

# SWOT Analysis on the Bamboo Work "Go Global" of Cross-Border E-Commerce Development

## -- Case Study on Daoming Bamboo Weaving

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### Abstract

Starting from the release of the first 11th Five-Year Plan for the Development of E-commerce, Bamboo art intangible cultural heritage enterprises began to develop foreign trade and made relevant achievements. Daoming Bamboo Weaving's intangible cultural heritage contains the valuable historical spiritual cultivation and ideological value of the Chinese nation. Based on the SWOT analysis method, this paper finds out the advantages, disadvantages, opportunities, and challenges of Daoming Bamboo Weaving in "go global" through cross-border e-commerce and puts forward corresponding improvement strategies to help the development of Daoming Bamboo Weaving's overseas markets to show the Chinese intangible cultural heritage to the world and construct a good national image.

### Keywords

SWOT Analysis; Daoming Bamboo Weaving; Cross-border E-commerce; Intangible Cultural Heritage.

## 1. Introduction

At the meeting of the 20th CPC National Congress in 2022, it was pointed out that China should prosper and develop cultural undertakings and industries, increasing the level and efficiency of external publicity to maintain ideological security. [1] Bamboo art's intangible cultural heritage is the crystallization of Chinese civilization, showing Chinese "great" culture to the world. Developing cultural trade is beneficial to build a good image of China and spreading Chinese culture effectively. In the 21st century, with the rapid development of information technology, integrated logistics, and information and capital flow, cross-border e-commerce as the emerging trade industry developing rapidly, has become a new growth point of the trade economy of all countries in recent years. China has launched some policies to help foreign trade enterprises for several years. Bamboo intangible cultural heritage enterprises should seize the opportunities of policy and development to carry out overseas trade, promoting overseas dissemination and development of bamboo intangible cultural heritage, enhancing the country's soft power and establishing a good national image on the world stage. To spread traditional Chinese culture and realize the market value of intangible cultural heritage products, Daoming Bamboo Weaving should take advantage of the trade trend of cross-border e-commerce of culture "go out".

## 2. Development of Bamboo Art Intangible Cultural Heritage Cross-Border E-Commerce

After the promulgation of the first *11th Five-Year Plan for the Development of E-commerce*, the following release of the *15th Five-Year Plan for the development of e-commerce* in 2021

accelerates the pace of "go out" of bamboo enterprises, promoting the foreign trade development of bamboo art intangible cultural heritage products. With the construction of the trade fair, the "double district" construction and the domestic cross-border e-commerce platform, the policy accelerates the pace of bamboo enterprises' entering the cross-border e-commerce area and making good achievements in the cross-border e-commerce area. (See Table 1)

**Table 1.** Situation of cross-border e-commerce of bamboo intangible cultural heritage in 2022 [2]

Bamboo intangible cultural heritage enterprise	Entered cross-border e-commerce platform	Overseas sales market	Time	Sales
Gaoping Bamboo Weaving	Amazon International Platform	28 Countries and regions	2022	About 6 million RMB
Xinyi Bamboo Weaving	Alibaba International Station	30 Countries and regions	2022	About 0.19 billion RMB
Manzhuli Bamboo Weaving	Alibaba International Station	58 Countries and regions	2022	About 3 billion RMB
Bobai Mangzhu Bamboo Weaving	Alibaba International Station	60 Countries and regions	2022	About 1 billion RMB

The information, about the current specific development of bamboo art intangible cultural heritage cross-border e-commerce, is given in a specific introduction taking Manzhuli Technology Co., LTD. (Qingshen Bamboo Weaving) and Xinyi Bamboo Weaving as instances.

## 2.1. Development of Manzhuli Technology Co., Ltd. (Qingshen Intangible Cultural Heritage Bamboo Weaving)

*China International Bamboo Industry Trade Expo 2022* "Bamboo for bamboo, vein all through the world" - import and export enterprise exchange meeting was held in the Bamboo Zhili courtyard to jointly discuss the development trend of cross-border e-commerce in the bamboo industry. Under the background of the latest development pattern of dual-circulation between domestic and international, bamboo art intangible cultural heritage enterprises confer the way of effectively expanding high-quality import and export business through the cross-border e-commerce platforms, with the hope that key issues in the development of cross-border e-commerce could be solved through the wisdom and experience of many bamboo enterprise insiders so as to further help bamboo's cross-border e-commerce to seek breakthroughs and achieve new leaps.

Meanwhile, in 2022, the State Council issued a document agreeing to set up cross-border e-commerce comprehensive pilot zones in 27 cities and regions, including Meishan.[3] And in recent years, based on platform construction and development carriers such as Shuangliu International Airport, Tianfu International Airport, Import Trade Promotion Innovation Demonstration Zone and bonded logistics Center (Type B), Meishan has created a cross-border e-commerce linkage development pattern of "one zone, two parks, and six cooperation", laying a solid foundation for bamboo intangible cultural heritage products to go to the world. Through the Meishan pilot zones, Sichuan Manzhuli Technology Co., Ltd. (a subsidiary of a wholly-owned state-owned Qingshen International Bamboo Art Investment Co., Ltd.) has promoted Qingshen bamboo products worldwide through online cross-border e-commerce and offline exhibitions. At present, Sichuan Manzhuli Technology Co., Ltd., owning the official website and Alibaba International Station Store, has successfully sold Qingshen bamboo products to 58 countries and regions around the world.

## 2.2. Development of Xinyi Bamboo Weaving

Xinyi, the "hometown of bamboo weaving" in China, most of its bamboo crafts are exported to overseas. In September 2022, the Xinyi Bureau of Science, Industry and Commerce seizes the opportunity of national "dual-zone" construction, actively connecting with Hengqin Guangdong-Macao In-depth Cooperation Zone, signing an agreement with Zhuhai Hengqin Cross-border Network Technology Co., LTD., and forming a linkage mechanism with Xinyi Customs, Tax Bureau and other departments to jointly discuss and implement measures. Utilizing policy interpretation, practical business operation training and one-to-one on-site guidance, Xinyi quickly achieves fruitful results in the cross-border e-commerce export area. Next, Xinyi Bamboo Weaving will make full use of the mode of "government support, policy guidance, and enterprise participation", continuously strengthening the cooperation between traditional bamboo weaving and cross-border e-commerce, and planning out technical guidance and distinctive development road of Xinyi Bamboo Weaving's cross-border e-commerce.

Under the "Xinyi Cross-border E-commerce Leader Program", Xinyi Bamboo Weaving will strengthen cooperation with the government in e-commerce training, platform construction, policy publicity, resource docking and other aspects to continuously develop foreign trade and promote the development of cross-border e-commerce. In that case, the B2B export of Xinyi Bamboo Weaving's cross-border e-commerce opens a new channel for the transformation and upgrading of traditional bamboo weaving enterprises, infusing new momentum for the high-quality development of foreign trade "breaking through the trend".

## 3. Development of Daoming Bamboo Weaving

Daoming Bamboo Weaving's (Chongzhou) intangible cultural heritage has its specific natural resources and historical advantages, such as being rich in resources, and having a perennial mild climate and four distinct seasons, which could be its advantages in cross-border e-commerce like the other bamboo enterprises mentioned above. Rich in Ci bamboo, white bamboo, spot bamboo, etc., Daoming town has the kudos as the hometown of Chinese folk art (bamboo weaving) and bamboo production. Since the early Qing Dynasty, flat bamboo, and porcelain bamboo weaving of Daoming have been available and famous. Now, Daoming Bamboo Weaving is a national intangible cultural heritage, having a geographic landmark meaning of Chongzhou Daoming Town. In recent years, professional management has made the Daoming Bamboo Weaving industry acquire prosperous and sustainable development:(See Table 2)

**Table 2.** Daoming Bamboo Weaving Development Situation [4]

Time	Development situation
2007	"Daoming Bamboo Weaving skills" was listed in the intangible cultural heritage list of Sichuan Province.
2011	The former General Administration of Quality Supervision, Inspection and Quarantine approved the implementation of geographical indication product protection for "Daoming Bamboo Weaving".
2014	"Daoming Bamboo Weaving" was selected as the fourth batch of representative items of national intangible cultural heritage.
2022	"Daoming Bamboo Weaving" was included in the list of "provincial intangible cultural heritage representative project protection units".

## 4. SWOT Analysis of Daoming Bamboo Weaving's Cross-Border E-Commerce

SWOT analysis is a kind of strategic analysis method. SWOT analysis of Daoming Bamboo Weaving's cross-border e-commerce is conducive for Daoming Bamboo Weaving to adjust its resources and strategies, achieving the goal of "go out" by comprehensively analyzing its strengths, weaknesses, opportunities, and challenges.

### 4.1. Advantages

#### 4.1.1. Long History and Good Brand Image

According to the author's market research, more than half of consumers tend to buy historic and brand products when purchasing products in cross-border e-commerce platforms. According to "Huayang country" records, Daoming Bamboo Weaving originated 2000 thousand years ago. At that time, the Daoming town people have begun to plant bamboo and knit bamboo fabrics. Then in the Ming and Qing Dynasties, the Daoming Bamboo Weaving categories gradually enriched, with the improvement of technology, bamboo weaving products not only were sold in western Sichuan but also won the first prize in "province advised industry". In the Republic of China, Daoming Bamboo Weaving has made further development and also has gradually become famous in the market inside and outside the province even overseas. All of these constitute the distinctive historic and brand advantages of Daoming Bamboo Weaving. Recently, Daoming Bamboo Weaving unites other bamboo enterprises jointly carrying out new bamboo cultural brand construction. At the same time, inheritors of the intangible cultural heritage of Daoming Bamboo Weaving have been in Russia, South Korea and other countries for exhibition and cultural exchange, which greatly enhanced the influence and popularization of the Daoming Bamboo Weaving brand. At the same time, the Daoming Creative Industry Incubation Center introduced "gift" in Chengdu, the university chartered goods and unique resources of Tianfu Cultural, combined with the Daoming Bamboo Weaving traditional skills and intangible manual fashion to improve the quality of its products. That will attract more customers and expand its publicity, further, strengthening the brand advantage of Daoming Bamboo Weaving.

#### 4.1.2. Excellent Quality and Design Beauty

Bamboo that has grown for 2 to 3 years was carefully selected and taken with the middle sections which are long and thin with no spots and are similar in color. Then bamboo pieces and threads of uniform thickness could meet the criteria and be made into handicrafts of Daoming Bamboo Weaving. And Daoming Bamboo Weaving has plane bamboo weaving and three-dimensional bamboo weaving that are strong practical and ornamental. It uses a variety of techniques with a distinct style, making exquisite crafts dotted with colorful and peculiar patterns. There are extensive kinds of weaving products of Daoming Bamboo Weaving widely used in daily life: Flat bamboo fans, bed-mat for summer, pillows and bamboo tea utensils; Three-dimensional bamboo baskets, and durable production articles. Utilized for packaging, artistic decoration and tourism small commodities and so on, Daoming Bamboo Weaving products have double the value of usage and handicraft. In 2019, Premier Li Keqiang of The State Council met with Japanese Prime Minister Shinzo Abe in Dujiangyan. Li bought a pair of Daoming Bamboo Weaving safe buckles for Prime Minister Abe. Daoming Bamboo Weaving safe buckle derives from traditional Chinese jade jewelry, which is a symbol of peace. When Daoming Bamboo Weaving possessing excellent quality and design beauty entered Amazon, it is widely popular among overseas buyers, for instance, the panda travel tea can (sealed jar) with an original design and a strong "Chinese style" is well-received.

### 4.1.3. Resource Integration and Complete Industrial Chain

In 1996, after the establishment of the Bamboo Weaving Association in Daoming town, the pattern of "association + enterprise + farmers" was formed. Daoming Bamboo Weaving with a history of nearly one thousand years became the pillar industry. There are more than 6000 farmers in the town, and more than 4000 farmers engaged in its production, forming 8 specialized villages.[5] Chongzhou Daoming Bamboo Weaving, a national intangible cultural heritage, has an abundant industrial foundation. And its industry foundation has been elevated with the efforts of the local government and villagers. In addition, Chongzhou has integrated cooperatives, village collectives, inheritors, and other platforms in recent years, relying on powerful professors from the Central Academy of Fine Arts with the idea of "art brightening the countryside". Daoming Bamboo Weaving has realized the standardized operation of the complete industrial chain of bamboo weaving products in the fields of design, processing, production and packaging. It has completed the iteration and upgrading of traditional handmade products and has been equipped with the production, packaging and sale capabilities of cultural creative products, meeting the operational requirements of cross-border e-commerce.

## 4.2. Disadvantages

### 4.2.1. Lack of Cross-Border E-Commerce Development Awareness

After surveying the major tour, literature and information websites of Daoming Bamboo Weaving, the author finds that Daoming Bamboo Weaving is mainly concentrated on the tourism industry area. Nearly all the information about Daoming Bamboo Weaving publicly is related to tourism. Although there is some information about its trade aspect, it just accounts for several percentages of all Daoming Bamboo Weaving's public information. As early as 2006, Daoming Xinyuan Furniture Company had already exported bamboo furniture to the United States. In 2021, Daoming Bamboo Weaving through the cross-border e-commerce platform of the "Cloud Port Material Trade Platform" exported its intangible cultural heritage handmade products. Therefore, the author inquired about some cross-border e-commerce platforms such as eBay but there are no products and shops of Daoming Bamboo Weaving. According to the survey results, although Daoming Bamboo Weaving has foreign trade, only a small number of companies carry out cross-border e-commerce trade and haven't formed the development mode of the foreign trade industry chain. Presently, Daoming Bamboo Weaving pays more attention to the development of tourism but less attention to the development of cross-border e-commerce.

### 4.2.2. Lack of Attractive Cost Performance

The Daoming Bamboo Weaving process is very complicated, including at least peeling, splitting bamboo, drying, cooking, and dyeing and so on, a total of 6 steps.[5] Bamboo filament materials require uniform thickness, in the process of making bamboo handicrafts, handicraftsmen need to maintain sufficient patience and perseverance. In addition, with the continuous diversification of bamboo weaving artworks, bamboo weaving products become more and more complex, and the weaving time cost is large. In today's rapid development of industry and technology, the low cost and price of assembly line products form a sharp contrast with the sale price of pure handmade art, resulting in the bamboo weaving products being sold so difficult that bamboo weaving artisan labor cost is difficult to recover. The overall return rate is low. What's more, according to the author's survey on cross-border e-commerce platforms, nearly half of the consumers will consider the price of products when shopping. The products of Daoming Bamboo Weaving are high quality as well as high cost, which will lead to a rise in price and customer defection. Compared with the low price of assembly line products, Daoming Bamboo Weaving's products are less price attractive to consumers.

### 4.3. Opportunities

#### 4.3.1. Cloud Port Property and Trade Connect

Cloud Port Material & Trade Channel, as an important carrier platform for Sichuan Port & Navigation Investment Group to construct a new land-sea channel in the west, serving Sichuan's extended economy and its products going to sea strategy in the field of cross-border e-commerce, help the first batch of Sichuan intangible cultural heritage products to be exported to Europe and America in 2021. The successful export of Sichuan intangible cultural heritage products is based on the service platform of "Cloud Port Material Trade". It's the first time that the national intangible cultural heritage and China's National Geography Indication protection products -- Sichuan Daoming Bamboo Weaving, Chengdu lacquer art, Panda Post Office products, and other local Sichuan intangible cultural heritage products had been exported through cross-border e-commerce. The Sichuan intangible cultural heritage products will spread Sichuan cultural elements to the world, helping with the featured Sichuan goods and Chinese culture "go out".

Daoming Bamboo Weaving can seize the opportunity to continue signing agreements with the one-stop service platform of Cloud Port Material Trade, which could avail its development in cross-border logistics and accelerate Daoming Bamboo Weaving's "go out". The comprehensive service platform of "Cloud Port Material & Trade Channel" cross-border e-commerce can provide export manufacturing and trading enterprises with "one-to-one" solutions to go abroad. It involves services in multiple areas, such as customs affairs at multiple ports, all-channel logistics, trunk transportation, overseas warehousing and exhibition, logistics and trade integration platform construction and operation, and supply chain finance enabling. Through the platform, Daoming Bamboo Weaving can accelerate the pace of its development of cross-border e-commerce.

#### 4.3.2. Promotions of Rural Revitalization

Since the rural revitalization strategy was put forward in 2017, the government has been attaching more importance to rural culture. Relevant documents on rural revitalization have emphasized characteristic cultural industries and the development of rural culture. At the same time, in the continuous publicity and emphasis of the government, the construction of villagers' cultural ideology has also been strengthened. Villagers attach more importance to culture and strengthen their awareness of culture protection, which is very conducive to the sustainable development of rural culture. In this case, Daoming Bamboo Weaving's intangible cultural heritage has developed rapidly, from the initial bamboo weaving products produced by small families to the enormous tourism industry chain of the government, companies, and farmers. With the deepening of the rural revitalization strategy and continuous development of the Internet, it rises gradually short video marketing, digital cultural heritage, and online shopping platforms under the conscious efforts to promote the non-inherited development, concept and pattern of "new consumption". And the cloud technology of cultural communication, experience and consumption has created more powerful means of promoting intangible cultural heritage. Combined with marketing models such as "intangible cultural heritage shopping festival", "intangible cultural heritage live streaming" and "intangible cultural heritage e-commerce", the consumer market of intangible cultural heritage products continues expanding. Especially in recent years, the government has issued a series of policies to help rural cultural revitalization, which provides some convenience in the development of Daoming Bamboo Weaving's intangible cultural heritage in cross-border e-commerce.

#### 4.3.3. Expansion of the Bamboo Market because of the Global Green Value Industrial Chain

In the current global advocacy "green, natural, ecological" under the background of consumption, more and more global value chain participants through responsible commodity

production and circular economy practice pursue more green value production chain, promoting material reuse and low energy consumption of products and reducing the negative impact on the global ecology. Among the recyclable raw materials, bamboo, as a green low-carbon, fast-growing, easily renewable and degradable biomass material, has a unique role in addressing a range of global environmental challenges. In the international market, the ecological concept of replacing plastic with bamboo slowly rises, and the international market of the bamboo industry is a blue ocean. Daoming Bamboo Weaving in the western Sichuan plain is rich in bamboo resources, which has a huge market in the future. At the same time, beholding the idea of a global green value industrial chain, society is appealing to figure out some realistic and feasible schemes for the bamboo industry to reduce plastic pollution. Under the background of global value chain greening, Daoming Bamboo Weaving's cross-border e-commerce market has great development potential in the future.

#### **4.4. Threat**

##### **4.4.1. Fierce Competition in the Cross-Border E-Commerce Market**

###### **4.4.1.1 Increased Number of Similar Enterprises and Decreased Market Share**

In the epoch of an epidemic, brick-and-mortar stores impacted greatly by COVID-19 so more and more enterprises pour into the field of cross-border e-commerce, resulting in increasingly fierce competition. Due to the increasing development of China's bamboo industry, homogenized competition among bamboo enterprises is becoming increasingly serious. For instance, China's bamboo floor enterprises squeeze each other and fight a price war that the bamboo floor's price has reduced from the original 25 US dollars to 13-15 US dollars per square meter. The growth of the bamboo industry is slow, but the number of competitors in bamboo weaving enterprises is quite large so the competition for its market share is gradually fierce. In recent years, massive bamboo enterprises such as Qingshen Bamboo Weaving, Quxian Liu's Bamboo Weaving, Porcelain Bamboo Weaving, Daoming Bamboo Weaving and so on, have entered the field of cross-border e-commerce, which will intensify market competition and continuously shrinking market share. In the overseas trade market, having limited development and a small market share, Daoming Bamboo Weaving's influence is far less than those bamboo enterprises early entering cross-border e-commerce.

###### **4.4.1.2 Transfer of Consumer Preference and Small Range of Commodity Audience**

Consumer preference refers to consumers who especially favor certain commodities based on their habits and the influence of the surrounding environment. As modern society changes rapidly, so do consumer preferences. For instance, overseas consumers now tend to get information from various social media rather than only shopping through cross-border e-commerce platforms. Mainstream videos on social media will also affect consumers' preferences and consumption habits, thus affecting product distribution. According to the author's investigation, presently, Daoming Bamboo Weaving only does live stream commerce and publishes videos related to its introduction and propaganda on domestic social software such as Douyin to attract consumers. The videos related to Daoming Bamboo Weaving appear on foreign social platforms so barely that it fails to attract consumers who have been active on social networking sites frequently. Knowing about Daoming Bamboo Weaving less, consumers have less willingness to buy Daoming Bamboo Weaving products.

###### **4.4.1.3 Intensification of the Market Competition**

With increasing competition among major e-commerce platforms, the "appealing customers" war between platforms is also becoming increasingly fierce. In 2022, for instance, AliExpress, Alibaba's cross-border platform, through lower prices and promotions launched a "99 yuan purchase" program to attract more buyers.[6] At the same time, Alibaba also carried out a lot of promotional activities in overseas markets to attract more overseas consumers.[6] In May,

AliExpress also entered into a strategic partnership with Masterpact, a well-known Thai e-commerce platform, and launched the "1 Yuan Buy" campaign.[6] In addition to AliExpress, Amazon has also started to "sink" into the European market, offering free delivery services in Germany, France and Spain. In addition, Flipkart, a well-known e-commerce site in the US, also launched a "low-price delivery" service in mid-September. According to the current situation, the competition among different cross-border e-commerce platforms will be intensified, which will react to its settled merchants. If the platform has more strong competitiveness, the settled merchants will have more resources and opportunities, not vice-versa. At present, Daoming Bamboo Weaving only joins the Amazon cross-border e-commerce platform. However, in recent years, other cross-border e-commerce platforms have developed rapidly and launched many special offers to enhance their market competitiveness. Under the competition of massive powerful cross-border e-commerce platforms, Amazon has been hit, and the market competition that Daoming Bamboo Weaving encounters is more fierce.

#### **4.4.2. International Environment Complexities and Trade Headwinds**

The world now is undergoing profound changes unseen in the century. In recent years, the global pandemic COVID-19 has accelerated the evolution of such changes: economic globalization running into adversity, rising protectionism and unilateralism, and so on. The world economy is sluggish, and international trade and investment have shrunk significantly. Countries all over the world are adjusting their tactics for the prevention and control of epidemics, and restrictions on imported and exported products. As an emerging cross-border e-commerce export enterprise, Daoming Bamboo Weaving has a weak ability to conduct marketing policy research on various platforms and countries. It cannot efficiently adjust its tactics in time after the promulgation of policies of exporting countries so its products are likely to fail to enter the target market smoothly. The global economic recession, the impact of the epidemic on consumption power, inflation, exchange rate fluctuations, international logistics and other difficulties come one after another. With the global market environment becoming more and more complicated, Daoming Bamboo Weaving will suffer great pressure in the cross-border e-commerce area. As central banks raise interest rates to fight inflation, the world could be heading for a global recession in 2023 and a series of financial crises in emerging markets according to a new World Bank study released on September 16, 2022.[7] The instability of the international environment is a potential threat to Daoming's cross-border e-commerce trade.

## **5. Suggestions**

Daoming Bamboo Weaving's cross-border e-commerce started later than other bamboo enterprises, still needing some scientific tactics to avail its vigorous development. Next, the author will give some suggestions based on the SWOT analysis to promote the development of Daoming Bamboo Weaving's cross-border e-commerce.

### **5.1. Grasp the "Belt and Road" Policy Opportunities**

The "Belt and Road" tactic will promote cooperation among the countries along the Belt and Road. Taking cultural development as one of the key development targets, the policy will tap the potential of markets in local regions to promote investment and consumption. It's a good opportunity for Daoming Bamboo Weaving to show Chinese intangible cultural heritage to the world through the "Belt and Road" related intangible cultural heritage activities that can enhance the influence of Daoming Bamboo Weaving and explore its potential customers. In 2019, Yang Longmei, inheritor of Sichuan Daoming Bamboo Weaving, presented at the exchange meeting of "Belt and Road, New Intangible Cultural Heritage" in Istanbul. There will be a lot of intangible cultural expositions and exhibitions showing the magic charm of Daoming intangible cultural heritage skills in future. Daoming Bamboo Weaving should take advantage

of these for cultural exchange, draw on the good qualities of other intangible cultural heritage, and integrate them into the innovation of Daoming Bamboo Weaving, constantly bringing forth new to win the consumer market.

The "Belt and Road" route covers 66 countries, benefiting more than 4 billion people. Countries along the Belt and Road have gradually contacted cross-border e-commerce in the last few years, which means that there would be a huge market demand. At the same time, in 2021, the Ministry of Commerce issued the *Fourteenth High-quality Development Plan for Foreign Trade* to promote the sustainable and healthy development of cross-border e-commerce.[8] The cross-border e-commerce industry will get more policy convenience, which is conducive to the sustainable, healthy and orderly development of foreign-related enterprises. With the support of the Ministry of Commerce and relevant departments for cross-border e-commerce, Daoming Bamboo Weaving should seize the policy opportunity to adjust its development strategy and realize the qualitative leap in the cross-border e-commerce area.

## 5.2. Implement Bamboo Product Standard Strategy

### 5.2.1. Establishment of Standard Consciousness

Standardization can promote the unification of production, optimize the industrial structure and promote trade, and thus become an important link for enterprises to enter new fields, especially in the fierce competition area. For Daoming Bamboo Weaving, establishing awareness of standards will help the industrialization and specialization of its products, and further, promote Daoming Bamboo Weaving to enter the cross-border e-commerce area and get a successful outset. In the past, Daoming bamboo weaving products were ordered by local companies and cooperatives, then knitted by local villagers and resold. But the local villagers have different weaving methods handed down by their ancestors. And different weaving skills may cause the quality of final products uneven, which will lower the market competitiveness of its products. Thus, Daoming Bamboo Weaving should make full use of uniform standards in strengthening the consciousness of formulating and implementing standards, standardizing market production orders, and striving to achieve the goal of having standards for bamboo products to consolidate the development foundation of the bamboo industry.

### 5.2.2. Good Publicity and Implementation of Standards

The most important task of the standard formulation is to serve practice. Any standard only put forward without implementation is not a solution to the problem. It should play a leading role as well as a constraining role. Daoming Bamboo Weaving should take effective measures to promote the implementation of standards, guide local enterprises and villagers to actively follow the unified production standards of bamboo products, promote and popularize unified product labels, and form a unified standard system of product traceability. And it can make full use of meetings, forums, new media, and other effective ways to carry out standard publicity, interpretation, training and other work. What's more, it should remember to implement and publicize the uniform standards after establishing them, striving to create a strong atmosphere of bamboo product standardization that will be conducive to the common development of Daoming Bamboo Weaving enterprises and villagers.

## 5.3. Shaping the Brand and Expansion of its Influence

Brand strategy has risen to the height of the national economic strategy. The brand image is a symbol of enterprises and products, maintaining the sustainable development of enterprises and the future of products. The implementation of the Daoming Bamboo Weaving brand tactic is of great significance, which is conducive for it to promote the improvement of its social image and status, winning customer cognition of the broader market under fierce competition. To build its good brand image and expand its influence, Daoming Bamboo Art Industry Development Co., LTD., Dingzhizhu Chengdu Cultural and Creative Co., LTD., Bamboo Daoming

Bamboo Weaving Professional Cooperative and other enterprises should carry a series of measures to create cultural support for Daoming Bamboo Weaving brand.

There are some specific ways to help shape its brand and expand its influence: Strengthen the construction of corporate culture and bamboo spirit of uprightness, tenacity, fearlessness, tolerance and modesty; Support and participate in the activities of corresponding public welfare organizations; Improve the internal quality of its brand products, accelerate the enterprise technical transformation and product structure upgrading; Hold high standard bamboo weaving skills competition, provide bamboo weaving experience service in ZhuYi Village; Launch "TikTok Bamboo Art Village" activity, spread TikTok short video to help the development of its intangible cultural heritage; Increase the number of exposition and art exhibitions in Chengdu, Chongqing, and Macao to enhance brand publicity from comprehensive multi-angle, further, enhancing the popularity of Daoming bamboo products at home and abroad.

#### **5.4. Cultivation of the Ranks of Craftsmen**

Only when the team of talents and craftsmen continues and expands can they ensure the inheritance of the intangible cultural heritage and provide a steady stream of power for the intangible cultural heritage to "Go Global". Chongzhou Leading Group Office of Talent Work, Chongzhou Human Resources and Social Security Bureau, Chongzhou People's Government, and other organizations should jointly hold some training activities to incubate a great deal of craftsmen team in the new era and promote the craftsmanship spirit of perseverance, meticulousness and pursuit of excellence. Daoming Bamboo Weaving should rely on scientific and technological research and development, vocational skills competition, and some platforms to guide craftsmen to participate in the subject, technical, and new product research and development. In the process of that, craftsmen will be cultivated to overcome difficulties and master exquisite technical skills, which makes for cultivating craftsmen. The inheritors of Daoming Bamboo Weaving should give full play to the dedicated spirit and work together with the Chongzhou government to cultivate a group of craftsmen of Daoming Bamboo Weaving with both professional spirit and exquisite technical skills, which will provide a solid reserve force for the "Go Global" of Daoming Bamboo Weaving.

#### **5.5. Enhancement of the Advantages of Cluster Development**

Gradually establish different forms of industrial clusters. All the bamboo enterprises in China should jointly cooperate with local county governments, strengthening cooperation among other related groups in the development of the bamboo industry. Daoming Bamboo Weaving should strengthen its cooperation with other bamboo enterprises, cultivate several leading enterprises of Daoming bamboo art company, and build some modern advanced bamboo industrial parks. At present, Daoming Bamboo Weaving has bamboo weaving cultural and creative industry resources such as the Central Academy of Fine Arts and the Australian Bamboo Research Institute. It also has established scientific research institutes such as Bamboo Weaving Maker Base, Bamboo Art Workshop, Intangible Culture Study Institute, and other research institutes and social organizations, cooperating with scientific research institutes, and social organizations to jointly build industrial clusters. All these related institutes provide convenience for cluster development. Daoming Bamboo Weaving can make use of the mode of "company + designer alliance + rural planner + villagers", explore the development mode of "state-owned enterprises + collective economic organization + peasant households", learn from each other's strengths, cooperate and unite together to form scale benefits with group competitive advantages and gathering development. At the same time, it should strive for the support of governments at all levels such as preferential policies in terms of land use, taxes, and fees.

## 5.6. Comprehensive Consideration of Product Production

Cross-border e-commerce export sellers, usually consider operating costs, future market demand and product competitiveness when choosing products to be sold. There may be many sellers who tend to choose products commonly used in life for selling convenience, like small furniture. They will take into account the operating costs and market demand, but they may encounter the phenomenon of product homogenization. Thus, Daoming Bamboo Weaving should explore its advantages, combine the local characteristic industries, meet the needs of target consumers, and determine the selection of multiple factors, rather than simply reading the data and report to determine the product's production. It can also refer to the information of the service platform of cross-border e-commerce that integrates the practical experience of many cross-border e-commerce sellers, and selection tactics and matters for attention, which could help Daoming Bamboo Weaving quickly comprehend the selection problems and determine the product selection. At the same time, through data analysis and field investigation, Daoming Bamboo Weaving can explore more high-quality products, establish an exclusive product selection database and optimize products combined with customer feedback on the platform to eventually provide more high-quality product selection. In that way, Daoming Bamboo Weaving could gain a firm foothold in the variable cross-border e-commerce market.

## 6. Conclusion

Under the current tide of the epoch when the country vigorously develops foreign trade, implements the cultural strategy of "go out" and advocates the establishment of a good national image, Daoming Bamboo Weaving as a vein of bamboo intangible cultural heritage should develop foreign trade through cross-border e-commerce with great efforts to spread the Chinese culture overseas and help the development of local economic and promotion of local rural revitalization. This paper, through SWOT analysis, provides some suggestions for further development of Daoming Bamboo Weaving in the cross-border e-commerce area. In today's complicated world and fierce market competition, Daoming Bamboo Weaving still needs the long-term efforts of the government and local villagers to realize the "going out".

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Fund project:

1. 2023 College Student Innovation and Entrepreneurship Project of Chengdu University of Information Technology: Intangible Cultural Heritage Helps Rural Revitalization - Telling the Story of Chongzhou Daoming Bamboo Weaving (202310621257).
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