High-Quality Development of the Tobacco Business in Guizhou Province Based on Data Information

Zuchang Deng¹, Jun Liu²,*

¹China National Tobacco Corporation Guizhou Company, Guiyang 550002, Guizhou, China
²Guizhou University of Finance and economics, Guiyang 550002, Guizhou, China

*Corresponding author e-mail: Dengzuchang@163.com

Abstract. Currently, “high-quality development” has become one of the keywords in the National People's Congress and the Chinese Political Consultative Conference (NPC & CPPCC) this year. A new journey of high-quality growth of the tobacco industry begins in the new era. Faced with the new situation and new tasks, how to evaluate the quality, economic operation and future growth potential of local and municipal tobacco industry scientifically and reasonably, and how to identify the best practice through benchmarking to enhance the corporate internal management is a difficult issue to be addressed at present. The evaluation system for the high-quality development of the tobacco business in Guizhou Province is used as the model to conduct in-depth research in this paper.

Keywords: High-quality Development, Tobacco, Benchmarking, Data Information

1. Introduction

In recent years, some cities in the tobacco industry have conducted relevant studies on the evaluation of tobacco commercial exhibition in Guizhou. For example, Jinan Tobacco Franchise Bureau (company) in Shandong Province established a management system of “four layers and four lines benchmarking ring”, which won the second prize of national enterprise management innovation achievement at the National Enterprise Management Innovation Conference. Guizhou Tobacco Franchise Bureau (company) carried out a data information study of 64 county-level bureaus (branches)¹. Guizhou Tobacco Franchise Bureau (company) evaluated the growth potential of the tobacco business price system. With the convening of the 19th National Congress of the Communist Party of China, socialism with Chinese characteristics has entered a new era and brought new development requirements²-³. As an essential part of the physical economy, the tobacco industry must conscientiously implement Xi Jinping's new socialist ideology with Chinese characteristics, resolutely
implement the Central Committee's major policy decisions on economic work, and constantly push for quality change, efficiency change and motivation. Hence, it is necessary to evaluate the development quality, economic operation status, and future development potential of tobacco enterprises scientifically and reasonably\cite{4-5}. Based on the research of provinces and cities, a set of scientific, intuitive and accurate index evaluation system should be established to identify the best practice and promote the high-quality growth of enterprises through benchmarking.

Since 2016, due to the large differences in population, economic development level, cigarette marketing, basic management and other aspects among the businesses in Guizhou, to objectively evaluate the efforts, innovative measures, and effectiveness of the enterprises in various cities in the process of implementing various work plans, Guizhou Tobacco Franchise Bureau (company) combined quantitative and qualitative methods to evaluate each unit The quantitative part measures the quantifiable results in the economic operation process, the qualitative part evaluates the economic operation process which is not easy to quantify, and adopts the form of centralized demonstration report\cite{6}. The scientific and technological innovation project of “research and application of the first matrix” standard system of Guizhou tobacco Municipal Bureau “is an organic integration of benchmarking management theory based on the economic operation assessment of Guizhou Tobacco Franchise Bureau (company), trying to establish a set of benchmarking index system and clear standards to meet the standards, to define whether the development quality of the Municipal Bureau has entered the first matrix of the province effectively, thereby providing a scientific theoretical reference and operational performance evaluation at the decision-making level.

2. Evaluation system for the high-quality development of tobacco business in guizhou province based on data information

Taking Guizhou Tobacco Franchise Bureau (company) as an example, 64 county-level bureaus (branches) were divided into four groups according to three classification indexes: resident population, cigarette sales, and total economic volume. In the aspect of index settings, 30 benchmarking indexes are set up in five categories: economic operation, marketing, efficiency, management, and market development. In the aspect of pressure transmission, based on data information of the County Bureau (branch company), the hierarchical classification index is selectively extended to 11 regions. Through the dimensions of per capita value, increase and decrease value, and gross profit structure of operation, it effectively avoids the differences in population, economic development level, cigarette marketing, basic management and other aspects of each unit, forms the “same race” benefit, breaks the regional boundary, changes the way of “one pot of porridge” and “one size fits all” in working ideas and reflects the “good job, bad job” in incentive mechanism It's different to do more than to do less.

**Table 1.** Evaluation model for the high-quality development of the tobacco business in Guizhou

| Tree of life | Enterprise level I indexes | First level index weight | Enterprise secondary index | Secondary index weight |
|--------------|-----------------------------|--------------------------|----------------------------|------------------------|
| Fruit        | Enterprise performance indexes | W1                       | Franchise management indexes | R1                     |
|              |                             |                          | Marketing indexes           | R2                     |
|              |                             |                          | Cost efficiency index       | R3                     |
|              |                             |                          | Integrity indexes           | R4                     |
|              |                             |                          | Safety management indexes   | R5                     |
| Trunk        | Process management indexes  | W2                       | Administrative indexes      | R6                     |
In the book “Big data age: Major change in life, work and thinking”, the author introduces three concepts of big change, namely: all should not sample, efficiency should not be correct, correlation should not cause and effect. According to the theory and the thought of hierarchical classification, Guizhou tobacco business evaluation system is built into a personalized life tree, in which the core performance index is regarded as the fruit of the tree, the process management index is regarded as the branch of the tree, and the human resource index is regarded as the root system of the tree. Besides, the elements of Party building and corporate culture are added as the elements of giving enterprise spirit of tree's personification is to take the party construction as the soul and comprehensively evaluate the overall development quality.

The core performance indexes include franchise management indexes, marketing indexes, cost efficiency indexes, integrity and discipline indexes, and safety management indexes, process management indexes include administration index according to law, management standard index, market status index, market order index, customer satisfaction index, and asset contribution index, human resource indexes include labor force index and innovation index Number, Party construction and corporate culture indexes cover secondary indexes such as cultural power index, the following secondary indexes continue to be broken down into three levels of indexes, i.e., the increase and decrease of cigarette sales, the increase and decrease of single box sales, and the increase and decrease of total tax and interest.

Set weight coefficients for primary and secondary indexes respectively, where \( W_i = \sum_{j=1}^{m} R_{ij} \), \( \sum_{i=1}^{N} W_i = 1 \), i.e., according to the enterprise strategy and work focus, dynamically adjust the weight of indexes at all levels in the form of weight coefficient. If the work focus in that year is party construction, appropriately increase the weight coefficient of Party Construction indexes.

After separating the training data, several parts of the training data \( t \) can be obtained. Matrix \( T \) consists of input and output parts as follows:

\[
T = [X \quad y]_{t \times N}
\]  

(1)

\( x \) represents the eigenvector \( x_i = \{x_{i,1}, x_{i,2}, \ldots, x_{i,N}\}^{T} \) form \((I \times N - 1)\) Dimension input characteristic matrix,
\[ X = [x_1, x_2, \ldots, x_{N-2}, x_{N-1}]_{0:N-1} \] (2)

\[ Y = [y_1, y_2, \ldots, y_{N-2}, y_{N-1}]_{0:N-1} \] (3)

Y is the desired output vector and l is the length of the input data.

Hence, the training data set has the structure as follows

Figure 1. Diagram of the primary index benchmarking application in an enterprise

By summarizing the overall scores of the first level benchmarking indexes of tobacco business in all cities in the province, the overall scores of all cities in the province can be ranked and ranked clearly. In the same way, you can select a single index to rank in the whole province. After sorting, you can make a scoring table for a single index of an enterprise according to the score value, so that the score or loss of the secondary index can be observed. Hence, enterprises can identify the root cause of the problem.

According to the positioning of striving for “the first array of the whole province system”, the requirements of the industry, the whole province system, and the 13th five-year development strategic planning of Guizhou Tobacco Franchise Bureau (company) are combined comprehensively, to establish the promotion objectives for the specific work as follows: cigarette marketing focuses on stabilizing sales volume and improving structure, specialized management focuses on striking and strengthening supervision, logistics distribution focuses on improving service and reducing costs. For example, in the core performance indexes, five level-2 indexes are formulated, including franchise management, marketing, cost efficiency, integrity, and safety management, which are divided into 20 indexes such as the average price per box, marketing expenses, logistics expenses per box, logistics and distribution expenses.

It is necessary to broaden the vision of benchmarking, rely on 16 tobacco companies in Guizhou, focus on core performance, process management, human resources, Party building, and corporate culture, highlight the external benchmarking of the core business, carry out internal benchmarking based on improving quality and efficiency, and establish a two-level benchmarking index system of prefectural and county bureaus, according to the principle of “advanced, accessible, comparable and measurable”, formulating the index calculation standard uniformly, making a preliminary examination
based on the annual work priorities and the preceding year's benchmarking indexes, presenting the management review meeting to discuss, determining the annual benchmarking indexes, improving the authority of the index, unified the caliber, and defining the category of each index, Name, unit, formula and period to further improve the accuracy, comparability, and timeliness of data. In the aspect of external benchmarking, the comparative analysis of development quality should be closely adhered to. With the regional GDP, population base, sales scale, and structure level as the parameters, it is found that the most similar and best index enterprises in the industry and the whole province system for comparative analysis, find out the reasons and analyze the gap.

3. Conclusions
Ling Chengxing, Director of the State Tobacco Franchise Bureau, once stated that we should pay regular attention to and attach great importance to three express reports: the statistical express report of the information center, the financial express report of the financial department, the express report of the franchise department, and the express report in cracking down on counterfeit, smuggling, investigation and punishment of illegal operations, to enhance the benchmarking of lean management. Hence, the evaluation system for the high-quality development of the tobacco business in Guizhou Province based on data information is different from the traditional benchmarking system in the period when the cigarette volume achieved the designated level. The statistical data at various calibers are selected in a unified manner to perform benchmarking in the new era, with the focus on the central work as the critical technical starting point, adhering to the principles of strategic guidance, method, improvement and problem orientation. Although the evaluation system for high-quality development of the tobacco business in Guizhou Based on data information is studied in this paper, given the limited level of research and the fact that corporate management is a dynamic process based on the changing strategic center of the enterprises, the evaluation system studied in this paper still requires further study and improvement in the practice of the tobacco industry.

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