

## A Successful Case of E-Commerce Model of Agricultural Products: Suichang Model

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**Abstract.** There is a county town called Suichang in southwest of Zhejiang., There are thousands of online stores in this county town which has fifty thousands people. By its unique social organization mode, through electric business platform to realize the ideas of "bring agricultural products into the city" and "send consumer goods to the countryside". On the basis of that , "local mode of Suichang " around agricultural electricity has borned. One feature is setting up local public service platform of agricultural products, and the other one is setting up a new rural electronic commerce service station. Which called "cheerful voices".

By October 30, 2013, Chinese Academy of Social Sciences Information Research Center, jointly organized by the Ali research center of Zhejiang Province, Suichang County People's Government hosted the "Chinese agricultural e-commerce forum Suichang Model Research Report Conference held in Suichang in Zhejiang. At the meeting, Ali Research Center officially released the Suichang Model Research Report, which is the first study of agricultural products from the perspective of the county's agricultural e-commerce. The report pointed out that the activation condition of Suichang grassroots innovation in the Internet, to create and cultivate a new industrial ecology, it represents the current e-commerce in the raging like a storm a useful attempt to show the county economy and e-commerce combined with broad prospects, has important significance. "Service - driven development model of county - Suichang model" is a successful case of agricultural product network marketing at present, and the core of it is the development of e-commerce of agricultural products.

### Suichang Phenomenon VS Suichang Model

Suichang county is located in the southwest of Zhejiang Province, the source is located in the Oujiang, Qiantang River. Suichang County, the county seat of fifty thousand people gathered thousands of shop. In January 8, 2013, the first County Museum taobao.com "characteristics China - Suichang Museum" on the line, a Sui Changnong catalyst product electronic commerce has become a collection, collection of baked potatoes, peanuts, bamboo charcoal, bamboo shoot of chrysanthemum rice Suichang local delicacy, also contains the local attractions tickets, hotels and other tourism products. The operation of the Suichang Pavilion, effectively promote the local agricultural network sales.

The emergence of the phenomenon of Suichang, Suichang County, relying on the excellent and relaxed e-commerce software and hardware environment. 2011 Suichang county government introduced the national entrepreneurship support program and supporting policies, not less than 2 million yuan per year given financial subsidies for the development of e-commerce in Suichang. In order to ensure the operation of the Suichang Pavilion, Suichang county government matching funds and policy support of Suichang shop Association building the distribution center of 3000 square meters, 3 million yuan investment in the construction of Suichang agricultural products testing center, and promote the establishment of a set of "government + association + farmers + cooperatives + shop taobao.com" multi head quality control mechanism, in order to ensure food safety.

October 2013, Ali Research Center, the Academy of Social Sciences released the Suichang model, is considered to be the first to serve the platform for agricultural e-commerce model. The so-called "Suichang model", that is to localize e-commerce service providers as driver, create e-commerce county public service system, promote the ecological development of electronic commerce in the county, the promotion of local traditional industries, especially in agriculture and agricultural product processing industry to achieve e-commerce, e-commerce integrated service providers + Network + traditional industry interaction in the policy environment, catalysis, the formation of the county economic development path in the information era.

The entire public service system, is in accordance with a center of the three systems to layout, connecting suppliers, service providers, government and network operators.

### **Content of the Suichang Model**

To "local agricultural public service platform association + company" (founded in March 2010, and later became the first County Museum taobao.com "characteristics Chinese - Suichang Museum"), with "positioning of agricultural products e-commerce service providers" to solve the rural (farmers, cooperatives, agricultural enterprises) docking market problem. Through the organization innovation to connect each resource coordination. To the localization of e-commerce integrated service providers as the driving force to promote the continuous development of e-commerce ecology, promote the transformation and upgrading of traditional industries.

Was a semi official, non-profit organizations, government support, not independent, humble, do not ask for money. Now the nature of the Suichang museum is a public service platform for rural e-commerce, self financing, the association of the nature of the company, the two fit, which is the government + integrated service provider + Network + the whole industry spawned electricity supplier ecological environment.

Launched the rush Street -- new rural e-commerce service station ", people with fixed-point way, achieved in the implementation of e-commerce purchasing, rural life, selling agricultural products, quality supervision and enforcement of basic function, let the information in rural areas and use more in-depth docking.

On the one hand to help the network to grow, on the one hand to promote the traditional enterprise business, especially to help farmers and cooperatives docking business channels, the local industry (especially agricultural) benefit from the electricity supplier, which in turn promotes the local e-commerce ecosystem, but also pull the local online consumer.

### **Characteristics of the Suichang Model**

Localization. Then rush street network, shop Association of nearly 500 people, from the beginning to do public service shop Suichang Association, to explore the supply chain, most of the work is to do some work with local, localization is very obvious, only localization is the most practical, which also includes talent localization. In fact, e-commerce really major technical problems, is the problem of talent, in the process of Suichang mode of operation, set up training system of local talent, truly cultivate talent, retain talent, to realize the localization of talents.

Openness. In the context of the era of big data, the whole model can butt all mobile terminals or platforms, showing a strong inclusive. Suichang in the first quarter of 2016, relying on the platform to catch the line on the line has more than 1 thousand brokers, these brokers can do upstream agricultural products, integration of agricultural products to collect, you can also do consumer goods down. Because there are administrative villages in Suichang County, an administrative village and 20 to a natural village, brokers can be connected to the platform and farmers to achieve information docking.

Strong public service capability. Suichang model, starting from the association of public nature of the association began, the continuation of the duties of public services.

## Summary

Suichang model from 2010 to today, has become a benchmark for rural electricity providers, summed up the two keywords, one is integrated services, and the other is the market.

(1)Integrated services. County is different from the big city, population quality, quality of labor, personnel structure, the county decided to not like a big city, everything on the electronic commerce chain configuration is complete, then you need to have such a service provider, can solve the electronic commerce chain on a single enterprise, a single individual natural person. Give no way to solve things, this is the comprehensive service mode of Suichang to build this system, the whole county inside whether relying on e-commerce to sell agricultural products or business or employment, or can be achieved.

(2)Marketization. 2010 Suichang cooperation with Alibaba, put all the work commissioned by the association to undertake the shop, only to the final success of the Suichang model, the formation of the driving street model.

Finally, the Suichang model to all agricultural e-commerce enterprises is the inspiration: only profit, there is a driving force; only growth, will stimulate the initiative. With the mentality of the association, the company's model to operate, equal dialogue, achieve win-win.

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