

development of track cycling, in order to achieve the common development of employees and enterprises.

C Establish Scientific and Reasonable Performance Goals, Strengthen Enterprise Management Mechanism

Establishing and improving the modern enterprise management system is a necessary requirement to adapt the new environment WTO, is an objective requirement to achieve "enterprises according to law," is a main tool to achieve scientific and standardized management. But it can't enhance their core competitiveness only perfect enterprise management system. If the business is running in the poor implementation, the direct impact and constraints of the enterprises' core competitiveness enhancement. Therefore, strengthening the executive function is a property management company to cultivate and enhance the core competitiveness of an important safeguard.

Establishing scientific and reasonable performance goals, it is an important foundation to cultivate the property management company property management execution and build the core competitiveness of enterprises. Establishing the business goals should be objective, should always pay attention to developments in the property management market. The CEO should grasp the specific situation within the enterprise, in order to determine the implementation of corporate goals. At the same time, they also strive to make this goal a certain pressure, no pressure help to enhance the core competitiveness of enterprises; the contrary, if the pressure is too large, lacking the necessary flexibility to adjust, it may be sudden changes in external factors, manipulation business setbacks, and dampen the enthusiasm of the staff. Therefore, we must first establish the overall corporate goals, and continue to establish the specific objectives of each department, finally to establish the specific objectives of each job. Only the three goals established by the scientific and rational, it can form a system of corporate performance goals.

Establishing scientific and rational execution processes, it can improve operational efficiency. After making the performance goals, in accordance with the requirements of the tasks, property management business establish the appropriate implementation of the system processes. Include: (1) clear objectives in the implementation process of the main responsibilities and elements, broken down by responsibility and establish appropriate links; (2) set up appropriate jobs in accordance with function of the system, clear job responsibilities and job specification personnel; (3) check up on the corresponding positions of each staff appraisal by executing the results as a benchmark; (4) in accordance with the requirements of performance goals and implementation processes, appoint some appropriate staff who works not only more familiar with the goals and implementation processes, and implementation process must be to have the knowledge, skills, experience and other qualities of society, but also a sense of community and dedication to endure hardship; (5) make the final outcome of the implementation process as the target, combined with the

specific requirements of the work organization, to establish a sound corresponding rules and regulations, in order to ensure the implementation of the organization goals.

D Improve the Level of Property Management Information

Enterprise information management refers to collecting and transmitting and processing and managing the data from all aspects of the business links which including production, sales, human resources, research and development and financial management in corporate management effectively and systematically to implement the internal flow of information in real time and high efficiency. With the help of the Internet or local area network, enterprises can also be timely transmitting internal and external data to other departments or employees to make information sharing come true and help companies to acquire and process information quickly and accurately.

Information technology can provide the appropriate management model for the property management business, and strengthen the company and staff's awareness and practices with the objective means, thereby enhancing the staff's team spirit, in accordance with the established management. At the same time, information management systems help companies to establish business owners and user-centered, to shorten the distance between businesses and consumers, to accurately grasp the market for the property management business, improve the timeliness and quality of service. In addition information will also help enterprises to establish a performance appraisal approach, to enhance the staff's initiative and dynamism. With rational decision-making and appropriate management, property management companies can achieve coordination between departments and employees and integration, enhance the resilience, also enhance the core competitiveness of enterprises.

V. Conclusions

The characteristics of the property management industry and competitive market environment, companies must build and decided to enhance their core competitiveness. But this is a long process to build the core competitiveness of enterprise property management. Property management companies have to build and strengthen the core competitiveness of its own, and use the competitive strategy rational, in order to stand out in the current fierce competition in the property management market, in order to meet the needs of the development of property management under the new circumstances, to achieve survival and sustainable development.

References

- [1] Collis,D.J & Montgomery.C.A.Creating Corporate Advantage,Harvard Business Review,1998,May June.
- [2] Enhua Hu,Cuiyun Mao,Yulian Ge, Based on customer value the enterprise's core competitiveness[J], Scientific Management ,2002(2).
- [3] Jianxin Ning, Build and enhance the core capabilities [M],Beijing, China Logistics Publishing House, 2002.