Electric Current Situation of the Development of Research on Agricultural Products O2O Mode

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Abstract. In the increasingly mature agricultural products in the field of electricity, a new type of O2O model will become the inevitable development trend of China’s future agricultural electricity. Produce electricity O2O mode to improve sales, improve the management benefit, and promote the development of the stores, but there is also a weak infrastructure, backward logistics technology, the supply of goods is not stable and the difficulty of quality control, problem, should from the strong support from the government, to optimize raw cold chain logistics technology and equipment, establish and improve the agricultural product quality traceability system, etc., to promote agricultural development of electricity.

1. The Rise of O2O Model and Development

Since the rise of e-commerce, B2B, B2C, C2C, such as any kind of pattern, have been changing the traditional way of trading between enterprises and consumers, also in traditional virtually affect the consumer’s shopping way, Tmall, jingdong, taobao, shop no. 1, original life, online shopping platform such as orchard also day by day in gradually affects the now traditional retail entities, and accompanied by now (3G to 4G) mobile terminal technology matures and the current mobile Internet gradually popularization, the original electronic commerce pattern also is unable to meet the diverse needs of consumers, consumer satisfaction and consumer experience is also affected by the traditional consumption patterns disadvantages of online, and O2O mode with the combination of the traditional entity shop, make communication closer integration of online and offline.

China has long been recognized as a big country, agricultural production, consumption and circulation of agricultural products breed variety, rich in resources, under the background of “Internet +”, a large number of e-commerce enterprises (such as alibaba and jingdong, etc.) are continuously into the e-commerce of agricultural products, led as the optimal motion, Tacitus commune, young gentleman, originally life, electronic box, dolly farm, I buy nets, coldness traceability mall, a large number of delicious groups very distinctive retail agricultural e-commerce platform site, however, most of these agricultural electricity but is in a state of loss. So they tried to seek new business models to reverse the unfavorable situation, joined O2O orchard, every day to help B2C O2O mode, let the O2O and B2C respectively meet the different needs of consumers in the office and family scenes, reasonable make good use of the advantages of these two kinds of patterns to reduce the average inventory turnover ratio of agricultural products, Tuo Tuo workers club layout O2O “Tuo Tuo U fresh”, organic and high quality as the core, to provide one-on-one, face-to-face ingredient butler service, one-stop solution platform for consumers of fruit, meat and poultry, seafood and so on the many kinds of category physical demand; originally life net is introduced was convenient, let originally convenient work with offline store, it will ahead of fruit products distribution to the offline store, while other resistance to storage of agricultural products from the cooperation of convenience store delivery, convenience store is responsible for the distribution, make a commodity profit and distribution costs.
2. O2O Mode Electricity Development Advantage of Agricultural Products

2.1 To improve sales

O2O mode in the field of agricultural products trade mainly local fresh, on the one hand, based on the use of the rich agricultural resources, through online marketing activities, consumers order through the online platform, can in the offline store on the second day to get fresh produce, let the consumer comes into contact with the product, the first time to speed up the agricultural products consumer segment. At the same time, by analyzing large data accuracy, form a complete set of agricultural marketing process, and improve the sales of agricultural products, can find more new consumption trend of agricultural products.

2.2 To improve the management benefit

O2O mode can have more opportunity to promote products, display products, through the effective combination of the experience of the online payment and offline can form a complementary consumption chain, can attract more consumers to shop, and trading of consumer information can be tracking, online payment can also provide the basis for offline enterprise accurately predict sales, thereby reducing inventory costs, through online O2O platform is able to quickly capture the amount of consumer information and consumption of network data, and to help enterprises to achieve precision marketing, also can faster expansion of new customers as well as the old loyal customers to provide more thoughtful service.

2.3 To promote the development of storefront

In the past mode of e-commerce, the customer is mainly using the Internet to choose the cheap items themselves, so merchants can certainly save entity shops rent expense, the electronic commerce mode compared with the traditional enterprise is another level of alternative, it brings the traditional entity stores only the impact of the operation above, whereas O2O can be generated with the traditional enterprise a sense of win-win above, the relationship between them by absolute competition into for the cooperation. Under this mode, the Internet is all sorts of online information resources can deliver shared fast, and can instantly with offline entities shop, realize mutual drainage, is advantageous to the entity stores the expansion of the scale of operation, drive the offline real economy, in a sense is a kind of cooperation and complementary.

3. O2O Mode Problems Existing in the Development of Electricity

3.1 Rural e-commerce infrastructure is weak

According to relevant data show that China’s agricultural e-commerce infrastructure is generally lower than the national standard level, its performance for e-commerce facilities is not sound, lack of relevant technical personnel as the development of backing. Low degree of rural modernization, in particular the terrain complex mountainous areas, the lack of e-commerce development of corresponding software and hardware conditions. In addition, farmers have less chance of contact with the outside world, their opportunities for understanding the market is relatively less, lack of market prediction judgment ability, can’t make rational expectations of plant products for the coming year.

3.2 Agricultural products logistics technology lags behind

Agricultural products in the transport, storage, packaging, circulation processing, distribution and other links of the use of technology has a certain development, but the data show that compared with advanced foreign technology, agricultural products logistics technology gap is larger, mainly embodied in the following aspects: first, agricultural transportation technology lag behind, in such aspects as promotion, low temperature preservation transportation mode of transportation is still in its infancy. Second, the circulation of agricultural products processing technology lags behind. Most of the agricultural products processing enterprises in our country are just a simple classification, sorting, selection, cleaning, precooling, insurance processing, etc., the lack of deep processing.
Finally, the agricultural product packaging technology lags behind. Also failed to form the standardization, seriation and gift packaging technology.

3.3 Supply is not stable, quality control difficult

Produce electricity business enterprise in the development initial period in the enterprise scale is small, small number of sales situation, if you want to finish with multiple origin direct docking is a difficult task, single fresh origin can’t meet the needs of the consumers. Small amount of multiple farm supply, procurement and logistics cost is high; to control the quality of the products and prices on the source. Best food web in the early start, for example, is only organic vegetables mainly services for consumers. Business soon, however, best dish network found they appeared the quality problem of the supply of fresh products, organic vegetable supply channel of suppliers as they provide is not organic vegetables, but with the ordinary vegetables as organic vegetables. In this case, in order to continue to operate, optimal food web can only change the business strategy to ordinary vegetables sales service. This strategy changes make the optimal food net profit fell, and for their supply of goods also changed from Beijing xinfadi market vegetables wholesale market procurement of goods, because under the influence of weather conditions and seasonal, cause shortage is the optimal food web.

4. Countermeasures to Promote the Development of Agricultural Electricity O2O Mode

4.1 Strong support from the government

Agricultural O2O mode of e-commerce to help agricultural enterprises widen the channel of the trade, raised strong the function of online payment, but also greatly raises the offline experience does effect. Government departments around the mouth and agricultural enterprises should know the meaning of developing agricultural e-commerce, the development of agricultural e-commerce, as an effective to promote the development of modern agriculture in our country in an effort to catch. especially the government should vigorously support the development of local agricultural products, to further expand the development of agricultural e-commerce field, to give related projects and capital support, promote the development of agricultural e-commerce O2O mode, promote the innovation of the agricultural market. With the government’s policy support as the guarantee, first of all, in helping agricultural enterprises enjoy professional information services and value-added services at the same time, through e-commerce can also help enterprises to develop the market, better work on agricultural products sales; second, agricultural e-commerce is a good way to solve the contradiction of agriculture “small farmers and big market”, improve circulation of agricultural products, realize the agricultural production and market demand docking, promote the trade of agricultural products, increase farmers’ income, to speed up the agriculture and rural economic structure strategic adjustment, improve the international competitiveness of agricultural products; finally, by docking enterprise informatization in the whole process of the information flow, goods flow, cash flow, reverse enterprise management in agriculture.

4.2 Optimization of raw cold chain logistics technology and equipment

Because of the cold chain logistics and warehousing equipment and technical problems such as immature and hindering the development of the fresh e-commerce cases, in the future of fresh O2O mode of e-commerce mode, the new in order to overcome this because of the cold chain distribution problems lead to the high cost of low profit. First, countries should adopt policy to the whole logistics system planning as a whole and positive guidance. Especially in the aspect of the construction of cold chain logistics equipment need to fully combine around the edge. Second, step up our fresh products cold chain logistics infrastructure construction and the popularity of cold chain logistics technology promotion thus through technical facilities construction and technical foundation for fresh e-commerce in China. The third, takes the fresh products cold chain logistics chain overall construction, cold chain logistics enterprises to speed up the construction of a third party. From the traditional offline businesses do online, in the field of cold chain logistics,
traditional enterprise of cold storage, frozen library, delivery vehicles, and a series of resources can be used to do online infrastructure, these traditional after years of cold chain logistics enterprises to establish a process has accumulated a fairly mature logistics system.

4.3 Establish and improve the quality of agricultural products traceability system

Important means to ensure the quality of agricultural products is to set up covering agricultural production, processing, circulation of each link and phase quality tracking system, by building the traceability of agricultural information network system, involving all aspects of the agricultural products into jin of a full range of quality assurance, not only can this W effectively to ensure the quality of products in the process of circulation, but also can increase consumers for agricultural product reliability and credibility, more facilitate the realization of online and offline circulation trade. First of all, should consider the construction of agricultural product quality traceability system professional, convenient, and agricultural production, circulation of the main body should be brought into the system, effectively reduce agricultural products in the process of circulation due to the increasing cost “friction” brought about by the high cost of the problem. Secondly, with the aid of modern information technology means such as qr code, establish a perfect agricultural information trace data platform, will produce the relevant data into jin standardized coding, collect and publish, and thus the whole process of production, processing and circulation of agricultural products to establish “digital case”. Third, fully with the help of the Internet of things in the circulation of agricultural products and quality traceability of unicom, production system, processing system, circulation system and the terminal sales system integrated into a complete platform, for agricultural products from the whole dimension of real-time monitoring and tracking information.

Reference


