leading position. However, China's home appliance enterprises lack of sound marketing strategies and promotional tools for the international market, on the one hand, because of the consumption concepts of different countries are very different, and on the other hand, in addition to a small number of leading brands, most of the other domestic home appliance enterprises participate in the international market through the way of OEM processing and export, and the actual sales channels are completely controlled by foreign countries, which in turn severely limits their marketing capabilities in the international market [8].

4.3. Rising Costs of Exporting Appliances for Transportation

China's home appliance enterprises export profits low in addition to the reasons for low core competitiveness, there is an important reason is that the transportation costs occupy a large part of a part of the profits. The current cost of shipping not only price increases, and a cabin is difficult to find, coupled with China's current "One Belt, One Road China-European liner of the foreign transport capacity has to be improved. Which has a great impact on China's home appliance exports, which requires enterprises need to find a balance between the sales volume and profitability of the measurement.

4.4. Home Appliances Not Meeting the Needs of Different Markets

Post-epidemic era, both at home and abroad, people's demand for home appliances has increased greatly this is because people work at home and home isolation time is more and more, they pay more attention to the quality of home appliances and technology content and environmentally friendly these aspects, so the "green household economy" more and more favored by the new young consumers, in particular As a result, the "green household economy" is increasingly favored by new young consumers, especially small household appliances such as home deep fryers and electric steamers, which have received unprecedented attention. For example, in Europe and the United States and other developed countries, such products can be said to be in full swing, according to data released by the General Administration of Customs, the second half of 2020, China's electric power export cumulative growth of 9.7%. Among them, kitchen appliances, household appliances and personal care products, such as sweepers, vacuum cleaners, hair dryers, etc., are popular in the European and American markets. But for Southeast Asian consumers and given their level of consumption, such products are still not in immediate demand, so China's home appliance enterprises should focus more on market research and analysis of the market, rather than just focusing on cheap production costs to obtain profits.

4.5. Warehousing Systems are Mostly Static Inventory Management Models

The overseas warehouse industry has exposed many inventory management problems. From the perspective of inventory preparation, cross-border enterprises are unable to meet consumer demand due to insufficient stock preparation. Due to the epidemic shutdown, cross border enterprises will face inventory backlogs due to goods backlogs caused by logistics restrictions and returns for refunds. From the viewpoint of inventory management mode, in the past some cross border enterprises inventory management mode is still stuck in the static management mode of traditional inventory (the enterprise as a whole is based on its own sales volume as the main supply chain, according to the static mode of the number of orders)Even in the era of the booming digital economy, many small and medium-sized enterprises are still unable to realize the digitalization of inventory management This is because the small scale often use static inventory management mode, cannot achieve dynamic management, which leads to the impact of decision making efficiency. On the one hand, most cross-border enterprises do not have a digital mindset. On the other hand, for a portion of the enterprises, digital technology is also constantly iterating and updating, at the same time, they invest less in technology development, it is difficult to continue to update the technology.

5. COUNTERMEASURES OF CHINA'S HOME APPLIANCE ENTERPRISES TO DEVELOP THE INTERNATIONAL MARKET UNDER THE BACKGROUND OF "BELT AND ROAD"

The famous American strategic management scientist Michael Porter's view, the enterprise internationalization level strategy are: cost leadership strategy, differentiation strategy, focus strategy and low-cost differentiation strategy. Therefore, China's home appliance enterprises in the development of international markets, according to Porter's four major strategies, respectively, from the focus of the product (core technology), differentiation (marketing capabilities), cost leadership (reduce costs), these aspects in the international market [18].

5.1. Increase Product Technology Research and Development for Home Appliance Enterprises

Focus strategy means that after analyzing the internal and external situation, the enterprise chooses a narrow market with certain development prospects and focuses on products for long-term development, and focuses on the core technology rather than all products for all markets in the whole industry.

5.1.1. Increase technological research on green home appliances

Technical barriers to bring the impact of China's home appliance enterprises to see the gap also realized the importance of innovation, with the improvement of people's living standards, the pursuit of environmental protection concepts also surged, green home appliances increasingly cost consumers favored products. Consumers reserve a wealth of experience in the use of home appliances, deepening understanding of the green concept, replacement needs more inclined to buy green, environmentally friendly, healthy, intelligent high-quality home appliances. Currently on the market in the sale of home appliances, whether from the material, energy consumption, health features, quality are converted to green appliances. The market share of energy efficient products in home appliances is expanding. For example, the retail market share of refrigerators with Class I energy efficiency is now nearly 50 percent, an increase of 8 percentage points over last year [9][15].

5.1.2. Increased research on investment in upstream core resources

A major constraint on the development of home appliances in China is that its upstream supply chain, such as compressors, refrigerants, chip sand other constraints in developed countries. The government

should increase the protection of intellectual property rights of home appliance enterprises and investment in capital projects, enterprises to increase investment in research and development through the control of front-end technology and resources, and gradually influence and even guide the development of the industry to reduce the degree of external dependence of home appliance enterprises [10].

5.2. Higher International Marketing Capabilities of Home Appliances Enterprises

Differentiation strategy refers to a certain cost by investing in strategic product innovations, technologies, networks and customers that are differentiated from competitors, i.e., it is conducive to the formation of a certain competitive advantage, which can form a barrier to entry of other competitors.

5.2.1. Creating an international trading and marketing platform on the Internet

With the popularization of the Internet, one of the biggest impacts on the global home appliance sales market is the transformation of consumer shopping from a single offline physical store shopping to a combination of online network platform shopping and offline physical store shopping and the momentum of online network shopping is strong, and the offline physical stores have also caused an increasing impact, the global feet through large home appliance chain stores and offline experience stores to buy home appliances the traditional Purchasing habits gradually change. Therefore, the sales of China's home appliance enterprises can no longer rely solely on the sales of offline stores, but should comply with the trend of networking, to create online network marketing and sales platform increase the international market network marketing capabilities and the construction of online sales channels to promote the network of international marketing strategy, to comply with the trend of the global popularization of the Internet to meet the increasing diversity of consumer shopping channels and consumer demand for increasingly individualized Requirements.

5.2.2. Enhancing overseas brand effect and enriching brand connotation

Flexible response to market demand, promote the degree of integration of the brand culture of home appliance enterprises with the regional culture where the local market is located, utilize the Internet media, integrate the brand culture with the local market environment and the local humanities environment, and improve the brand with the local culture and local law fit, so that the home appliance enterprises continue to enhance their influence, and at the same time, improve the competitiveness of the enterprise's products in the international market with the influence of the enterprise. At the same time, home appliance enterprises can also cooperate with overseas well-known brands, such as Haier in the international brand marketing, through sponsorship of local sports, participation in charitable and public welfare, to enhance the Haier brand awareness in the market, for example, Haier in the United States and the NBA cooperation, NBA brand title marketing; cooperation with Manchester United in Europe; participation in the title of the local basketball tournament in Australia, the positive marketing activities, to help enhance the brand awareness of Haier in the local market, and to enhance the brand awareness of the local market. Haier's brand recognition in the local market [14].

The establishment of R &D institutions responsible for the overseas market product research and development of products in line with the appetite of overseas consumers, timely understanding of the dynamics of the overseas market, understanding of the home appliance market advanced technology, market information transmitted to the enterprise decision-making center in a timely manner, is conducive to the rational allocation of their own resources, increase sales in the overseas market. and improve the competitiveness of home appliance enterprises in the overseas market.

5.3. Establishment of Overseas Production Bases

Based on the current overseas market changes, such as epidemics, unrest and other emergencies will have a certain impact on China's exports of home appliances, in order to avoid the impact of such

emergencies, a part of the enterprise chose to establish an overseas production base. For example, in the new crown under the ravages of the epidemic, the United States of America's globalized production layout of the advantages of the full embodiment of its overseas production bases, such as Vietnam and other countries, due to the local anti-epidemic policy is more relaxed and did not carry out stop work measures, the enterprise can continue to work production, on the contrary, a part of the domestic enterprises by the impact of the epidemic, and even affect the seriousness of the enterprise production and sales plans [11].

5.4. Enhance Technical Cooperation With Overseas Home Appliance Companies

With the development of the Internet, the links between the world today are becoming closer and closer, and this is also true for the development of technology. At the same time, due to the huge demand for capital for technology development and the accelerated renewal of technology, the power of developing technology only by oneself is weaker than that of developing technology by way of cooperation among companies. Therefore, technical cooperation with other multinational corporations or companies with R&D strength should be strengthened to share the results of cooperation and continuously improve the ability to obtain information. Therefore, we can cooperate with universities that have strong R&D strength demand for their technologies to optimize the R&D network of enterprises and improve their scientific and technological strength.

For example, on the one hand, Zhongtai Electric provides a full set of air conditioning production equipment for oktai factories to help our home appliance enterprises realize overseas sales as soon as possible, and at the same time, it can also meet the local consumer demand and provide our home appliance products with better quality. 2020, in the midst of the epidemic, in response to the special needs of the local community of Vietnam, one of our research institutes cooperated with Vietnam in the development of anti-epidemic household appliances with special functions to help the Vietnamese people fight the epidemic at a critical time. Vietnamese people to fight the epidemic at the critical time, from R & D to molding to mass production in less than half a year, greatly helping the local people to fight the epidemic at the critical time.

5.5. To Raise The Efficiency of Overseas Warehouse Management of Homeappliance Companies

Home appliance enterprises can promote the digitalization of inventory and management intelligence through the management, inventory data construction of ERP systems. The construction of ERP overseas ware house systems allows cross border enterprises to obtain inventory information in a timely manner and make reasonable inventory decisions. For example, managers can discover slow selling goods in time through the ERP system and estimate future sales through the inventory management system by combining inventory data and sales data, so as to improve the turnover rate of inventory goods and further reduce costs. Therefore, China's home appliance enterprises are very necessary enterprise management thinking to change to digital management thinking.

Assuming that enterprise inventory management is stagnant, cross-border enterprises are unable to access data in a timely manner inventory is likely to be too high or out of stock, affecting cross-border enterprises business sales. Therefore, home appliance enterprises can also make full use of the digital trade platform to promote inventory digitization. Home appliance enterprises should scientifically use artificial intelligence and cloud computing in their operations, on the one hand, to improve the level of digital management, for example reasonable stock preparation, to ensure the accuracy and timeliness of inventory. On the other hand, by updating inventory data, enterprises can understand and control the existing inventory in advance to avoid facing a passive situation in decision making. Dynamic management of inventory data, inventory shortage warning and inventory backlog alert are realized. On this basis, cross-border enterprises can continuously adjust and optimize the inventory so as to maximize profits.

6. CONCLUSIONS AND OUTLOOK

Taking China's home appliance enterprises as the research object and the Belt and Road policy as the research background, this paper focuses on the problems related to the internationalization path selection of China's home appliance enterprises and draws the following conclusions;

First of all, under the "Belt and Road" policy, China's home appliance enterprises are facing unprecedented opportunities and challenges, the Belt and Road policy to enhance the market influence of China's home appliance enterprises, through the Belt and Road to the countries along the route of China's home appliance enterprises to export the influence of the product. At the same time, through the Belt and Road to learn along the country home appliance products and in depth understanding of the local market, to enhance China's home appliance enterprises independent innovation ability. In addition, the "Belt and Road" policy provides diversified ways for exports, changing the original trade situation and improving the level of trade facilitation in China.

Secondly, through the study of the "Belt and Road" background of China's home appliance enterprises to develop the international market status quo, analyze the existing problems, and understand the environment of China's home appliance enterprises and the challenges they face. However, there are limitations in this paper, such as the U.S.-China trade war, the U.S. sanctions against China, cultural barriers and other factors are not mentioned in this paper, but it is undeniable that the comprehensive strength of China's home appliance enterprises are constantly improving the international competitiveness of the increasing dramatically. We have hope that under the guidance of a reasonable internationalization path. China's home appliance industry will seize the times and continue to write a more brilliant chapter!

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