

# Research on the Strategic Development of Acthink Company

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**Abstract:** This research focuses on Acthink Company, thoroughly analyzing its corporate-level strategies, internal and external environments, and key factors for strategic success in the "Love-school" software business. It also puts forward future development goals and suggestions. Through comprehensive analysis, it aims to provide theoretical and practical guidance for the strategic development of Acthink Company, helping it gain a sustainable competitive advantage in the field of educational technology, and also providing useful references for enterprises in related industries.

**Keywords:** Strategic management precision marketing; Software companies; Optimization strategies

DOI: 10.62639/sspjiss08.20240106

## 1. Introduction

In the current digital era, the field of education is undergoing profound changes, and the integration of information technology and education and teaching is becoming increasingly close. Acthink Company seizes this opportunity and actively engages in the educational technology market with the "Love-school" software as its core product. In-depth research on the strategic development of Acthink Company is of crucial significance for it to accurately position itself and achieve sustainable development in the fierce market competition, and can also provide a reference example for strategic planning for enterprises in the same industry.

## 2. Analysis of the Internal and External Environments Faced by Acthink Company

### (1) External environment

#### 1) Macro environment

##### ① Political environment

The state vigorously advocates the construction of educational informatization and has issued a number of policies to promote the implementation of the second classroom transcript system in colleges and universities. For example, the relevant opinions jointly issued by the Central Committee of The Communist Youth League of China (CYLC) and the Ministry of Education of China require colleges and universities to construct a complete curriculum project system and a recording and evaluation system to realize the scientification, systematization, institutionalization, and standardization of the second classroom activities of CYLC. This provides broad market space and policy support for the "Love-school" software of Acthink Company, enabling it to closely follow the policy requirements and develop software products that meet the needs of colleges and universities to help colleges and universities implement relevant systems.

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(Manuscript NO.: JISS-24-6-1002)

### About the Author

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## ② Economic environment

China's economy continues to develop stably, and the state's investment in the education field is constantly increasing. The growth of educational funds provides financial guarantees for colleges and universities to purchase advanced educational software, enabling them to invest in products such as the "Love-school" software that can improve the education management level and students' comprehensive qualities.

## ③ Social environment

The society's attention to the cultivation of comprehensive qualities of college students is increasing day by day. The second classroom in colleges and universities, as an important platform for cultivating students' comprehensive qualities, is widely valued. The "Love-school" software can effectively assist in the construction and management of the second classroom in colleges and universities, meeting the expectations of the society for the improvement of the education quality of colleges and universities.

## ④ Technical environment

Information technology is developing rapidly, and technologies such as cloud computing, big data, and mobile Internet are constantly maturing. These technologies provide powerful technical support for the development and operation of the "Love-school" software. For example, cloud computing technology enables the software to achieve a distributed application architecture, improving the stability and extensibility of the system; big data technology helps the software analyze and mine the massive data of students and teachers, providing a basis for personalized services; mobile Internet technology enables users to use the software anytime and anywhere through mobile phones, tablets and other terminals, improving user experience.

# 2) Industry environment

## ① Competitors

In the market of the second classroom transcript software for colleges and universities, there are numerous competitors. For example, "PU Pocket Campus" and "To the Dream Space", these competing products have already acquired a certain user base and brand influence in the market. "PU Pocket Campus" has accumulated a large number of student users through early market layout and extensive cooperation with colleges and universities, and its functions focus on the organization and promotion of student activities; "To the Dream Space" has a relatively high reputation in the college and university Communist Youth League system by virtue of the guidance and resource advantages of the Central Committee of the Communist Youth League, and has certain characteristics in the construction of the intelligent second classroom. They form a competitive situation with the "Love-school" software of Acthink Company in terms of functions, market share, and user awareness.

## ② Potential entrants

Due to the broad prospects of the college and university educational software market, it has attracted the attention of some potential entrants. Although there are certain barriers such as technology, brand, and customer resources to enter this market, some enterprises with technological strength or educational industry background may still attempt to enter. For example, some traditional educational enterprises may also enter this field through technological transformation and business expansion, which will increase the uncertainty of market competition and pose a potential threat to the market share of Acthink Company.

## ③ Substitutes

Although the "Love-school" software has strong pertinence and functional advantages in the field of second classroom management in colleges and universities, it still faces challenges from some substitutes. For example, some colleges and universities may develop their own internal management systems to meet their specific teaching management needs; some general office software or social platforms may also replace some functions

of the "Love-school" software to a certain extent. These substitutes' existence requires Acthink Company to continuously improve the uniqueness and value of its products and strengthen user stickiness to reduce the risk of being replaced.

#### ④ Suppliers

The suppliers of Acthink Company mainly include enterprises providing cloud services such as Alibaba Cloud and Tencent Cloud, as well as some hardware equipment suppliers. These suppliers have a relatively strong market position and bargaining power in their respective fields. However, Acthink Company has reduced the influence of suppliers to a certain extent by establishing long-term cooperation relationships with some suppliers and its own autonomy in software development.

#### ⑤ Purchasers

Colleges and universities, as the main purchasers of the "Love-school" software, have a relatively strong bargaining power. Due to the relatively concentrated college and university market and the large procurement scale, in the software procurement process, they usually require software suppliers to provide more favorable prices, more complete services, and higher quality products. In addition, colleges and universities have relatively strict requirements for the functions and technical standards of the software, which requires Acthink Company to meet the needs of colleges and universities while reasonably controlling costs and improving the cost-effectiveness of products to gain an advantage in cooperation with colleges and universities.

## **(2) Internal environment**

### **1) Company resources**

#### ① Human resources

Acthink Company currently has more than 60 employees, covering multiple professional fields such as software development, marketing, and administrative management. The company has a professional technical team in software development, possessing rich experience in the research and development of college informatization software, and can continuously optimize and upgrade the "Love-school" software according to the needs of colleges and universities. However, the company's marketing personnel are relatively insufficient, and there are certain deficiencies in market development and marketing strategies.

#### ② Technical resources

Acthink Company has a mature and complete software product development system in the field of college informatization management. It has independently developed the product development framework Acthink, which has a large number of mature product development components for solving college business, with characteristics such as cross-platform, portability, extensibility, and high security. At the same time, it has its own intellectual property rights of the middleware tool platform, such as data exchange and cleaning components, unified identity authentication components, etc., which can quickly deploy and implement college informatization projects and has rich experience in integrating third-party systems, providing a solid foundation for the technical innovation and function expansion of the "Love-school" software.

#### ③ Brand resources

Acthink Company, as a national high-tech enterprise and a double-soft enterprise in Anhui Province, has a certain brand influence in the educational industry in the province. Through years of business accumulation, it has established a certain reputation in the field of college informatization management, especially in the development of the second classroom transcript system in colleges and universities, having a first-mover advantage. The "Love-school" software, as the core product of the company, has been applied and recognized in some colleges and universities.

## 2) Company Capabilities

### ① R&D capability

Acthink Company has a relatively strong R&D capability. Since 2015, it has been researching and developing the "Love-school" software. Before the Central Committee of CYLC comprehensively proposed the second classroom transcript system, it had already customized and developed the prototype of the relevant system for the Youth League Committee of AUE. After years of continuous investment and research and development, the functions of the software have been continuously improved. The company can adjust and optimize the functions of the software in a timely manner according to the needs of colleges and universities and changes in educational policies.

### ② Marketing capability

Acthink Company's marketing capability is relatively weak. Although the Market Development Department undertakes the tasks of product market promotion and sales, the personnel configuration is relatively insufficient, and there are problems in the marketing organizational structure and strategies. The company mainly relies on the personal connections of the management to maintain and develop the market, lacking a systematic marketing strategy and accurate market positioning. The assessment mechanism for marketing personnel is not perfect, resulting in low enthusiasm of marketing personnel and poor market promotion effects.

## 3. Analysis of Key Factors for the Success of Acthink Company's Strategy

### (1) Accurate market positioning

Acthink Company positions the "Love-school" software as a professional solution provider for the second classroom transcript system in colleges and universities. It closely focuses on the needs of the work of CYLC in colleges and universities. By thoroughly understanding the pain points and needs of colleges and universities in terms of cultivating students' comprehensive qualities and managing the work of CYLC, it develops software products with targeted functions, such as curriculum system construction, activity management, and comprehensive quality evaluation function modules. These precisely meet the needs of the construction of the second classroom in colleges and universities, enabling the company to occupy a place in the college and university segmented market.

### (2) Continuous technical innovation

Acthink Company pays attention to technical innovation and continuously invests in research and development resources to upgrade and optimize the "Love-school" software. In terms of technical architecture, it adopts advanced distributed application architectures, object-oriented component technologies, etc., ensuring the stability, extensibility, and security of the software. In terms of function innovation, it continuously adds new function modules according to the needs of colleges and universities and changes in educational policies, such as the vacation social practice system, meeting the needs of colleges and universities in the management of social practice. Continuous technical innovation makes the "Love-school" software always maintain a leading position in terms of functions and technical performance, enhancing user stickiness and market competitiveness.

### (3) Good brand image

Through years of business accumulation in the field of college informatization management, Acthink Company has established a good brand image. During the promotion of the "Love-school" software, it attaches

great importance to both product quality and service quality, providing high-quality software products and timely technical support and service to colleges and universities. For example, in the process of software implementation, it offers customized solutions for colleges and universities, configuring functions and deploying systems according to their actual needs. In terms of after-sales maintenance, it has established a professional technical service team that promptly responds to the problem feedback from colleges and universities and solves the faults and problems that occur during the use of the software.

#### **(4) Effective customer relationship management**

Acthink Company attaches great importance to customer relationship management and maintains close contact with college customers in various ways. Before selling the software, it thoroughly understands the needs of colleges and universities, providing personalized product demonstrations and suggestions for solutions. During the sales process, it communicates fully with colleges and universities to negotiate reasonable prices and service terms. After sales, it has established a customer feedback mechanism to regularly collect opinions and suggestions from colleges and universities on the use of the software, and promptly optimize and upgrade the software. Through effective customer relationship management, Acthink Company has improved customer satisfaction and loyalty, promoted repeat purchases by customers and word-of-mouth dissemination, thus providing stable customer resources for the company's continuous development.

### **4. Goals and Suggestions for the Future Strategic Development**

#### **(I) Future development goals**

##### **1) Market expansion goal**

Within the next three years, expand the market coverage of the "Love-school" software to more than 80% of undergraduate colleges and universities and more than 50% of higher vocational colleges and universities in the country. By intensifying market promotion efforts, increasing brand awareness, establishing an extensive sales network, and deeply exploring the market needs of colleges and universities, make the "Love-school" software the mainstream product in the field of second classroom management in colleges and universities.

##### **2) Product innovation goal**

Continuously invest in research and development resources and launch at least two major functional upgrades or new function modules of the "Love-school" software each year. For example, develop an artificial intelligence-based student personalized learning recommendation system, according to the student's interest hobbies, academic record and development needs, recommend personalized second classroom activities and learning resources to the student; develop a function module that is deeply integrated with the college teaching affairs system to realize data sharing and collaborative management between the second classroom and the first classroom, further enhancing the core position of the "Love-school" software in college educational informatization.

##### **3) Brand enhancement goal**

Within the next five years, build Acthink Company into a well-known brand in the domestic educational technology field. By improving product quality, optimizing service levels, strengthening brand promotion and other measures, enhance the company's popularity, reputation and influence in the industry. Actively participate in domestic and international educational technology exhibitions, academic exchange activities, etc., display the company's technological strength and product achievements, establish a good brand image, and attract more colleges and universities, educational institutions, and partners' attention and cooperation.

## **(2) Development suggestions**

### **1) Optimize marketing organizational structure and strategies**

#### **① Structure adjustment**

Divide the Market Development Department into multiple departments such as the Marketing Department and the Sales Department. The Marketing Department has subordinate sub-departments such as the Brand Office, the Market Analysis Office, and the Product Strategy Office. The Marketing Department is responsible for formulating overall marketing strategies, conducting market analysis, and promoting brands; the Sales Department is responsible for specific product sales and customer relationship maintenance. The various departments cooperate with each other and share information to form an efficient marketing organizational system.

#### **② Strategy optimization**

Formulate precise market segmentation and positioning strategies, according to the type, scale, and region of colleges and universities, formulate personalized marketing strategies for different groups. For example, for key undergraduate colleges and universities, emphasize the high-end functions and customized services of the software; for higher vocational colleges and universities, highlight the practicality and ease of use of the software.

Strengthen the construction of marketing channels. In addition to expanding the market through traditional sales teams, actively utilize Internet platforms, educational exhibitions, industry seminars, etc. as channels for product promotion.

### **2) Strengthen technological R&D and innovation cooperation**

Increase R&D investment, establish a dedicated R&D laboratory, and focus on applied research of key technologies such as big data analysis, artificial intelligence, and network security in educational software. The annual R&D investment should account for more than 15% of the operating revenue.

Establish in-depth cooperative relationships with university research institutions and professional technology companies, jointly explore innovative application models of educational software, and share technological achievements and human resources.

### **3) Improve service quality and customer experience**

Formulate detailed standard operating procedures (SOP) for services, strictly regulate the response time, problem-solving steps, and service attitude of service personnel, and regularly evaluate and assess service quality to ensure the consistency and high quality of services.

Carry out customer training and educational activities, provide usage training and technical support for the "Love School" software to college teachers and students, help them make better use of the software functions, and enhance customer satisfaction and dependence on the product.

### **4) Expand strategic partnerships**

Cooperate with educational content providers, integrate high-quality educational resources such as online courses and learning materials, enrich the content ecosystem of the "Love School" software, and provide more comprehensive educational services for college teachers and students.

Cooperate with hardware equipment manufacturers, promote integrated software and hardware solutions, provide one-stop informatization construction services for colleges and universities, and improve the added value and market competitiveness of products.

In conclusion, under the current complex and changeable internal and external environment, Acthink Company has a certain development foundation and competitive advantages, but also faces many challenges. By clarifying strategic development goals and actively adopting targeted development suggestions, Acthink Company is expected to achieve continuous and stable development in the college educational software market, enhance its position and influence in the industry, and make greater contributions to the cause of educational informatization.

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