

Research on the Construction and Application of Enterprises E - commerce Operation Mode from the Perspective of Big Data

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Abstract: With the time of big data is approaching, E-commerce has becoming the most important part of the commercial field. Some of Chinese E-commerce has been successfully listed on the New York Stock Exchange, which shows that Chinese E-commerce has made great achievements. This paper studies the construction and application of enterprise E-commerce operation mode from the perspective of large data.

Keywords: Big data, E-commerce, business Enterprises

1. INTRODUCTION

The advent of big data age, so that big data into a variety of institutions and organizations, as well as national level important strategic resources. Large data will become a powerful weapon to enhance the competitiveness of enterprises and the company, that is, the opportunity is a challenge. It can be said that the competition between enterprises has evolved into the data competition, the industrial era proud of the plant and assembly line, into the information age server. Alibaba Group servers up to tens of thousands of units, Google's servers more than fifty million units. Attention to the collection of data resources, mining, sharing and use, become a top priority, while accelerating the development of e-commerce. E-commerce is a new model of combining Internet systems with the internal operations of an enterprise. It requires that the combination of internal operations and business-to-business activities be consistent, and that is what the internal structure of the enterprise is not the management of the enterprise Count, more is based on the needs of the market to set up the internal organizational structure. The core of enterprise e-commerce is based on the needs of the market to determine the production of enterprises. Now the market is not the main body of the seller, but the buyer's main body. Now as the enterprise to maximize the use of the network, from the product research, research and development, specifications, sales, transportation, sale and other integration process, through e-commerce to link them to achieve the greatest degree of enterprise development and

management of the network, flat Technology, digital, and efficient. This is the biggest advantage of corporate e-commerce, they will be more understanding of the market business, is born for the market business. As long as there is a market, they will not collapse, but will not go bankrupt, will only get better and better. Their development prospects than traditional enterprises have greater advantages, their development is more certainty and forward-looking.

2. ENTERPRISE E-COMMERCE BUSINESS MODEL RANGE

In the era of large data, the enterprise E-commerce operation mode is not only rely on the Internet to achieve, mainly refers to the use of more and more electronic information technology to solve practical problems, including the maximum promotion of products, reduce costs, simplify the internal Redundant management, and more benefits for business and trade. The main means is the market research, product feasibility study, product specifications and technical parameters, sales methods and platforms, the sale of the product price and logistics, as well as the late product tracking and after-sales service and a series of business Trade activities.

3.THENECESSITYOF ENTERPRISE E-COMMERCE OPERATION MODE CONSTRUCTION

A. Transactions become faster.

Mainly refers to cross-regional transactions, the traditional trading activities in the region or the region's transactions rely on the traditional trading model of course very favorable, immediately after payment can be extracted from the goods. But now the market is not a region of the market, it is the national market or the world market. Customers need more goods in the region, if still simply rely on the traditional business model, then the middle of the cost may add up more than the price of the goods itself, which is actually a blow to customers to buy, but not conducive to the development of

enterprises .At this point E-commerce came into being, the biggest advantage of E-commerce is to allow manufacturers and customers through the network trading platform to achieve "eye to eye" transactions, then thousands of miles away shopping, but also in close proximity. E-commerce system provides a more convenient and convenient shopping mode and platform. Which B2B and B2C, is one of the model, its advantages to promote the relationship between customers and merchants.

B. Transaction costs to a greater extent, the competitiveness of enterprises to improve.

Traditional business operations If you need to achieve long distance communication and mailing costs between different regions, this is a small sum of money for customers, and they are no longer willing to spend the money from their own interests. E-commerce operation This is an advantage, it only needs business data on it, the other part of the electronic information system is enough to get. This period greatly reduces the labor costs and the intermediate consumption of the intermediate part of the unnecessary consumption. For customers, they only need to pay the lower price, you can enjoy the higher quality, you can really say that the real customers profit. The same for the enterprise, the greatest reduction in the consumption of intermediate links, their own interests are no longer brokers "kidnapping", their own interests have been the greatest degree of improvement. Here must talk about B2C's business model, its service quality and service efficiency is far from other physical stores reach the standard. So the business model of business is also the development of modern market needs.

C. To further improve the quality of goods services.

Before talking about E-commerce business model, firstly talk about the traditional business model. The traditional model is more customers come to the store, detailed screening, careful comparison, checkout. Now, the E-commerce model is based on the network-based information age, customers can understand the information at all, and complete the transaction, waiting for the goods arrived at home. The use of modern science and technology, more transactions on the network, you can browse more product information, while the biggest benefit is that you can refer to other customers evaluation, which is the physical store to buy, fail to achieve the quality of service, so corporate e-commerce This is the traditional business model unmatched. The advantage of B2C in this area is that it can display all the information that should be told to the customer on its website, and also accept other customers' questions, which provide different services for different customers, which is high quality.

D. Interoperable sales platform.

After the product is sold, the customer can comment on the evaluation so that the customer can inform the seller of his satisfaction and dissatisfaction. The seller and then according to the feedback situation, combined with their own actual situation, the greatest degree of improvement of their own sales model. One of the CRM and B2C is a good example, especially in the B2C platform, more customers feedback their own user perception, the seller to conduct research, and then the information back to the previous research and development and production process, while the maximum In the aftermarket to improve. So that for the seller, their production and service enthusiasm is maximized mobility, while customer satisfaction is also improved, it will form a virtuous circle, customer satisfaction, while the seller is also profitable.

E. All-round, all-weather, hierarchical service quality.

The first is the full range of services, business e-commerce business model, the service to maximize the fine division of labor, service is no longer a simple answer. Pre-sale of the introduction, the sale of the consultation, after-sales maintenance, which is its advantage, especially in large commodities above, its advantages are shown. All-weather refers to the process of service, is no longer a simple "work band", but 24 hours a day, 365 days a year to provide customers with services, services to achieve a seamless docking, as long as customers need such services, The seller to provide such services. Hierarchical, mainly that the service is no longer a simple "see profile", "casually", for the customer's advice, the seller is no longer simply in accordance with the product description to analyze, more is to really understand the product after the To introduce, or meet the insiders, it is estimated that the simple "bad comment" of the. The same for the customer consultation a wide range of questions, ask the law is strange This is even more demanding that each seller should be the most adequate preparation, to provide the most sophisticated services to achieve the greatest customer satisfaction. This service is the customer needs the service, it is never used to be eliminated services.

F. The inevitability of the enterprise's e-commerce operation mode.

Chinese Internet users are increasing day in and day out, more and more people are more willing to shop through the Internet. In front of some people think that now the online shopping is probably a flash in the pan. Their view is that the network transaction is virtual, the quality of shopping is not guaranteed, and some that online shopping is the purchase of piracy and fake and shoddy products. Of course, these are really in the online shopping, but this is not the mainstream. First of all, whether it is government departments, or online shopping their own platform,

as well as the customer's own three parties, no one said he, they need is fake and shoddy products. Second, the development of the network is the development of human society to a certain stage of the product, the same online shopping on the basis of the realization of the transaction is the product of social and economic development. Finally, in the real shopping inevitably fake and shoddy products, which can prove that there is no media under the fake and shoddy products, but the emergence of this situation is the whole market economy in the problem, to the entire economic development area Common problem.

4.SOME ADVISES ON THE OPERATION OF E - BUSINESS OPERATION MODE

A. The user interface is simple and clear, the screen is simple, the menu settings according to the customer's habits set. Focus on the famous Chinese search engine "Baidu", its advantage is that the interface is simple, fast and convenient. So this advantage in the enterprise e-commerce business model can also learn from.

B. The structure of the front desk and the background adopts the overall B / S structure. This advantage lies in the simplicity of operation and the ease of use of the system.

C. In the online shopping is the most important thing is thousands of goods, select the customer needs the goods, which requires the search function is not only easy to use, but also to support the largest multi-group query and search.

D. System scalability to focus on strengthening the advantages of the rapid development of enterprises, need to expand the business when the enterprise does not need other large investment, the software can be upgraded directly.

E. Third-party interface can be accessed, the two systems can be effectively integrated use.

CONCLUSION

In a word, "Big Data" does not produce new material products, it couldn't create new market demand, but can make a substantial increase in productivity. As

the "Big Data Age: Big Change in Work, Work and Thinking" by Kenneth Cookies and Victor Meyer-Schoenberg pointed out that there are three changes in the way the data comes: first, people deal with The data from the sample data into all the data; second, because it is the whole sample data, people have to accept the data of the hybrid, and give up the pursuit of accuracy; Third, the human through the processing of big data, the craving of relationships, and the focus on interrelationships. All this represents the attitude of the human race is always trying to understand the underlying causes of the operation behind the world, and the need to just understand the link between the phenomenon and the use of this information to solve the problem. For the construction and use of enterprise e-commerce business model is based on its own gradual development of the gradual development of the era of large data under the guidance of its construction process to grasp the key points, while in the course of the application to avoid weaknesses, play their own The biggest advantage, the enterprise's E-commerce business model is consistent with their own characteristics of the best business model.

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