Research on the competitiveness of industrial enterprises in the central PRD——Taking Heyuan city of Guangdong Province as an example

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Abstract. Heyuan has its own location and resource advantages. And the industrial enterprises in Heyuan should take advantage of the driving effectiveness of the development of Guangdong, Hong Kong and Macau to speed up their own development. Starting from the development status of industrial enterprises in Heyuan, this paper explores the problems of industrial enterprises in Heyuan. Then, from the two levels of enterprise and government, it puts forward suggestions for accelerating the development of industrial enterprises. This paper has a certain reference value for the development of enterprises in Heyuan, and also has some reference significance for other underdeveloped areas in Guangdong.

1. Introduction
As an underdeveloped region in Guangdong Province, Heyuan's industrial economy is relatively backward and its foundation is weak. However, with the industrial transfer of the Pearl River Delta and the favorable economic radiation in the Great Bay area, Heyuan industry has a relatively good opportunity for development. Heyuan should take advantage of external opportunities to give full play to its own resources and location advantages, so as to enhance the market competitiveness of enterprises and gain competitive advantages.

2. The location and resource advantage of Heyuan

2.1. Heyuan has the advantage of mineral resources
Heyuan city is known as the treasure house of eastern Guangdong Province. At present, 56 kinds of mineral resources have been found, with many kinds, wide distribution, high grade, large scale and so on. Among them, iron, titanium, tungsten, tin, rare earth, fluorite, kaolin, ceramic soil, mineral water and geothermal are the dominant mineral resources in Heyuan.

2.2. Heyuan has superior location advantage
Heyuan is the first city of Beijing-Kowloon Railway into Guangdong Province, and it is also the longest railway in Guangdong Province. Heyuan is the most important transportation hub in the northeast of Guangdong Province. And the integrated transportation hub of Heyuan consists of the Beijing-Kowloon Railway, the Guang-Mei Zhou Shantou Railway, the National Highway 105, the Heyuan-Huizhou Expressway, the Guangzhou-Heyuan Expressway, the Heyuan-Meizhou Expressway and the Guangdong-Jiangxi Expressway.
2.3. Heyuan has the ecological advantage
As the drinking water source area of the Pearl River Delta, Heyuan has the unique advantage of ecological resources. It is also the biggest advantage of Heyuan, which is not available in other parts of Guangdong. Therefore, this is more conducive to attracting the industrial transfer of the Pearl River Delta.

3. The problems existing in the development of industrial enterprises in Heyuan

3.1. Heyuan has less scale industrial enterprises and weaker regional brands
Most of the local enterprises in Heyuan are small and medium-sized enterprises, especially the industrial parks in five counties under the jurisdiction of Heyuan. Generally speaking, these small and medium-sized enterprises are lack of independent innovation ability, and their products imitate more than innovation, resulting in low technical content and lack of market competitiveness. In addition, small and medium-sized enterprises generally lead to financing difficulties due to reasons such as enterprise system, strength and reputation, which restrict the development of enterprises to a certain extent. Finally, the corporate governance structure of small and medium-sized enterprises is not perfect, and the lack of modern business philosophy is hard to adapt to the development of modern market.

There are few enterprises with brand advantages in industrial parks of Heyuan, and lack of well-known brands nationwide. Many enterprises in the industrial park are small and medium-sized private enterprises. And for a long time, they have not paid enough attention to the brand building and invested less. Even some enterprises are still in the situation of products without brands, so they only earn some processing fees. For an industry, brand is not only a symbol of the economic strength and market reputation of an enterprise group, but also a symbol of the comprehensive competitiveness of a regional economy. Therefore, in order to promote the healthy development of regional economy, we must build an influential regional brand.

3.2. The degree of industrial agglomeration in Heyuan is weak
Heyuan's industrial clusters are basically in the initial stage of cluster development, and the industrial chain needs to be extended. As a backward area, Heyuan's original industrial base is weak, and better developed industries exist only in the processing industry of agricultural products. For modern machinery manufacturing, electronic information, mobile phones and other industries are basically transferred after industrial transfer enterprises, so the foundation is weak.

In many parks in Heyuan, there is no industrial agglomeration effect. Because the industry chain is relatively short, and the industrial chain between each industry chain is not closely linked, resulting in poor supporting capacity of industrial production.

The degree of synergy between internal enterprises is not high, and the sense of innovation and cooperation between enterprises in the group is indifferent, resulting in high cost of information exchange and poor information sharing.

3.3. Infrastructure and supporting measures need to be further improved
The infrastructure construction of Heyuan has not met the demand of rapid economic development. For example, in the season of less rain, the water supply capacity of Heyuan city water plant has reached its limit operation state. According to the survey, in addition to the complete supporting measures of the "Zhongshan industrial transfer park" in seven industrial parks of Heyuan, the matching of public facilities in several other industrial parks remains to be improved.

For some infrastructures, such as water, electricity and transportation, they are also improving. And the development of the peripheral services, such as finance, R&D, marketing and advertising, has not been paid enough attention to, which leads to a serious lag in the construction of the cluster peripheral service system.
4. The development suggestion of Heyuan industrial enterprises in improving their competitiveness

4.1. Strengthen cooperation with other enterprises to enhance the capability of independent innovation of enterprises
Some modern high-tech innovation is difficult to complete by a single enterprises. Therefore, enterprises in the cluster should give full play to their comparative advantages and enhance their technological innovation capability through cooperation. This will also help speed up the popularization and application of modern technology.

Enterprises can cooperate with local scientific research institutes, universities and technical schools to make full use of social resources to improve their innovation ability. For example, the Heyuan city parks can cooperate with various colleges and universities and scientific research institutions in Heyuan. Through cooperation in new product development and technological innovation, we can solve the technical support problems of enterprises and improve their capability of independent innovation.

4.2. Enterprises should make great efforts to cultivate their own brands
Regional brand is of great significance to enhance Heyuan's good image and competitiveness. Therefore, enterprises in the cluster should fully recognize the impact of cultivating regional brands on enterprises in the whole cluster and make rational use of regional brands. At the same time, the enterprises in the cluster themselves should strive to expand their own popularity and influence, especially some leading enterprises should strive to cultivate and build their own advantages brand. And then promote the regional brand of the whole cluster, so as to make the single enterprise brand and regional brand to form advantages to interact.

4.3. Enterprises should make full use of local policy information to speed up their development
In order to better attract capital, the Industrial parks generally have some preferential policies. For example, the "Zhongshan industrial transfer park" in Heyuan provides enterprises with the most preferential industrial land price, electricity price and water price in the province. At the same time, the preferential policy of "collecting taxes but not collecting administrative fees" is implemented.

In order to better serve the enterprise, Heyuan high-tech Zone has been holding some financing meetings, school enterprise cooperation and recruitment meetings. Enterprises in the cluster should make full use of these policy information to solve some of their own problems, such as financing, technology, personnel and other problems, to accelerate their development.

5. Policy recommendations of Heyuan municipal government in enhancing enterprise competitiveness

5.1. Strengthen regional brand building and enhance regional competitiveness of Heyuan
We should make full use of Heyuan's advantages in location, mineral resources and ecology, and introduce some large projects and good projects. In the industrial development, we should upgrade the industrial level and control the "five over" enterprises with excessive pollution, overland occupation, excessive employment, excessive energy consumption and low efficiency. And choose environment-friendly and resource-saving new electronic, new materials, new energy and new medicine "four new" industries.

In recent years, Heyuan city has done a lot of positive and effective exploration in encouraging and supporting enterprises to create famous brand products, which has played an important role in promoting the development of the quality and benefit of enterprises. In the face of the current global economic situation, enterprises can promote the healthy and sustainable development of the industry only by paying attention to the fundamental change of the scale to pay attention to the quality and benefit.

Heyuan industrial park should fully support and cultivate the leading enterprises in the
characteristic industries to make them stronger and bigger and become the core of the cluster. To the
government level, we should first take enterprises as the main body, increase support and consolidate
the foundation of brand economic development. Secondly, guided by the market, we should guide
enterprises to speed up the pace of product structure adjustment and optimize the allocation of
resources. Finally, we should focus on standardizing the market order, strive to create a good
environment for development, develop the characteristic industry, and accelerate the promotion of the
regional competitiveness of Heyuan by the force of the brand.

5.2. Heyuan should cultivate the superior industry and extend the industrial chain
The leading industry of a region determines the economic growth pattern of this area to a certain
extent, and guides the overall development direction of the economy. Therefore, Heyuan should
choose industries with local characteristics and advantageous positions, increase guidance and
investment, aggregate various production factors, and focus on cultivation. Only in this way we can
expand the enterprise group as soon as possible, elongate the industrial chain and improve the
industrial system.

Firstly, Heyuan's electronic information industry now has certain advantages. At present, it has
become the "Guangdong mobile phone production base", which can make this industry stronger and
bigger, and form a complete industrial chain. Secondly, Heyuan has a good resource advantage in the
food and beverage industry. Heyuan can focus on cultivating this industry, especially on the utilization
of water resources. Finally, Heyuan has abundant mineral resources in mineral metallurgy industry.
Heyuan has not done enough in terms of deep processing of mineral resources, and hopes to introduce
strong and experienced large-scale mineral metallurgical enterprises to transform their resource
advantages into economic advantages.

5.3. Heyuan should improve its basic facilities and supporting measures
By strengthening the planning and construction of transportation, hydropower, information and other
infrastructure in the industrial park, we can achieve low cost sharing of public resources in the park.

First, we should improve various services and guide the development of intermediary agencies such
as business service centers, advisory bodies, service institutions, training institutions and venture
capital institutions in order to provide information transmission, technical consultation and
entrepreneurial guidance for enterprises in the park. Second, through regular exhibition activities of
various characteristic commodities, the park will form the reputation of the industrial area of the
commodity, and help the characteristic industry to expand the market scale and improve the market
competitiveness. In addition, the industrial park should strengthen cooperation with schools and
research institutions, make full use of social resources, and set up training institutions in the park. This
will help improve the quality of employees in the park, enhance the innovation capability of
enterprises, and then form the core competitiveness of enterprises.

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