

E-COMMERCE TRANSACTION OF AGRICULTURAL PRODUCTS

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ABSTRACT

This business plan aims to investor by applies the theoretical knowledge of marketing management, strategic management, operation management, human resource management and financial management to comprehensively elaborate and plan the environment, construction content, development direction and operation mode of the platform project. The strategic thinking, construction plan, operation mode, management mode and investment budget of the "agricultural products e-commerce trading platform" are clearly defined. At the same time, the paper also designs the organizational structure, personnel salary and performance management required to support the operation of the platform project and makes financial forecast and analysis of the operation business of the "agricultural products e-commerce trading platform" platform. Finally, the feasibility of the project is determined by analyzing various risk factors and exploring ways to avoid various risks. The project plans to complete bank financing of RMB 8 million for the construction of logistics own logistics system and consider relying on the assets of Henan Provincial General Supply and Marketing Association as a guarantee to complete the financing. 2024, the project has entered a stable operation stage and has sustainable profitability.

Keywords: Agricultural Products, Business Transactions, Platform

INTRODUCTION

The e-commerce trading platform for agricultural products is a comprehensive e-commerce trading platform for agricultural products funded by Henan Supply and Marketing E-commerce Co. Henan Supply and Marketing E-commerce Co., Ltd. is jointly funded by Henan Provincial General Supply and Marketing Cooperative Society and Henan Loshida Technology Co.Ltd. is a joint venture between Henan Provincial General Cooperative Society for Supply and Marketing and Henan Loshida Technology Co. Ltd. has strong technical support for e-commerce software and hardware, high business management and management ability, strong marketing ability, strong ability to build a team, and strong team execution ability. Ltd. has a strong financial support, accurate control of the market and the ability to develop new products and technologies. We believe that Henan Supply and Marketing E-commerce Co., Ltd. will become a leading enterprise of agricultural products e-commerce in Henan Province.

INDUSTRY ANALYSIS

In 2014, the Ministry of Finance and the Ministry of Commerce jointly issued the Notice on the Comprehensive Demonstration of E-Commerce in Rural Areas to establish a support service system to meet the needs of rural e-commerce development. The Ministry of Commerce, the National Development and Reform Commission and 13 other departments also issued the "Guidance on Further Strengthening the Construction of Agricultural Products Market System", proposing that accelerating the construction of an agricultural products market system that is Koranic, safe, standardized and orderly competition is an important task at present.

In line with the national policy, the People's Government of Henan Province also issued the "Opinions on Accelerating the Development of E-commerce", which clearly put forward the construction of four major systems, such as cultivating e-commerce market players, improving platform construction, supporting services, network transaction support and integrity, and introduced corresponding policy support measures.

With the continuous development of the agricultural market and the improvement of people's living standards, the establishment and use of online green consumption platform to effectively reduce the many problems that exist in the process of trading agricultural products has been the absolute demand of the agricultural market. Henan Province as a large population and agricultural province, its own population advantages and huge consumer market for the development of e-commerce also provides a huge advantage. Especially in the process of new agricultural modernization in our province, the development of e-commerce is the basic means to realize the modernization of agricultural products circulation, which is of great significance to develop the rural market, expand the market consumption demand and optimize the consumption environment.

MARKET ANALYSIS & MARKETING PLAN

Henan Province has rich and high quality agricultural resources, such as rice in Yuanyang, tobacco in Xuchang, garlic in Zhongmou and jujube in Xinzheng, etc. A variety of high yield and high quality agricultural products have always been the lifeblood of Henan's economy. However, the sales of agricultural products has been an obstacle to the rapid development of Henan agriculture for many years. The lack of market information and the backward means of information dissemination have seriously affected the sales of agricultural products in Henan Province. Henan Province agricultural products e-commerce trading platform can integrate the advantageous resources of Henan Provincial General Supply and Marketing Association, use the advantageous resources of the supply and marketing association in the province, mobilize and coordinate the agricultural products sales market in the province, adopt (B+C) TB model, conduct direct sales and direct supply in the production area, which can fundamentally solve the problem of agricultural products sales.

MANAGEMENT TEAM AND COMPANY STRUCTURE

At the beginning of the company's establishment, we plan to recruit 3 vice presidents to directly manage the technical department, sales department and finance department respectively, and 1 manager of the administrative department and 1 manager of the logistics department. The technical department will be led by the vice president of technology with 8 technicians to build the platform and technical support for the transformation of informationization of local supply and marketing cooperatives; the sales department will be led by the vice president of sales with 5 sales personnel for platform promotion and planning; the finance department will be led by the vice president of finance with 1 accountant and 1 cashier to carry out the basic financial work and financing; the administration department will be led by the administration manager with 1 administrative specialist and 1 personnel specialist to manage the daily administrative and personnel work; the logistics department will be led by the logistics manager with 5 logistics specialists to actively negotiate and dock with various logistics companies and to guide and coordinate the logistics work of local supply and marketing cooperatives.

After 1 year of smooth operation, we plan to expand the staffing of the logistics department, establish a logistics warehouse and increase the logistics distribution staff.

The company intends to set up five functional departments: Administration Department, Finance Department, Technology Department, Sales Department and Logistics Department, and the responsibilities of each department are explained as follows.

Administration Department: responsible for the daily administrative management of the company; responsible for human resources management; responsible for personnel recruitment and assessment; responsible for handling employee relations; responsible for the company's corporate culture construction work.

Finance Department: responsible for the company's financial management and financial accounting; responsible for the company's taxation work; responsible for making financial plans, submitting financial reports, financial budgets and financial supervision work.

Technology Department: responsible for platform construction and system development work; responsible for platform information security maintenance work; responsible for platform information update work, responsible for various technical solutions of the company.

Sales Department: responsible for platform publicity and promotion; responsible for developing marketing strategies; responsible for brand design work; responsible for analyzing and determining product catalogs, forecasting and planning product sales.

Logistics Department: responsible for making logistics plan and providing logistics support; responsible for receiving, transportation and distribution of goods; responsible for warehouse layout planning, receiving, sorting, shipping and other business management.

OPERATIONS PRODUCTION PLAN

First of all, it adopts (B+C)2B model for operation, mainly focusing on large customers and large orders. Its operation chain style mainly has two kinds.

The first: professional society procurement / production one-by-one unified brand one-by-one e-commerce platform sales one-by-one cooperation courier.

The second: third-party companies select and deliver goods one-by-one our evaluation one-by-one e-commerce platform sales one-by-one cooperative courier one-by-one sales commission collection.

When the project enters a stable operation period, when the large customers are more stable, we intend to promote the C2C model, organize the information transformation and expansion of the "Laojia Henan" specialty supermarket, accept sales orders from scattered consumers, establish our own logistics system and logistics park, and carry out logistics distribution on the platform itself. The "Laojia Henan" specialty supermarket will be a part of the terminal logistics distribution point to deliver goods for consumers in a timely and fast manner.

FINANCIAL ANALYSIS FEASIBILITY ANALYSIS

The investment of this project is mainly composed of four parts, the first part is the platform construction and operation costs, mainly including site investment, hardware equipment investment, software equipment investment, hardware and software daily maintenance costs; the second part is the information transformation costs of the supply and marketing agency outlets in each county, township and village and "Laojia Henan" specialty supermarket information transformation costs; the third part is the establishment of logistics transfer station warehouse rental and reconstruction costs, distribution vehicle configuration costs, logistics system operation and maintenance costs; the fourth part is the daily operation liquidity, mainly including daily operation costs, marketing promotion costs, etc. The third part is the cost of leasing and reconstruction of warehouses for the establishment of logistics transfer stations, the cost of allocating distribution vehicles, and the cost of operation and maintenance of the logistics system; the fourth part is the working capital for daily operation, mainly including daily operation costs, marketing and promotion costs, etc.

The project will require fixed capital of RMB12.24 million in 2022, which will be financed by equity funds; the project operation is expected to lose RMB249,000, which will also be covered by equity funds. At the beginning of 2023, the remaining equity capital is expected to be RMB2.511 million.

The project will require RMB 6,240,000 in fixed capital in 2023. In 2022, the project plans to complete the informationization transformation of 1,000 local and municipal supply and marketing agencies' outlets, and the National Supply and Marketing Association will give each outlet a subsidy of RMB 6,000,000, totaling RMB 6,000,000, plus the remaining equity capital, totaling RMB 8,511,000, to complete the project investment. 3,939,600,000 will be profit in 2023, totaling the remaining available capital of RMB 6,210,600 The total remaining available capital is 621.06 million RMB.

In 2024, the project needs to invest RMB 13.2 million in fixed capital. In 2023, the project plans to complete the informationization transformation of 200 local and municipal supply and marketing cooperatives, and the National Federation of Supply and Marketing will give each network a subsidy of 6,000 yuan, totaling 1.2 million yuan of subsidies, plus the remaining funds of 6,210,600 yuan at the end of 2023, the total available funds are 7,410,600 yuan.

CONCLUSION AND FUTURE WORK

Through the elaboration of various aspects of this paper, it is easy to find that the establishment of this project platform is feasible, which is not only beneficial to the development of the agricultural market in Henan Province and has certain social significance, but also beneficial to the buyers to get convenient, good price and guaranteed quality of agricultural products, and to the investors to obtain certain economic benefits, so it is reasonable to judge that the establishment of this e-commerce platform will be a win-win-win situation for society, sellers and investors. For the investors, it is reasonable to judge that this e-commerce platform will form a win-win-win situation for society, sellers and investors.

This platform project is still in the experimental discussion stage, if after 2-5 years of experimental testing, it can really develop according to the model set in the business plan, then this business model can be extended to other provinces and cities across the country, not only to protect the interests of the majority of consumers, but also to protect the interests of farmers as a large group, and can also drive the employment of employees, both economic and social benefits.

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