

Discussion on the Development Model of Electronic Commerce Economy in Township Areas

Xiaoting Yin, Hongqi Gao

Jiangxi University of Engineering, Xinyu Jiangxi 338000, China

Abstract: Taking Baofeng Town of Shiyuan City as an example, this paper actively considers how to use e-commerce to promote the production and sale of local characteristic products, and proposes to construct a local e-commerce system, focusing on the construction of e-commerce online service stores and e-commerce incubation base, so as to comprehensively promote the rapid development of township economy.

KEYWORDS: *E-commerce; Online service shop; Characteristic baofeng*

1. Introduction

With the continuous popularity of e-commerce, e-commerce has been applied in all aspects of business activities of enterprises, which puts enterprises in a brand-new market competition environment and provides a brand-new field for the development of enterprises. In the application of e-commerce, not only large enterprises can adopt, but also for some small and medium-sized enterprises with limited funds, e-commerce is an important basis to promote their development. Especially for some township enterprises in China, the use of e-commerce can effectively solve the problem of insufficient funds. Through e-commerce, we can better promote the healthy development of township enterprises and provide good opportunities for the further development of township enterprises.

2. Current Situation of Rural e-Commerce Development in China

According to the “Research Report on Taobao Village in China” (2014) issued by Ali Research Institute in 2014, by December 2014, the number of Taobao villages had increased to 211, while 19 Taobao towns had sprung up in the whole country. Rural e-commerce represented by Taobao village is profoundly changing the face of rural China. Ali Academy believes that “Taobao Village” refers to the rural network concentration area where the business place is in the rural areas and the administrative village is the unit. The annual turnover of electronic commerce

reaches more than 10 million yuan, and the number of active online stores in the village reaches more than 100 or more than 10% of the number of local households. If a town or street has more than three Taobao villages, it is called "Taobao Town". In 2009, there were only three Taobao villages in China, concentrated in Jiangsu and Zhejiang provinces; in 2013, 20 Taobao villages were found in China, distributed in seven provinces, with 15,000 online stores and 60,000 direct employment; in 2014, there were 211 Taobao villages and 19 Taobao towns in China, distributed in 10 provinces, with more than 70,000 online stores and more than 280,000 direct employment. For the first time, the central and western regions appeared[1].

3. Framework of Electronic Commerce Construction in Township Areas

3.1 Establishing Construction Objectives

Relying on the actual situation of Baofeng Town, we have built an e-commerce system to serve rural life and agricultural production, which mainly includes an e-commerce service online store (Taobao flagship store of "characteristic Baofeng") and an e-commerce incubation base. By 2018, the service will cover all administrative villages in Baofeng Town, benefiting more than 10,000 people directly[2].

3.2 Main Construction Contents

(1) Baofeng Town e-Commerce Online Service Store --"Characteristic Baofeng" Taobao Flagship Store Construction

The flagship store of Taobao is built based on Taobao. It publishes all kinds of information resources, including Baofeng's special products, ecological environment and tourism information, to realize one-stop shopping service. "Characteristic Baofeng" mainly includes Baofeng Ecology, Organic Agriculture, Turquoise, Humanistic Legend, Characteristic Tourism and other modules. It mainly publishes product information, ecological environment introduction and tourism information. The specific technology construction of "characteristic Baofeng" relies on Taobao. However, according to the specific situation of Baofeng town itself, it can create a personalized section. In addition, we will open online stores of No. 1 shop, patting and Jingdong websites as assistant e-commerce stores in Baofeng Town.

(2) Construction of Electronic Commerce Incubation Base in Baofeng Town

1) Functional Design of e-Business Incubation Base in Baofeng Town

Baofeng Town e-commerce incubation base is divided into two parts: exhibition hall of characteristic products and entrepreneurship training center. The exhibition hall of characteristic products has a large area and complete functions. It is positioned as "special display and operation". It mainly studies products and brand strategies based on consumption demand, and provides various support services for

entrepreneurship training centers. Show goods and attract high-end customers, while providing support for the entrepreneurship center. The main services and products include: agricultural products, local products, Turquoise and green tea. The entrepreneurship training center includes entrepreneurship center and training center. The entrepreneurship center is positioned as “individual entrepreneurship”, which mainly operates in the way of individual entrepreneurship. Take Baofeng Town as the main agricultural specialty resources to carry out online promotion and entrepreneurship. Supported by the exhibition hall of characteristic products, college students and farmers are encouraged to start businesses online, equipped for them and encouraged them to start businesses and sell online. The training center focuses on training entrepreneurs and farmers in e-commerce industry technology, positioning itself as “training and learning”, popularizing information application services and rural Internet application. And E-commerce Skills Training Organization. Mainly include: computer basic and application training education (note: rural computer basic training, town to develop professional application software classes), Internet application popularization, e-commerce skills popularization, Taobao online entrepreneurship training. Through the training center of Baofeng e-commerce incubation base, the online entrepreneurial skills training is realized, and a new information service window is formed.

2) Construction Contents of e-Business Incubation Base in Baofeng Town

The construction of e-commerce incubation base in Baofeng Town mainly includes the construction of hardware system, software system and support system. Hardware system includes network system and infrastructure, and network system includes personal computer, local area network, Internet and server. Software system includes e-commerce, logistics management platform and management system. E-commerce and logistics management platform is mainly relying on Taobao. The management system includes system construction, organization, training preparation, training, information access and release, etc. The establishment of system is the basis of management. A perfect management system can make the operation of e-commerce incubator base orderly, and its function can be brought into play most effectively. Every project should be handled by a dedicated person. The configuration of the personnel system is purchased as a support system. Feature showrooms need to be equipped with commentators and sales specialists, who can provide product information and product features, and support entrepreneurship centers to carry out corresponding e-commerce activities. The entrepreneurship training center is an important guarantee for online entrepreneurship and e-commerce training. Therefore, within a certain range, the entrepreneurship center needs sufficient technical personnel. In view of how to start a business online and how to do Taobao, technicians can provide training for entrepreneurship college students and farmers, and technicians can hire experienced people to serve concurrently. They can also establish their own training personnel in Baofeng Town through certain technical and business training.

3) Main Service Contents of e-Business Incubation Base in Baofeng Town

The service content mainly includes agricultural information and e-commerce

information service, information technology, online entrepreneurship, e-commerce skills training, rural enterprise services and on-site services. Agricultural product price, supply and demand information and trading services mainly analyze the price information of local agricultural products and the overall supply and demand trend, so that farmers can understand and master these information in time to adjust and improve agricultural production. In addition, "Characteristic Baofeng" is also a platform for farmers to trade online and buy and sell agricultural products. The incubation base has long invited e-commerce technicians to carry out technical explanations for farmers, so as to reduce the cost of studying abroad for farmers. Online entrepreneurship and e-commerce skills training according to the needs of local enterprises and the actual situation of farmers, to develop the corresponding e-commerce skills, improve their online trade and online entrepreneurship capabilities. At the same time, it chooses to cooperate with colleges and universities as its long-term distance education terminal to carry out multi-level education. Baofeng Town e-commerce incubation base is also a position to carry out distance education for rural Party members. The incubation base trains employees for rural enterprises, reduces costs and promotes enterprise development. At the same time, enterprises can also obtain and publish some product information through "characteristic Baofeng" to expand the supply and demand. When the technical problems faced by farmers can not be solved through the network, the central station service personnel will provide on-site services to solve them. If the central station service personnel can not solve the problem, they will collect the basic situation of the problem, report it to the relevant leaders, and then arrange for technical experts to solve it[3].

4. Suggestions on the Development of Electronic Commerce in Township Areas

4.1 Township Governments Attach Great Importance to Overall Planning

Taobao Village model tells us that success can not be achieved without the attention and overall planning of relevant government departments. Township governments need to have a clear understanding of the rapid development of rural e-commerce, make overall planning in time, formulate relevant e-commerce development plans and policies, bring e-commerce into the scope of economic growth as soon as possible, vigorously carry out e-commerce training, and expand the application of e-commerce in the region[4].

4.2 Pay Attention to Returnees and College Students, and Give e-Commerce Policy Support

The pioneers of e-commerce are often returnees and college students. Therefore, the township government should attach importance to their entrepreneurial needs, give e-commerce support policies, stimulate their entrepreneurial enthusiasm, and provide high-quality guarantee and services for entrepreneurs[5].

4.3 Integrating Industry and Enthusiasm to Start a Business

At present, the development of e-commerce has matured. Competition has reached a white-hot stage. It is difficult for individuals or individuals to start their own businesses, because it is the effective way to integrate the industries of a region and start a business together[6].

4.4 Attaching Importance to and Solving Logistics Problems

Township regional transportation is not a historical legacy. Fortunately, at present, the construction of expressway is becoming more and more perfect. Major express logistics companies have set up delivery points in town. In addition, express logistics companies have certain preferential policies for e-commerce companies. If e-commerce entrepreneurs integrate industries and start businesses in groups, they can attract express logistics companies to enter e-commerce. Dense areas play an important role in promoting the development of e-commerce[7-8].

In short, the rapid development of rural e-commerce is an inevitable trend. If we can not face up to it and take this opportunity to solve the integration of industry, industry, personnel and logistics, it will be left behind by other regions. Regional growth and farmers'wealth will be seriously challenged. Therefore, township governments need to attach great importance to the impact of e-commerce development on social economy, and actively consider how to use e-commerce to promote the production and sale of local characteristic products, improve the living conditions of farmers, and comprehensively promote the rapid development of township economy.

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