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*Article*

# Research on the International Supply Chain Management of Chinese Bamboo Weaving and Cultural and Creative Products

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**Abstract:** With the increasing of China's international status and the acceleration of the process of global economic integration, the internationalization strategy of Chinese enterprises is getting deeper and deeper. This paper analyzes the problems and challenges faced by the international supply chain management of Chinese bamboo weaving and creative products, and puts forward a set of supply chain management model that ADAPTS to the international development. Firstly, the concept, connotation and types of supply chain management are sorted out through literature review. Secondly, this paper analyzes the current situation of international supply chain management of bamboo editing and creative products, and points out the existing problems. Thirdly, based on the theory and practice of international supply chain management, this paper puts forward a set of supply chain management model suitable for the international development of bamboo editing and creative products. Finally, taking a bamboo weaving and creative products enterprise as an example, the application effect of the supply chain management model is empirically analyzed. The results show that the supply chain management model can effectively reduce the cost and improve the efficiency, and is conducive to the international development of bamboo editing and creative products.

**Keywords:** bamboo weaving; cultural and creative products; internationalization; supply chain management; mode

## 1. Introduction

The development of bamboo editing and creative products shows the trend of diversification, individuation and innovation. In modern society, people's demand for cultural and creative products is increasingly diversified, and consumers are no longer satisfied with a single product form, but the pursuit of personalized and innovative products. Bamboo weaving products are in line with this trend, and their forms are diverse, including traditional bamboo weaving crafts and innovative products combined with modern design. These products are not only artistic value, but also practical and can meet the different needs of consumers.<sup>[1]</sup>

The market demand continues to expand. With the improvement of people's living standards and the change of cultural consumption concepts, the market demand for bamboo weaving and creative products continues to expand. More and more consumers begin to pay attention to and appreciate the artistic value of bamboo weaving and creative products, and are willing to pay for these products with unique charm. At the same time, with the vigorous development of China's cultural and creative industries, bamboo weaving cultural and creative products have broad market prospects and are expected to become a new hot spot in the cultural and creative industries. The influence of bamboo editing and creative products in the international market is gradually expanding. With the promotion of China's cultural soft power, bamboo weaving and creative products have gradually expanded their influence in the international market. More and more international consumers have begun to pay attention to and appreciate the artistic value of bamboo

weaving and creative products, and are willing to buy these products with Chinese characteristics.<sup>[2]</sup> At the same time, the Chinese government also actively promotes the expansion of bamboo weaving and creative products in the international market, providing policy support and market promotion. The development of bamboo editing and creative products cannot be separated from technological innovation and personnel training. In the current cultural and creative industry, technological innovation and personnel training are the key factors to promote the development of bamboo editing and creative products. Only continuous technological innovation, improve the artistic value of products and market competitiveness, in order to meet the needs of consumers. At the same time, strengthen the training of talents, improve the professional quality of employees, in order to cultivate more excellent bamboo editing and creative product designers, and promote the development of bamboo editing and creative products.<sup>[3]</sup>

## 2. Overview of Supply Chain Management Theory

SupplyChain Management (SCM) is a management approach that aims to improve the efficiency of the entire supply chain system. It covers five aspects of supply chain strategy, design, operation, coordination and control, aiming to achieve the optimal allocation of resources, reduce costs and improve the competitiveness of enterprises by integrating all links in the supply chain. The basic principles and methods of supply chain management include integration, collaboration, informatization and visualization.

Integration is the core concept of supply chain management, which emphasizes the close cooperation and integration of all links in the supply chain. By integrating all resources in the supply chain, enterprises can realize the optimization of production, procurement, sales and other links, and improve the efficiency of the entire supply chain. Synergy emphasizes information sharing and collaborative work among all links of the supply chain to achieve the overall optimal goal. Informatization is an important means of supply chain management. It realizes information sharing and collaborative work of all links of the supply chain through information technology, such as enterprise resource planning (ERP) system and supply chain management (SCM) system, and improves the transparency and response speed of the supply chain. Visualization refers to the visual display of all links and resources in the supply chain through information technology, which is convenient for enterprises to monitor and manage the supply chain. In supply chain management, customer satisfaction is the core focus. <sup>[4]</sup>Global supply chain operation is mainly based on consumer demand, so consumer service is the core of enterprise's production and operation activities. In order to meet the diversified needs of consumers, many enterprises will carry out detailed classification of the market, and analyze the consumption characteristics and consumer needs of different consumers, and provide diversified products. In addition, the global supply chain management also adopts a comprehensive and coordinated cooperative management model, updates the concept of cooperation and competition, pays more attention to the resource utilization and cooperation of each link in the supply chain, each enterprise and different regions, jointly develops the market, improves the system efficiency, and achieves the purpose of "win-win".<sup>[5]</sup>

In the global supply chain management, information technology is the foundation, such as the application and popularization of ERP, providing technical conditions for the combination of production, manufacturing, service marketing, financial management and other aspects of the enterprise, to achieve the purpose of transnational operation. <sup>[6]</sup>In the process of realizing collaborative commerce and supply chain integration, e-commerce, as a tool to realize supply chain management mode, plays a key role. On the basis of e-commerce as a communication platform, the system realization is considered comprehensively to realize the effective operation of supply chain management mode. Cooperative competition is a kind of high-level competition, which emphasizes the new adjustment of the relationship between enterprises, from the simple confrontation competition to a certain degree of cooperation. Cooperative competition in supply chain management is to make the cake bigger through cooperation, competition is the distribution among enterprises in the supply chain, and cooperative competition is a typical "win-win" business model. In China, the typical is the cooperation between different brands of mobile phones and mobile and Unicom.<sup>[7]</sup>

In general, supply chain management is a management method aimed at improving the efficiency of the entire supply chain system. It includes five aspects of supply chain strategy, design, operation, coordination and control, and its basic principles and methods include integration, collaboration, informatization and visualization.<sup>[8]</sup> In the context of globalization, supply chain management plays an important role in satisfying consumer demand, improving enterprise competitiveness and realizing optimal allocation of resources.

### **3. Theory and Practice of International Supply Chain Management**

Global supply chain management is an important issue in the current international economic environment. This management mode not only involves the production, procurement, sales and logistics of multinational enterprises, but also includes the basic principles and methods of globalization, localization, integration and diversification. Globalization means the allocation and optimization of resources on a global scale, while localization emphasizes the customization of production and sales according to the market and consumer needs in different regions. Integration refers to improving the efficiency and competitiveness of the entire system by integrating all aspects of the supply chain. Diversification emphasizes the integration of different cultural, technological and economic elements into the supply chain for more efficient management and operations. Global supply chain management provides an important theoretical framework and practical path in the study of the internationalization of Chinese bamboo weaving and creative products.<sup>[9]</sup> As a unique traditional cultural heritage in China, the international supply chain management of bamboo weaving and creative products needs to fully consider cultural differences, market positioning, product design, production technology, logistics and other issues. First of all, global supply chain management requires us to allocate and optimize resources on a global scale, which means that we need to find the best production and procurement locations on a global scale to minimize costs and maximize efficiency. Secondly, the localization strategy requires us to customize the production and sales according to the market and consumer demand in different regions, so as to meet the needs of local consumers and improve the competitiveness of products in the international market.<sup>[10]</sup>

In addition, the integration strategy also plays an important role in the international supply chain management of bamboo woven cultural and creative products. The integration strategy requires us to improve the efficiency and competitiveness of the entire system by integrating all aspects of the supply chain. For example, we can optimize and upgrade the industrial chain by integrating design, production, sales and other links to improve the added value of products. Finally, diversification strategy also has its unique application in the international supply chain management of bamboo editing and creative products. Our diversification strategy requires us to integrate different cultural, technological and economic elements into our supply chain for more efficient management and operations. For example, we can improve the quality and innovation of bamboo weaving and creative products by introducing international design concepts and technologies, and enhance their competitiveness in the international market. In general, global supply chain management provides an important theoretical framework and practical path for the internationalization of Chinese bamboo weaving and creative products. By fully understanding and applying the basic principles and methods of global supply chain management, we can better promote the prosperity and development of bamboo weaving and creative products in the international market.<sup>[11]</sup>

### **4. Current Situation of International Supply Chain Management of Chinese Bamboo Weaving and Cultural and Creative Products**

The internationalization of bamboo editing and creative products in China has gradually increased. With the vigorous development of China's cultural and creative industry, the variety and quantity of bamboo weaving cultural and creative products are increasing, and the product design is more and more in line with the needs of the international market. In addition, the Chinese government has also introduced a series of policies to encourage the export of bamboo weaving and creative products. The industrial chain and supply chain have been continuously improved. The



industrial chain of bamboo weaving and creative products in China includes raw material supply, product design, production and sales, and the supply chain involves suppliers, manufacturers and distributors. In recent years, the industrial chain and supply chain of bamboo weaving and creative products in China have been continuously improved, forming a relatively mature industrial system. There are problems. Although the internationalization of bamboo editing and creative products in China is gradually improving, and the industrial chain and supply chain are constantly improving, there are still some problems. For example, the degree of internationalization is not high, the industrial chain and supply chain are imperfect, and the lack of international competitiveness.<sup>[12]</sup>

## **5. Major Challenges in the International Supply Chain Management of Chinese Bamboo Woven Cultural and Creative Products**

As a unique symbol of Chinese traditional culture, bamboo weaving and creative products face many challenges in their international supply chain management. First of all, in terms of raw material supply and procurement, bamboo is the main raw material for bamboo weaving and creative products, which has a long growth cycle, unstable supply, and difficult processing of bamboo, which puts high requirements on the procurement and supply of raw materials. Secondly, in terms of production and processing, the production process of bamboo weaving and creative products is complex, which needs to go through multiple processes, and each process needs to be strictly controlled to ensure the quality and characteristics of the products. <sup>[13]</sup>Moreover, in terms of marketing and sales, the popularity and acceptance of bamboo editing and creative products in the international market are relatively low. How to improve its brand influence and market competitiveness is an important challenge for international supply chain management. In addition, in terms of supply chain coordination and informatization, the supply chain of bamboo woven cultural and creative products involves multiple links, such as raw material procurement, production and processing, marketing and sales, etc. How to achieve the coordinated operation of all links, improve supply chain efficiency, and reduce costs is a problem that needs to be solved in the international supply chain management of bamboo woven cultural and creative products.<sup>[14]</sup>

In China, the international supply chain management of bamboo weaving and creative products still faces some special challenges. For example, how to improve production efficiency and reduce cost while ensuring product quality through the integration of traditional technology and modern technology of bamboo weaving and creative products is an urgent problem to be solved. In addition, how to integrate modern elements into the innovative design of bamboo weaving products on the basis of inheriting traditional culture to make them more international vision and market competitiveness is also an important task.

## **6. Research on International Supply Chain Management Strategies for Chinese Bamboo Editing and Creative Products**

### *6.1. Raw Material Supply Chain Management Strategy*

Raw material supply chain management is an indispensable part of the internationalization process of bamboo weaving and creative products. Strategies such as raw material procurement, inventory management and quality control are critical to ensuring product quality and meeting customer needs. Therefore, this paper will focus on raw material supply chain management strategy, including raw material procurement strategy, raw material inventory management strategy and raw material quality control strategy.<sup>[15]</sup>

Raw material procurement strategy refers to the formulation of raw material procurement plan and procurement strategy in the product design stage according to product characteristics and production process. The procurement strategy should consider the supply reliability, price volatility, quality stability and other factors of raw materials to ensure that the procurement cost of raw materials is reasonable and can meet the production demand. In the procurement process, the supplier evaluation and management system should be adopted to screen and evaluate suppliers to ensure that the quality and delivery ability of suppliers meet the requirements. In addition, the

procurement strategy should also consider the sustainability and environmental requirements of the supply chain, and select sustainable raw material suppliers to reduce the environmental impact of the supply chain. Raw material inventory management strategy refers to how to effectively manage and control raw material inventory after purchasing raw materials. Inventory management strategies should consider factors such as raw material storage costs, wear and tear rates, and turnover rates to ensure that the inventory cost of raw materials is minimized and can meet production needs.<sup>[16]</sup> The inventory management strategy should adopt information means, establish a raw material inventory management system, real-time monitoring and management of raw materials warehousing, warehousing, inventory, scrapping and other links to ensure that the inventory of raw materials is accurate. In addition, inventory management strategy should also consider inventory security and inventory efficiency, adopt reasonable inventory management methods and measures to reduce inventory risk and improve inventory efficiency. Raw material quality control strategy refers to how to ensure that the quality of raw materials meets the requirements in the process of raw material procurement and inventory management. Quality control strategy should consider raw material inspection methods, inspection standards, inspection processes and other factors to ensure that the quality of raw materials is stable and reliable. In the process of quality control, strict inspection system and inspection standards should be adopted to carry out comprehensive inspection and testing of raw materials to ensure that the quality of raw materials meets the requirements. In addition, the quality control strategy should also consider quality risk management and quality traceability, establish a quality risk management system, and identify and control the quality risks of raw materials to ensure that the quality of raw materials is stable and reliable. At the same time, the quality traceability system is established to trace the production, procurement, inventory, use and other links of raw materials to ensure that the quality of raw materials meets the requirements.<sup>[17]</sup>

## 6.2. Production and Processing Supply Chain Management Strategies

In the study of the supply chain management of the internationalization of bamboo weaving and creative products in China, the supply chain management strategy of production and processing is very important. Production process and process optimization strategy, production equipment and technology upgrade strategy and production cost control strategy are all important means to achieve efficient, low cost and high quality production of bamboo woven cultural and creative products.<sup>[18]</sup>

First of all, production process and process optimization strategy is the key to improve production efficiency. By optimizing the production process and flow, the production cost can be reduced, the product quality and production efficiency can be improved. For example, we can use advanced production equipment and technology, such as CNC machine tools, automation equipment, etc., to improve production efficiency and accuracy. In addition, we can also improve production efficiency and reduce production costs by improving the production process, such as introducing assembly line production and lean production.<sup>[19]</sup> Secondly, production equipment and technology upgrading strategy is the key to improve product competitiveness. Through continuous upgrading of production equipment and technology, the performance and added value of products can be improved, and the competitiveness of products can be enhanced. For example, we can use new materials, new technologies, new processes, etc., to improve the innovation and uniqueness of products. In addition, we can also improve production efficiency and reduce production costs by introducing advanced production equipment and technology. Finally, the production cost control strategy is the key to achieve high efficiency, low cost and high quality production of bamboo woven cultural and creative products. Through effective production cost control strategy, production cost can be reduced and product competitiveness can be improved. For example, we can reduce production costs by optimizing production processes, improving production efficiency, and reducing raw material and energy consumption. In addition, we can also improve the efficiency of production cost control by introducing advanced production cost control tools and technologies, such as ERP system and big data analysis.<sup>[20]</sup>

## 6.3. Marketing and Sales Supply Chain Management Strategies

Based on the research of the supply chain management of the internationalization of bamboo weaving and creative products in China, this paper will discuss the marketing and sales supply chain management strategy in detail, including marketing strategy, sales channel expansion strategy and sales network layout strategy. First of all, marketing strategy is very important for the internationalization of bamboo editing and creative products. Enterprises should combine product characteristics and target market to develop targeted marketing strategies. For example, online and offline marketing activities can be used to enhance product awareness and brand image.<sup>[21]</sup> In addition, enterprises can further enhance the cultural value of products and attract more consumers by cooperating with well-known cultural institutions at home and abroad to hold bamboo art exhibitions and competitions. Secondly, the expansion of sales channels is also an important strategy for the internationalization of bamboo editing and creative products. Enterprises can expand sales channels by cooperating with major e-commerce platforms, offline physical stores and tourist souvenir shops. In addition, enterprises can also consider cooperating with foreign designers and artists to develop internationally competitive cultural and creative products to meet the needs of consumers in different countries and regions. Moreover, the layout strategy of the sales network is of great significance to the internationalization of bamboo weaving and creative products. The enterprise should reasonably plan the sales network according to the characteristics of the target market. For example, in developed countries, cooperation with high-end shopping malls and gift shops can be prioritized to enhance product quality and brand image. In developing countries, priority can be given to cooperation with local cultural institutions and tourist souvenir shops to increase product sales.

#### *6.4. Supply Chain Coordination and Informatization Strategy*

In the study of the supply chain management of the internationalization of bamboo editing and creative products in China, supply chain coordination and informatization strategy are the important research directions. First, we need to define the supply chain coordination strategy. Supply chain synergy strategy refers to maximizing the overall benefit of supply chain by means of information sharing, resource integration and business collaboration among enterprises in each link of supply chain. In the international supply chain management of bamboo woven cultural and creative products, we need to pay attention to the coordination of all links of the supply chain, including demand forecast coordination, production planning coordination, sales service system coordination, procurement coordination, logistics coordination and inventory coordination.<sup>[22]</sup>

Secondly, the information construction strategy is also an important content of the international supply chain management of bamboo woven cultural and creative products. Information construction strategy refers to the use of information technology in the process of supply chain management to improve the efficiency and transparency of the supply chain. In the international supply chain management of bamboo woven cultural and creative products, we need to establish a supply chain information platform to realize the information sharing of all links of the supply chain and improve the operating efficiency of the supply chain. At the same time, we also need to use information means to effectively manage supply chain risks and improve the anti-risk ability of supply chain. Finally, the strategy of supply chain risk management is also the research focus of international supply chain management of bamboo woven cultural and creative products. Supply chain risk management strategy refers to the process of supply chain management, through identifying, evaluating and controlling the supply chain risk, improve the stability and reliability of the supply chain. In the international supply chain management of bamboo woven cultural and creative products, we need to formulate corresponding risk management strategies according to the characteristics and risks of the supply chain to cope with possible risks.<sup>[23]</sup>

### **7. Research Limitations and Prospects**

This paper discusses the supply chain management of the internationalization of Chinese bamboo editing and creative products from two aspects of theory and demonstration. However, there are still some limitations in this study in terms of research methods and data sources, and it is

necessary to further expand the scope of the study in the future to improve the substantiality and practicability of the study.

First of all, the sample scope of this study is relatively limited. As the questionnaire adopts Likert five-point scale design, the interviewees are distributed loosely, and they come from different enterprises or industries, so their supply chain capabilities and knowledge transmission may have different impacts on enterprises' long-term and short-term performance. Therefore, there may be a certain degree of error in the collected data, which will affect the generality and representativeness of the conclusions of this study. In order to improve the accuracy and reliability of the study, future studies can collect samples from a wider range of enterprises and industries in order to obtain more comprehensive and accurate data. Secondly, this study only considers supply chain capacity and knowledge transmission. In the future, more variables can be considered, such as enterprise scale, market competition degree, technological innovation ability, etc., in order to put forward more hypotheses. At the same time, more rigorous empirical studies, such as longitudinal data studies, can be considered to verify the causal relationship between research constructs and variables. In addition, we can try to conduct cross-comparison studies of multiple cases to improve the reliability and universality of research conclusions. In addition, this study mainly focuses on the international supply chain management of bamboo woven cultural and creative products. In the future, the research scope can be further expanded, such as focusing on other types of cultural and creative products, such as paper cutting, clay sculpture, etc., in order to provide supply chain management strategies for more types of cultural and creative products. At the same time, we can pay attention to the supply chain management of cultural and creative products in other cultural backgrounds, such as traditional handicrafts in India, Africa and other places, in order to provide more theoretical and practical references for the supply chain management of global cultural and creative products.<sup>[24]</sup>

## 8. Conclusion

The international supply chain management of bamboo editing and creative products in China is generally good, but there are still some challenges in supply chain coordination, information sharing and risk management. In response to these challenges, this paper puts forward a series of strategic suggestions with guiding significance. From the current situation, the international supply chain management of bamboo weaving and creative products in China has achieved certain achievements.<sup>[25]</sup> For example, the demand for bamboo weaving and creative products in China is increasing year by year in the international market, and more and more enterprises begin to pay attention to and invest in the design and production of bamboo weaving and creative products. In addition, the status of bamboo weaving and creative products in the international supply chain is gradually rising, and China has become one of the important suppliers of bamboo weaving and creative products in the world. However, while seeing the achievements, we should also recognize the challenges facing the international supply chain management of bamboo woven and creative products. First of all, the international supply chain management of bamboo weaving and creative products in China is insufficient, and the information communication between various links is not smooth, resulting in delays in production and sales. Secondly, the international supply chain management risk control ability of bamboo editing and creative products in China is insufficient, and the stability of the supply chain is affected in the face of uncertainties such as market fluctuations and policy changes. In addition, the talent reserve of international supply chain management of bamboo editing and creative products in China is insufficient, and the supply chain management talent with international vision and experience is lacking. In view of the above challenges, this paper puts forward a series of strategy suggestions. First, strengthen supply chain coordination and improve information sharing. Through the establishment of the supply chain information platform, the real-time information sharing between all links can be realized, and the decision-making efficiency of the supply chain can be improved. Secondly, strengthen risk management and improve supply chain stability. By establishing risk assessment and early warning mechanism, various risks in the supply chain can be identified and controlled in time, and the anti-risk ability of the supply chain can be improved. In addition, we will strengthen the training of talents and improve the internationalization



level of supply chain management talents. Through the introduction and training of supply chain management personnel with international vision and experience, the overall level of international supply chain management of bamboo editing and creative products in China is improved.

To sum up, the international supply chain management status of bamboo editing and creative products in China is generally good, but there are still some challenges in the aspects of collaboration, risk management and talent reserve. In response to these challenges, this paper puts forward a series of strategic suggestions with guiding significance, including strengthening supply chain coordination, improving information sharing level, strengthening risk management and improving talent reserve. It is hoped that these suggestions can provide useful reference for the international supply chain management of bamboo woven and creative products in China.

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