Assumption of E-commerce Platform of Agricultural Products Based on F2C2B Mode

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Abstract.

This paper proposes the assumption of E-commerce platform of the agricultural products based on the F2C2B mode. The whole e-commerce model is guided by the idea of the supply chain management from the perspective of the modern system, and the e-commerce integration model from customer to supplier is implemented, and the whole is optimized. E-commerce to cloud computing as the basic environment, the construction of public cloud services and private cloud resources, based on public cloud to the SaaS way to provide services to customers, focus on business search and business collaboration, make full use of the Internet, modern communications technology to provide the real- service. The development of agricultural economy, no longer depends only on the number of some traditional agricultural resources, but also depends on the modern technology, information access and use. Through the development of basic network technology, by virtue of some modern electronic information technology and some other means that can improve the intelligence of agricultural use of the information resources, the proposed model provides the new methodology of the solution.

Keywords: F2C2B Mode, E-commerce Platform, Agricultural Products.

Introduction

The prevalence of agricultural production and the universality of the consumption and global, the seasonal and unstable production and the persistence of consumption and other factors between the opposition, resulting in agricultural products supply and consumption between the contradictions; the same time, consumers the demand for diversification, individualization, punctualities and the basic environmental protection of agricultural products is becoming higher and higher. Farmers realize the transformation of agricultural products to commodities more and more difficult. Agriculture is facing severe challenges to solve these problems while it is to develop modern logistics. Although at present, China's rapid development in B2C, all kinds of web site offers a wide range of the commodities for consumers. But, due to the logistics management system is not perfect, does not match with the rapid development of e-commerce, so that the formation of logistics bottleneck problem in our country, seriously restrict the development of B2C business. So, to develop China's e-commerce environment of modern logistics management mode innovation research has important practical significance.

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Discontinuity and so on, which facing the customer demand multiplicity, while the competition environment complexity, the technology renew enterprises play singles fight alone also are unable to satisfy the market again to the product, the price, the speed, the service and so on the demand change, and the enterprise form the strategic partner, achieves the fast response, the flexible production, saves each kind of production management essential factor, the realization electronic commerce integrated innovation application is wins the competitive advantage and the core competitive power as essential strategy. The integration of e-commerce is first of all through the technology will be the management of ideas, methods to solidify down to form a new model; or integration of different entities involved, or the integration of services and so on. Based on this integration is complex and changeable as is the key point is more difficult. This paper attempts to analyze the conceptual model of e-commerce in the integrated innovation, and gives the corresponding evaluation index.

The Proposed Methodology

The F2B E-commerce. The emergence of the Internet, making agricultural products retail gradually from the seller's market to the buyer's market was amplified, such as market reaction is not sensitive, professional services are not in place and other issues, forced retail enterprises have to seek a deeper level of the cooperation with the production enterprises, then, industrial and commercial relations forward F2B fast return. Of course, the F2B is only the theoretical relationship between the models between business still need to build through the cooperation of the details of the link, in practice, we can find some traces of success, may wish to zoom in under the spotlight to examine.

The F2C E-commerce. F2C e-commerce platform model to reduce the intermediate agents, core distributors, retailers and a series of intermediate links, both sides of the transaction only involves the producers and the consumers, consumers through the form of electronic money to complete the online payment of the funds, and then through the logistics complete physical delivery. Products from the middlemen of the exploitation and some profit sharing as is conducive to reducing the sales price of enterprise products, but also to consumers do not need to worry about fake and shoddy products. F2C model mainly from the product distribution channels and customer demand for the two aspects of service innovation from the product distribution channels, unlimited distribution channels flattened to greatly reduce the cost of the
product; from the customer needs of the service point of view, with personalized custom more and more customers favor, to meet with customer demand for personalized service model will play a decisive role in future business competition. F2C production, in line with the channel flat development requirements, its distribution path to show the advantages of the other distribution models do not have. In the traditional core channel mode, the merchandise from the manufacturers to consumers through the agents, distributors, retailers and other three links, during the layers of price increases, product prices remain high. With the usage and combination of the F2C core mode, we could obtain the following advantages.

- Information and database construction of the operation information of the company, the information collection form, the form and realize the fast cascades of company a variety of the basic mechanisms.
- Through production organization modular, significantly reduce the repair rate of incomplete.
- Through the process reengineering, the company's capital flow, information flow and physical flow integration, to achieve a better relationship between the various processes around the company's value chain, thereby enhancing the company's operating efficiency.
- The company's online ordering platform and the establishment of professional services team, making the company truly realize the integration of products and services, not only to ensure that the company timely orders to the previous large customer orders, but also to facilitate large customer orders for product information, progress As well as logistics inquiries, and as some high-end customers through personalized custom orders, the company's market share to further enhance the high-end customers to provide personalized services to become a strong growth point of corporate income.

**E-commerce Platform of Agricultural Products.** Agricultural products in circulation problems by means of the electronic commerce can get very good solve, can not only improve efficiency, but also reduce the cost and increase farmers' income. Agricultural products logistics is not equal to the storage and transportation of agricultural products. Agricultural product logistics is complex system engineering. In general, according to the different logistics functions, agricultural logistics system can be divided into logistics operations and logistics information two systems. Logistics operations system, including basic agricultural transport, storage, handling, packaging, distribution, circulation processing operations, in the operation of the need to combine the biochemical characteristics of the agricultural products using a variety of advanced skills and technology, and strive to save effort, and agricultural production base, logistics base, agricultural distribution routes, with means of transport network to improve the efficiency of logistics activities.
Logistics information system is the nerve center system of the core agricultural products logistics system, including ordering, receiving, inventory management, distribution, delivery and some other information subsystem, makes every effort to complete agricultural products to the whole process of the information exchange activities play an important role in modern agricultural products logistics. Agricultural product logistics agricultural products storage and transportation is a very important subsystem in the system which can be reflected from the following aspects.

- The construction of agricultural products circulation of the electronic trading market, to accelerate the process of agricultural informatization, promote the adjustment of agricultural structure, agricultural industrialization, promote rural economic and social development, has important significance to speed up the construction of information.

- The development of agricultural economy, no longer depends only on the number of some traditional agricultural resources, but also depends on the modern technology, information access and use. Through the development of basic network technology, by virtue of modern electronic information technology and some other means that can improve the intelligence of agricultural use of information resources to promote the traditional resource-based agriculture to the transformation of knowledge-based agriculture to promote industrial upgrading.

- Using the Internet the information channel which constructs between the production and the market demand, as may realize the information resource to work together as colleagues, raises the information use factor that provides the enough market information to the farmer, and the promotion agriculture industrial structure adjustment carries on smoothly.

- Modern agricultural products logistics covers the pre-production and production process of basic material, information flow process, and after the production of the marketing activities, after-sales service and other fields, is to achieve consumer satisfaction, at the appropriate time to lower costs and excellent service to complete the movement of the appropriate agricultural entity from the supply to the place of the consumption. The flow of agricultural products is the first to start from the business flow, logistics to promote the effective flow of business.

**Further Suggestions of the E-commerce Platform.** The development of e-commerce doomed from the start, and a variety of related technical bundled together. In recent years, along
with the Internet of things, cloud computing, mobile and Web technology development and application of the electronic commerce application spawned many new formats, prompting the growth of the market economy, enterprise production and management, the customer's consumption mode, service mode, etc. Great changes have taken place in. The electronic commerce application domain develops the unceasingly, in domain and so on financial trade, transportation applications promotes unceasingly, the small and medium-sized enterprise rises year by year using the electronic commerce rate, moves dynamic electricity business to develop gradually, the interstate electricity business activity is more frequent. Electronic commerce supports the platform to consummate day by day, and the Internet infrastructure and the grade of service distinct enhancement, the band width fees large drop, the web cam scale big increase, large quantities of electronic commerce enterprise produces, the express delivery physical distribution industry fast development, pays the way on crossed to pay, with the development emerging and so on motion payment is rapid, all has reserved the broad development space for the electronic commerce application technology.

Here are our suggestions on the better further development of the modern e-commerce. (1) In the e-commerce transactions, for general non-physical form of products, such as electronic publications, software and other information products, through the Internet online transmission to consumers. But for the physical form of the product, but cannot be online transmission, the traditional part of the commercial business is e-commerce that cannot be replaced. (2) Making the necessary laws and regulations, forming a certain market norms, in commodity production, consumption and financial services, and a series of field to foster trust and protect the legitimate rights and interests of businesses and consumers, will create good development environment for electronic commerce. (3) The legal system of e-commerce must regulate and constrain electronic transactions and the behavior of its participants, as in the case of normative face-to-face or paper trade transactions, such as the validity of the contract, whether the offer can be withdrawn and the evidence of international trade, Business contract commitment to the effective time and place to determine the problem. In the addition, the electronic transactions involved in the intellectual property, taxation and other issues as also need to governments and the international community to make clear policy requirements.

Conclusion

This paper proposes the assumption of E-commerce platform of agricultural products based on the F2C2B mode. The integration of the e-commerce is first of all through the technology will be the management of ideas, methods to solidify down to form a new model; or integration of the different entities involved, or the integration of services and so on. Based on this integration is complex and changeable as is the key point is more difficult. Under this primary condition, this paper proposes the new idea on the F2C2B mode. In the future, we will test the performance.

Reference


