

## Problems in the Construction of Urban Ecological Area in Anshan City and Discussion on Countermeasures

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### Abstract

**The business environment is an important embodiment of the soft power and competitiveness of the city's economy. Through the questionnaire, this paper finds out the existing problems in the Anshan business environment from 7 aspects, such as talent and employment environment and foreign trade environment, and puts forward the optimization countermeasures.**

### Keywords

**Enterprise development business environment optimization strategy.**

### 1. Introduction

The business environment plays a vital role in the success of an enterprise. Especially for small and medium enterprises, the quality of business environment has a profound impact on the development of enterprises. For the sake of the development of Anshan enterprises and the improvement of GDP in Anshan, the government should provide an excellent business environment for enterprises. Therefore, to improve the business environment in Anshan, we should start with the existing problems and analyze them, and propose corresponding improvement measures.

### 2. The Existing Problems of Business Environment in Anshan

#### 2.1 Talents and Employment Environment

##### 2.1.1 There are Few Talents in Enterprises and The Loss of Talent is Called Serious

There are few high educational talents among the employees. The internal and external reasons such as urban level and salary level can not attract a large number of talents. The government has little benefits and less attraction to the private enterprises in this city. At the same time, the phenomenon of brain drain is also more serious. It is difficult for employees to pay their wages, and it is difficult to get the title of promotion. In terms of the employees' families, their families are difficult to solve. The internal and external environment leads to fewer talents and serious brain drain.

##### 2.1.2 Good Employment and Good Dismissal of Workers

The city has a large population base, low wage level of workers, low skilled jobs and better employment. Because of low technology content and easy placement, dismissal workers have little impact on enterprises, and dismissal of employees is relatively easy.

##### 2.1.3 An Increase in Labor Disputes

The labor and capital disputes in the enterprise have increased in recent years, the law has put forward a more comprehensive protection to the workers, the employees' awareness of self rights is also greatly enhanced, the emotional consciousness of the enterprise and the enterprise is weak, the dedication of the enterprise is weak, the enterprise has not complying with the labor law, and the employees will maintain their own interests.

#### 2.2 Foreign Trade Environment

The enterprise business is relatively single, the export business enterprises are less, and Anshan belongs to the three line city, the economic development level is relatively backward, the market opportunity is small and the business environment is poor. Enterprise initiative is a factor for

enterprises to obtain greater market share. It attracts economic investment and consumption less by market environment, the market is not strong, innovation is not enough, and it has little effect on the development of enterprises.

### **2.3 Legal Environment**

The legal awareness of enterprises is not strong enough to solve problems. In order to solve the problem of law, enterprises usually solve the problem by non litigation way to solve them efficiently. After investigation, the legal department of the enterprise solves most of the disputes between employees and enterprises, and the root of the problem is the economic problem. Enterprises are less innovative and R & D, and less involved in intellectual property disputes. The judicial department has low efficiency and poor transparency, so enterprises choose to solve it by themselves.

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

Through financing and investment, enterprises hope to solve more enterprises to expand production and update technology. Anshan has a lower urban grade, less financing channels for small and medium-sized enterprises, less investment financing projects, insufficient innovation and vitality of enterprises, and monotonous investment and financing environment. It is difficult for enterprises to solve the economic problems of enterprises through investment or financing. It is not easy for an enterprise to obtain loans from banks. Most enterprises still have some capital gaps. They usually need long-term investment funds.

### **2.5 Tax Environment**

The civil service efficiency of Anshan tax department is low, service attitude is poor, and the problem is not clear. Many enterprises pay taxes when they are not very clear. The proportion of pre tax profits that enterprises pay statutory tax and fee stations is large, and the pressure of corporate profits is very high, which is unfavorable for the development of enterprises. Since the camp changed to increase, the tax burden of different enterprises has changed differently. Small and medium-sized enterprises have changed little or slightly, and the tax of large private enterprises has increased. Most companies, in addition to paying legal taxes and fees, never pay other taxes and fees. This kind of enterprise thought is not conducive to the social image of the enterprise, and is also not conducive to the development and prosperity of Anshan.

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

#### **2.6.1 The Process of Administrative Examination and Approval is Long and the Efficiency is Low**

Although many administrative examination and approval processes have been shortened, industry and commerce, tax and other departments still have a longer examination and approval process. The phenomenon of "kicking the ball" has not been eliminated, which has reduced the efficiency of the business, thus affecting the speed of the economic cycle.

#### **2.6.2 The Social Environment is not Enough, and Traffic Problems Affect the Business Environment**

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

### **2.7 Operating Environment**

As a pillar of Anshan's industry, Angang, a famous enterprise in Anshan, has produced a higher cost in production. The most important are resource cost and environmental management cost. Nowadays, iron and steel enterprises are not as good as the previous boom, product sales are not optimistic, but the cost of raw material and resource cost of iron and steel smelting has not been reduced, new materials research and development technology can not keep up, resulting in high cost. While the cost is high, Anshan Iron and Steel Co., Ltd. is responsible for the social environment. It has to spend part of the money to manage the environment, resulting in higher cost of products. Not only is it.

### **3. Countermeasures and Suggestions**

#### **3.1 Introduce Professional Talents and Improve Employment Environment**

##### **3.1.1 Introduce Professional Talents**

The key to the development of a local talent is the lack of high-level talents in Anshan, the loss of senior management and technical personnel, and the government and enterprises should set out different strategies for personnel employment from two aspects. The government should set out from the situation of Anshan's overall talent demand. In line with the principle of talent development first, the government should formulate practical employment policies to attract and retain these high level talents, especially high level talents abroad. For example, the government has set up a partnership with the key colleges and universities in China, and aims to train some professionals who are now in short supply and inject new blood into the economic development of Anshan in order to promote the economic development of Anshan. The government can also plan the promotion mechanism for these high-level professionals, introduce a complete set of talent promotion mechanism, attract skilled and experienced talents to Anshan and stay in Anshan. After the enterprise has established the talent gap, the talent system is not aimed at which person or which system, but from the strategic height of the enterprise development to consider this problem systematically. Therefore, improving the salary system and talent incentive measures is a must for the enterprise.

##### **3.1.2 Strengthening the Construction of Enterprise Culture**

In view of the larger problems of mobile workers, enterprises should strengthen unified management and establish a perfect contract employment system. During the contract period, neither the staff nor the enterprise can arbitrarily terminate the labor contract, ensure the normal operation of the supply chain, and create a stable employment environment. At the same time, enterprises should strengthen internal cultural construction, so that employees can really integrate into the enterprise, so that employees have a sense of belonging to the enterprise. In order to reduce the labor disputes caused by interests, the enterprise itself should consider the interests of the enterprise as a whole while taking into account the interests of the employees and maintaining the interests of the employees.

#### **3.2 Create an Efficient Foreign Trade Environment**

Anshan is a resource-based city, and most of the production is rough machining. At present, the problem of overcapacity is urgently needed to solve. Export trade is the choice of these enterprises. In view of the current foreign trade environment of Anshan, it is necessary to speed up the construction of foreign trade environment in order to meet the international standards. First of all, introduce international common industry standards and management standards to establish business rules that are in line with international standards. Then, we should actively guide and encourage enterprises to participate in foreign trade activities, and promote enterprises to speed up the new competition rules to adapt to Global trade. Let enterprises give full play to their initiative and open up new market for foreign trade.

#### **3.3 Perfect the Legal System of Business**

The reason why enterprises choose not to take judicial proceedings to solve legal disputes is that the protection of law is not enough and the administrative examination and approval matters are lengthy. A very small economic dispute case, from filing to final trial, is less than a few months, more than a year and a half. In order to allow more enterprises to choose legal means to solve interest disputes, first of all, establish and improve relevant laws and regulations. In legislation, we should strengthen the protection of business environment, strengthen legislative supervision and perfect judicial supervision. Furthermore, the issues of administrative examination and approval are streamlined. We should vigorously promote decentralization, facilitate examination and approval, improve the efficiency of examination and approval, and improve service quality. Efforts should be made to perfect a legal business environment and make law a powerful weapon for enterprises to safeguard their own rights and interests.

### **3.4 Building a Diversified Investment and Financing Environment**

In order to break the bottleneck of SMEs' financing difficulties, we should standardize the financial market system as soon as possible, and promote the new financing situation of building a multi-level guarantee institution. First of all, in addition to the financial institutions funded by the government, state-owned and private guarantee institutions should be allowed to coexist. Furthermore, we should build a multi-level financial service system, strengthen the direct financing of enterprises and the guidance of the multi-level utilization of the capital market, broaden the financing channels, create a financial service center, build a multi-level financial service system, and effectively solve the difficult position of the difficult financing of the enterprise. In terms of capital operation, it is necessary to increase investment in scientific research, with innovation belt development and expansion of investment diversification.

### **3.5 Speed up the Reform of the Tax System**

Since the full implementation of the business transformation and increase, the average tax burden of enterprises has been reduced, but the majority of small and medium enterprises' tax burden changes are not obvious. Moreover, the service attitude of the staff is not correct and the efficiency is low. In order to create a favorable tax environment, we must first ensure the tax policy and establish a convenient and efficient tax service system. We should effectively solve the problems of lack of active service consciousness and irregular enforcement of tax law among government staff. At the same time, we should fully implement the national tax reduction and tax reduction policy. We should strengthen the propaganda of preferential tax policies, implement all preferential policies, and effectively solve the problem of high tax burden on enterprises.

### **3.6 Simplifying the Administrative Examination and Approval Process and Strengthening the Transparency Construction**

#### **3.6.1 Simplifying the Administrative Examination and Approval**

The government's administrative capacity does not have specific definition standards, but improving the administrative ability of the government can reduce the administrative approval process through decentralization. Therefore, we should make great efforts to promote the merger and simplification of the examination and approval process, change the current status of various departments, overlapping institutions, tedious procedures and unclear responsibilities, make the whole procedure simplified, clean up unnecessary procedures, clear the boundaries of each other's examination and approval, thoroughly solve the phenomenon of "kicking the ball" and improve the efficiency of affairs. We also need to accelerate the construction of one-stop service platform to achieve real convenience and benefit. The openness of information in government departments is the key to transparency construction. Increasing transparency is the only way to enhance the credibility and credibility of the government. Information disclosure can not only play the decisive role of the market in the allocation of resources, but also supervise and urge the government departments to implement some of the preferential policies committed by the enterprise registration.

#### **3.6.2 Speed up the Construction of Public Service Platform and Implement Policy Support.**

The service platform is a platform for providing information inquiry, technological innovation, management consultation, entrepreneurship guidance, market development, personnel training, equipment sharing and other services for the enterprise. Service platform plays an important supporting role in solving the common needs of enterprises, opening information channels, improving management, enhancing the competitiveness of the market and realizing the convenience of innovation and development. In the construction of business environment, Anshan has introduced and implemented a series of regulations and policies to support and maintain the production and management of enterprises. It also has a certain effect on standardizing market order and purifying business environment, but it still needs to be improved in service quality and service items. It is suggested that platform service personnel be able to go deep into the enterprises, understand the real needs of enterprises, launch effective services and improve service quality. In the service project, the enterprise and the government are linked through the platform to establish government investment,

enterprise reconstruction, platform hosting model, to solve the shortage of services and lower service. In terms of policy support, relevant policies and measures are introduced to enable the implementation of support policies to enterprises.

### 3.7 Improve the Overall Operating Environment

For a long time, the iron and steel industry has been a pillar industry in Anshan. However, the production mode of iron and steel is single, and most of them are rough machining, which makes resource cost and environmental management cost increase year by year. With the development of new industries, the development of Angang is not enough to support the speed of economic development. We need to transform traditional industries, solve the problems of industrial structure, push forward the supply side reform, and effectively reduce the cost of enterprise elements. Qianshan is a 5A grade scenic spot in Anshan. In addition, there are several 4A grade scenic spots and some very characteristic scenic spots and memorial houses in Anshan. The government can make full use of the advantages of these resources to increase investment in tourism and service industry, especially in the aspects of advertising and investment, with the third industry to promote the overall development of Anshan economy and create a relaxed and pleasant business environment.

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