The Study of Synergy Development of the E-commerce Enterprises in the Industrial Cluster

Yi-lun WU\textsuperscript{1,a} and Lei YAO\textsuperscript{1,b,\ast}

\textsuperscript{1,2}Business school, Beijing Institute of Fashion Technology, Beijing, China
\textsuperscript{a}bunny_0829@163.com, \textsuperscript{b}sxyyl@bift.edu.cn
\textsuperscript{\ast}Corresponding author

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Abstract. With the development of Internet technology, e-commerce and supply chain management, E-commerce and related enterprises in the industrial cluster are seeking their own innovation synergy development path. This paper takes the Xingcheng swimming suit industry cluster as an example and analysis the development of industrial clusters. Enterprises in the industrial cluster based on the concept of development by "Internet plus" and the protection of international commodity inspection certification, convenient customs clearance and financial cooperation. This paper provide the suggestions of the development of domestic and cross-border e-commerce, centralized logistics and warehousing business in the industrial cluster.

Situation of the Industrial Cluster

Clothing industry cluster is an important organization mode of social production and development of garment manufacturing and production in China. Promoting industrial upgrading and development of China's garment industry cluster has important strategic significance for China's garment enterprises to become bigger and stronger. E-commerce is one of its developing direction. The E-commerce here is the generalized concept, which means using the modern information technology to transform the traditional business functions, improve the management of commercial enterprises and operational information. The E-commerce development of modern large-scale professional market is able to achieve the modernization of market functions and market management; to promote the modernization of trade circulation and transaction mode, to reduce the cost of trade and circulation and improve output efficiency.

Xingcheng Swimsuit Base is one of the top three swimsuit base in China. Swimwear sales is up to 200 million per year accounted for 38.7\% of the total national sales. Local has more than 500 swimwear factory, nearly 2000 swimwear dealers. It has a wealth of sources, a large number of sales channels and global marketing channels, which constitute a competitive swimwear industry cluster in Xingcheng. It has a lot of E-commerce companies, including cross border electricity supplier platform, the domestic electricity supplier shop and logistics warehousing Park. The E-commerce enterprises and abundant supply source are the basis for collaborative development

Problems of E-commerce Enterprises Development in Industrial Clusters

Dispersion and Small Demand for Single Category

Products of many industrial clusters are uniformity with small market demand so that it is not easy to open the market. At the same time, manufacturers are required to understand the needs of consumers over dealers and manufacturers. Whether it is for manufacturers or dealers, it is difficult to determine the needs and consumer portrait. According to the demand, the producers can make reasonable production, and the dealer can make the purchase plan. E-commerce technology can only expand a way to reach customers, but it is still difficult to target customers. The demand is small and scattered, which affects the industrial ecological stability of industrial clusters.
Small Scale Dealers Dispersed with Old Business Ideas

A large number of dealers, but generally small, mostly lack of knowledge of management and management of local residents. The number of dealers is very large, but the size of the dealer is very small, they are mostly local residents who are lack of knowledge management. The product quality is uneven. The ideas of enterprise management and marketing is obsolete. The market is easy to enter but its stability is poor. Primary dealers mainly use traditional methods to promote sales, such as contact Taobao sellers directly, as well as the introduction of industrial clusters to the line retail platform, etc. The effect of contacting Taobao sellers and local retail is very slow. The pertinence of traditional marketing methods is poor and limited. Because there is a competitive relationship between dealers, information is not circulating. Dealer management is not fine enough.

Obstacles to the Development of Cross-border E-commerce

Cross border E-commerce is more difficult than the domestic. Logistics safety, order response speed, the speed of logistics, funds, customer complaints and customs risk will become an important problem restricting the development. Customs clearance process of trade goods is cumbersome, may have the risk of unpacking inspection or even detention. The cross-border logistics is long. Customer response time is slow, and it is more difficult to deal with customer complaints. The high cost led to a large number of capital, development is extremely limited.

Low level of intelligent digitization

Due to the small demand and seasonal, making a lot of storage space idle, and the low degree of intelligent digitization. The ERP system used in the enterprise logistics warehouse is still relatively junior, and still uses manual sorting. The production and logistics efficiency is low, production, inventory and sales information is not circulating. Due to the limitation of geographical location, it is difficult to introduce relevant technical talents.

Advanced Model of E-commerce Company Development in Industrial Cluster

Build a Variety of Electronic Business Integration Platform

It is believed that the Internet has brought great impact on the real economy. However, social and economic development is not a zero sum game. Effective cooperation will enable both sides to play the advantages of collaborative development. Relying on the source of industrial clusters build the Internet self-built platform. The platform includes electronic commerce management system and a one-stop warehousing and logistics service system platform, which can integrate the producers of resources, find the mature swimwear dealers, foster innovation distributors, open up the market for manufacturers and provide sources of goods, service platform and warehousing and logistics services to distributors.

Construction and usage of self-built platform can be integrated with mature third party platform, which can help manufacturers and distributors to sell swimwear at home and abroad. The use of self-built platform can contact manufacturers and distributors, and allow distributors to use third party platform for sale. In these way, it not only can take the advantages of self-built platform, like sharing resource and system integration management, but also easy to operate and can be based on a large number of user groups and a mature sales service system of third party platform. Meantime, self-built platform and third party platform can share storage resources and sales data.

Domestic E-commerce (Cunmeigou)

Cross-border E-commerce (Tianniu, Lekoukou)

Domestic E-commerce (Taobao, Mogujie, amazon)

Cross-border E-commerce (Aliexpress, Ebay, DHgate)

Figure 1. Platform classification.
Export cross-border and domestic E-commerce can also share the service system, the information of manufacturers, storage resources and sales data. Building a variety electronic business integration platform is an optimization scheme of resource utilization.

**Integrated the Logistics System of the Manufacturer and Distributor**

![Figure 2. Integrated System.](image)

The traditional model of the manufacturers will be distributed to the distributors, distributors due to the geographical time limit is divided into multi-level dealers, the goods must be transported down to reach the hands of dealer before consumers. Intermediate levels of transport and fare increases are not only inefficient, but also contrary to the concept of environmental protection. E-commerce platform can reduce the intermediate link and change the multi-level transport of distributors onto the system platform. The goods are shipped directly from the warehouse to the consumers. Due to the unified management of warehouse, inventory and order data can be used to guide the production and inventory management, so that manufacturers focus on production. The online dealers help the production enterprises to broaden sales channels and reduce the cost of producer market research. The data analysis of the virtual logistics warehouse platform helps the production enterprises to realize the production management and reduce the cost of the backlog. For online dealers, they have no inventory risk, no logistics cost, only need to specialize in marketing and bear cheap tally fee. Cost saved will benefit both consumers and producers.

**Development of Data Analysis and Integration**

Data integration and mining technology can help companies find production and management issues. The store design and product selection in self-built platform based on the comprehensive analysis of E-commerce operating data and virtual logistics warehouse inventory data. The seller must pay attention to the order, browse and collection data analysis of the shop in different time, combined with the amount of inventory, inventory turnover and replenishment time. Multidimensional cross analysis can help enterprises to implement the warehouse replenishment plan and shop marketing plan. Summary sales data of all kinds of online store, obtained the overall market data, which can support the manufacturer's product design and production and help the warehouse to manage their logistics and stock. Sophisticated data management and market data analysis can also attract more online and offline distributors. The platform uses ERP system to collect the data of logistics warehouse, production enterprise and distributor, to manage orders, inventory and customer, and use order and inventory data to guide production and sales.

**Construction of Cross-border Platform for Trade Support System**

Good technical platform model is the basis of E-commerce development. But the product quality inspection, financial cooperation and customs clearance is an important guarantee for cross-border development platform. The cooperation of the E-commerce platform and the SGS international commodity inspection agencies can ensure the quality of products and expand market. Financial and credit cooperation with local banks and state-owned banks can attract more entrepreneurs and
operators to join and improve the efficiency of the transaction and convenience. Local governments or associations of industrial clusters facilitate customs clearance agreement between the E-commerce enterprise and customs providing convenient conditions for the customs clearance. Financial cooperation and commodity inspection can benefit all the enterprises in the industrial cluster. Setting up overseas logistics warehouse in foreign countries can improve the customer experience of express logistics examination for foreign customers.

**Off-site Marketing and Maker Platform Attract Talent**

The use of new media marketing encouraged manufacturers and dealers to open their own micro-blog account to form industry community. In the community industry players can share the relevant market data, product aesthetics, marketing strategy, the concept of the Internet platform and other hot topics.

The government took the initiative to build a platform for young entrepreneurs, in order to support young people, especially college students, to open their own business, and to encourage technical talent to help local development. Platform will pay more attention to the integration of a variety of commodities, to maintain the attractiveness of college students. Meanwhile it is possible to attract college students with special talents to join the platform optimization and construction, and to pay attention to the future development of college students.

**Synergy Development of the E-commerce Enterprises**

Well-known brands of industrial clusters produce a large number of products to be sold, is the basis for the coordinated development of all local enterprises. Self-built Internet platform can display product on sales and integrate the manage functions of brand manufacturer, dealer and virtual warehouse. Internet platform. The platform is the core enterprise of cluster enterprise chain.

Internet platform companies need to nurture and maintain new dealers, mine the potential consumer, provide market information and manage virtual warehousing. Logistics warehouse and platform enterprise unified together to provide warehousing and logistics services for a variety of dealers. The platform provides data support for virtual warehouse and helps solve the problem of automation to improve the sorting efficiency. Expanding category reasonably for inventory of idle space. In order to develop overseas business, the platform joint logistics warehousing enterprises to open overseas warehouse, making cross-border E-commerce delivery time and accurate rate of guarantee. The local dealer and platform enterprise join to carry out online sales. Based on the data of sales and stack to select products, enhance the marketing ability.

In addition, encourage school enterprise cooperation, talent introduction, establishment of maker platform and foundation can transform the college talent into quality dealers, product designer, intelligent warehouse development and maintenance personnel, platform maintenance optimization or operational data analyst. Under the coordinated development of industrial clusters of enterprises, the core enterprise is self-built Internet platform enterprises, the platform should have a strong ability to integrate. At the same time, it is also necessary for the association or local government to take the lead in the introduction of high-quality platform, the establishment of convenient financial support, recognized commodity inspection and convenient customs protection system, to make the whole industry develop smoothly.

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