

Quanzhou Agricultural E-Commerce Platform Based on O2O Modes

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Abstract—The agricultural O2O core business model is agricultural products manufacturing enterprises through the use of modern computer IT and e-commerce technology for partners. It can provide a convenient business collaboration e-commerce platform to complete complex business collaboration. So that the upstream raw material supply providers can more closely with the core enterprise product development and production. Thus resources can be used as the core enterprise partners, a number of scattered around the core business in the formation of the strong alliances body. It can reach the competitiveness effect of 1 +1 +1> 3. Based on the O2O mode of Quanzhou agricultural e-commerce platform, we can promote the traditional agricultural production and marketing enterprises. In the face of traditional marketing channels gradually shrinking from the line went online; gradually expansion of the end-customer demand from online went to the line. Through the integration of online and offline, to enhance the efficiency of supply chain collaboration, create new business opportunities in the new business model.

Keywords- O2O; agricultural products; e-commerce platform

I. THE DOMESTIC AGRICULTURAL E-COMMERCE PLATFORM DEVELOPMENT STATUS

In recent years, agriculture-related electricity supplier develops rapidly. Alibaba latest release of "White Paper on agricultural e-commerce, as 2012, Taobao and Lynx-run shop categories of agricultural products amounted to 260,600, involving agricultural commodities 10,041,200. Taobao complete the trading of agricultural products and amounted to about 200 billion yuan, which will rise to 500 billion yuan in 2013.

From Ctrip net, the O2O ecommerce mode gradually is valued by investors and entrepreneurs. The following Taobao together cost-effective and word of mouth network have become O2O mode practitioners. According to iResearch statistics, O2O market size of 56.23 billion yuan in 2011, is expected to reach 221.16 billion yuan in 2015. From the survey at home and abroad, O2O mode in online travel, real estate, Ticket Service, one-stop life platform and mobile Internet and other fields has been widely used. O2O as a popular and newer, the business model will have a huge market opportunity.

There are more than 200 million farms in the United States, 80% are small farms. They sell their own agricultural products in LOCALHarvest website directly to consumers through the platform O2O shopping. According to the e-

commerce reports of the EU and some countries, the developed countries, Finland, Sweden, Denmark and other countries the proportion of agricultural enterprises online procurement has reached more than 60%.

II. QUANZHOU AGRICULTURAL O2O BACKGROUND AND NECESSITY OF THE CONSTRUCTION OF E-COMMERCE PLATFORM

According to iResearch statistics, the overall transaction size of China's e-commerce market in 2012 to 8.1 trillion yuan have an increase of 27.9%; According to the China Electronic Commerce Research Center domestic online retail market, transactions reached 1.3 trillion yuan. An increase of 64.7%, accounts for Annual retail sales of social consumer goods 6.3% of the total. E-commerce is gradually changing people's habits, more and more people shopping through the network. In this context, the reform and innovation of agricultural products circulation mode is imminent. As we all know, the circulation of agricultural products in China relies mainly on the wholesale market to achieve the existing problems. In the process of circulation is mainly manifested in the contradiction of small production and big market.

The high cost of agricultural products circulation, poor information and poor marketing of convergence and other issues, the issue has always been one of the main factors restricting the city's farmers' income. E-commerce will be carried out to promote the city's agricultural production and sales, to promote the development of agriculture; increase farmers' income has very important significance. Agricultural products and other commodities compared with its uniqueness, its e-commerce model is also different from the general e-commerce form. First, the standardization of products has many problems. Reality has a good solution to the standardization of packaging and logistics. But for agricultural products, there is no fixed pattern; agricultural products have a strong regional, combined with the different parts of the natural environment as well as the mode of production. Third, commodity has reproduction and scalability.

With the rapid development and expansion of agricultural production, many enterprises will usher in a new challenge: business is getting more and more complex, increasing resource requirements. The conflict became more acute, past habits rely on the enterprise's own forces to conquer the world. According to the local conditions, the enterprise expanded to external partners, to leave no stone unturned

mining partner potential, competition-based relationship into a "cooperation-based" relationship. Production and circulation enterprises of agricultural products can be applied to the e-commerce system. Convenient business collaboration for partners can provide e-commerce platform, multi-platform production and distribution of agricultural products to complete the complex business collaboration.

Platform can take advantage of information technology demand for agricultural products. Prices and other information are published and collected to network media. Relying on the agricultural production base and logistics distribution system for local agricultural products, enhance the brand image, customer relationships, to develop online sales channel. Used in e-commerce specialty marketing of agricultural products, the connotation characteristics of the product is through the Internet. Means of promotion can be effective communication in order to achieve agricultural producers via the Internet. To keep abreast of varieties of agricultural products at home and abroad, the number of demand and supply, price changes to other information. Online trading of agricultural products, provide broad opportunities for the development of the city's agricultural and rural incomes.

III. THE QUANZHOU AGRICULTURAL O2O E-COMMERCE PLATFORM FOR THE CONSTRUCTION OF ECONOMIC AND SOCIAL BENEFITS.

- Farmer produced efficient circulation of agricultural products in the market to avoid blindness production of agricultural products. Followed the trend of production, scientific cultivation, breeding, allocation of resources to optimize production and marketing system, improve the level of profitability of sales of agricultural products of farmers. The effective protection of farmers makes it an important driving force to achieve the strategic objectives of a new socialist countryside.

- Improve Quanzhou agricultural production and marketing aspects of the degree of information and protection of the members. To reduce the friction of the interests of members, meet the principle and maximize the interests of the members of the marketing channels.

- Through the O2O Quanzhou agricultural e-commerce platform, the upstream raw material suppliers are more closely with the core enterprise product development and production. Thus play a collaboration advantages, Partner Resources core enterprise, a number of scattered around the core enterprise form strong alliances body, competitiveness $1 + 1 > 3$ effect.

- with the change in the way of people's spending habits and shopping, online shopping has become a major way for people. For the promotion and application of Quanzhou agricultural, the O2O e-commerce system has laid a broad market base. A growing number of agricultural products manufacturers and consumers of agricultural products will try brings efficiency and convenience to the e-commerce system. The rapid expansion of market demands will make the system good industrial promotion prospects and a wide range of economic benefits.

IV. QUANZHOU AGRICULTURAL O2O E-COMMERCE PLATFORM CONSTRUCTION CHARACTERISTICS AND INNOVATION

Quanzhou agricultural products in the O2O e-commerce platform will design suitable local characteristics of agricultural products.

Quanzhou agricultural O2O e-commerce system will line business opportunity to work with Internet binding. The Internet line transactions reception, contribute to the overall promotion of the sales channels and circulation of agricultural products. The platform is focused on three key words: localization, services, adheres. Online sales combined with traditional agricultural sales channels, online and offline, unobstructed line production and marketing chain. The system will subvert the traditional agricultural e-commerce model.

Agricultural e-commerce requires a new form of circulation. The channel has gone deep into almost all agricultural base of traditional agricultural products circulation. Platform creates a new circulation system through the establishment of the channel network of agricultural products. The use of O2O mode simply put the agricultural online trading platform + store + channel construction + broker. Through the establishment of the online trading platform, it can achieve the flow of information and electronic transactions docking of agricultural products. As an important node in a liquid, such as channel construction to achieve regional and geographical coverage, brokers play an important role in interspersed in the middle.

For agricultural products, the aid of a complete marketing system promotes the efficient flow of products in the market. To open up the process of agricultural e-commerce, practicing with other e-commerce model is not easy. It set up very high barriers which has a first-mover advantage on agricultural production and marketing enterprises involved in the first electricity supplier.

Quanzhou agricultural O2O e-commerce system, an innovative point: the function can be achieved through the location-based services for users to access line near supermarkets. Provincial money helps the user to do a very clever screening, while taking advantage of the arbitrariness of the mobile terminal.

Platform for e-commerce in terms of agricultural products, provide innovative solutions. We only need to do some renovation and strength service functions. Trading functions of the online platform build and improve the system of the store network connectivity. Quanzhou agricultural e-commerce also will usher in a new development of the situation. After all, agricultural e-commerce is still a channel for the king.

V. QUANZHOU AGRICULTURAL O2O MAIN CONTENT OF THE E-COMMERCE PLATFORM

A. *Quanzhou agricultural O2O business model*

A new form of agricultural products e-commerce. The characteristics of traditional agricultural products circulation

is the improvement of the channel. The channel has gone deep into almost the entire agricultural base. Through the establishment of the channel network of agricultural products, the use of O2O mode creates a new circulation system. Establish an online trading platform, to achieve agricultural flow of information and electronic transactions docking.

B. Quanzhou agricultural O2O business model

Online and offline multi-types of end customers, from production to sales, from the warehouse to store multi-link,

multi-channel business collaboration, has a strong challenge for the sales of agricultural products. Through the unified commodity management, the uniform price management, unified marketing management, unified inventory management, and unified membership management, unified management of funds. These will be effective method of O2O agricultural products.

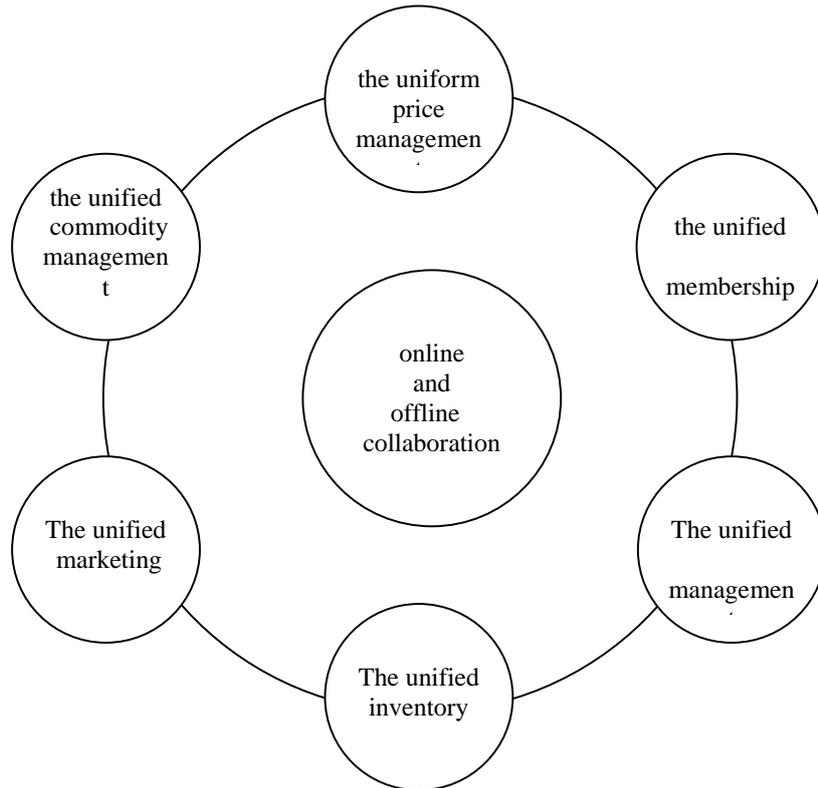


Figure 1. ONLINE AND OFFLINE COLLABORATION OF SIX INITIES

C. Quanzhou agricultural O2O e-commerce system design

O2O e-commerce system is able to carry out a unified commodity management, the uniform price management, the unified marketing management, unified inventory management, a unified membership management, and the unified capital management. The system build local agricultural e-commerce ecosystem, to achieve the most optimal allocation of business resources of agricultural products. Agricultural producers grasp the needs of customers and consumers access to the most up-to-date information.

VI. QUANZHOU AGRICULTURAL O2O E-COMMERCE PLATFORM CONSTRUCTION TECHNOLOGY PROGRAM

- Platform develop environment: javaee framework, Struts-based MVC architecture technology.
- Establish the information platform database platform UML modeling platform architecture design, platform for intranet, extranet design.
- Quanzhou agricultural O2O e-commerce module creation and integration, set up the database server, web server, to provide online services.
- The information platform operating performance testing, optimization, operation promotion.
- Location-based services tracking technology.
- Other major technologies: XML technology, information technology, data warehousing, knowledge management and data mining techniques, decision support.

V.SUMMARY

Quanzhou agricultural e-commerce platform based on O2O mode, design a Quanzhou agricultural O2O business model. According to the business model, build Quanzhou agricultural O2O e-commerce platform. The system able to achieve a unified commodity management, unified price management, unified marketing management, unified inventory management, the unified membership management, unified management of funds, the six unified function. The construction of the platform in line needs the agricultural trading platform, producers, consumers, and distributors, multi-win, to enhance the efficiency of the market circulation of agricultural products and agricultural products.

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