Online and Offline Sale Platform of Fruit and Vegetable

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Abstract. With the coverage of mobile information network and the popularity of intelligent mobile terminals, many traditional services have changed from offline to online. Pointing to the problem of farmers' unsalable fruit sales and farraginous electricity sales, this article advanced an online and offline sale platform of fruit and vegetable based on APP. This sale platform combined online mode and offline mode, and also add some new functions such as ‘Nearby’ and ‘I Want to Cooperate’. This online and offline sale platform not only provide convenience for customers to buy and for commercial tenants to cooperate, meanwhile it can promote the development of fruit and vegetable market.

Introduction

With the continuous progress of science and technology, people's pace of life is faster and faster and more people choose to buy their daily necessities on the Internet. Although many online sale platforms for fruit have existed currently, farmers' fruit and vegetable are often unsalable. In addition, fruit middlemen always lower fruit price, and most of the interests of fruit growers are invaded. Pointing to the problem of farmers' unsalable fruit sales and farraginous electricity sales, this article advanced an online and offline sale platform of fruit and vegetable based on APP.

Fruit Marketing Mode

In recent years, total fruit output of our country is among the best. According to the national data statistics, China's fruit planting area in 2016 increased by 50.1% compared to 1997, and fruit production increased significantly. Because of huge fruit production and backward traffic and communications, fruits and vegetable in many places are unsalable. However, with the improvement of people's living standard and health consciousness, people's demand for fruit is not only reflected in increase in quantity, but also reflected in varieties, quality and nutritional value [1].

At present, existing fruit sales mode is divided into traditional sales mode and internet sales mode. And the traditional sales mode is divided into retail mode, distribution direct sale mode and docking mode between agriculture and supermarkets. Internet sales mode includes application based on local OS operation such as various APP, and application based on browser such as e-commerce, micro business and others [2].

Aiming at the problem of unsalable sales because of backward traffic and communications, online sale platform based on APP is advanced. Taking into account quality factors, online sale platform and offline sale platform will be combined during design of this article. Under the condition of funds permitted, safe fresh storages will be built through the country. This sale platform will be designed two sale mode including self marketing mode and business combination marketing mode. In addition, health knowledge and health regimen about traditional Chinese medicine will also be embedded in this platform.
**APP Design Scheme**

This online platform uses the app framework of the create framework to design and develop the client. Learning from the existing online shopping platform, the user interface is divided into five parts: user interface, nearby, user's home page, melon sorting and shopping cart. Consumers can choose their favorite shops and fruits. The block diagram of App software is shown in Figure 1. In system design, there also health preserving knowledge and regimen of traditional Chinese Medicine to be look up. This online and offline sale platform is set two after-sales service platforms, one of which is "three hours to solve after-sales problems" and the other is "24 hours to return exclusive services". Additionally, if fruit growers are interested in building their own stores in the app, they can press the button "I want to cooperate" in the seller's option, and there will be business customer to connect the fruit growers.

In the 'Nearby’ menu, users can find the nearest store to buy fruit. In addition, if customers want to play around and pick up, they can also press the button "Nearby" and look for nearby picking orchard and the species of fruit and vegetable.

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![Block Diagram of App Software Design](image)

**Preliminary Results of App Design**

This online sale platform was developed under the Android system. Android is a free and open source operating system based on Linux, and it has the characteristics of openness and high performance price ratio. Consequently, Android system has received more and more customers' popularity, and it already has a large market share in the market.\[3-6\]

At present, App software about online sale platform of fruit and vegetable is in process, and the basic functions can be realized. Figure 2 gives two pages. Figure 2 (a) is the login page, and figure 2 (b) is home page.
Figure 2. (a) Login page and (b) home page of App software.

Summary

This sale platform combined online mode and offline mode and set up some new functions such as ’Nearby’ and ’I Want to Cooperate’, which will be more convenient for customers to buy, meanwhile can promote the development of fruit and vegetable market.

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