

MIGRATOY BIRDS RETURN

Tingxuan Han*, **Chairit Thongrawd**** & **Pakpong Chakthengtham*****

Graduate School, Southeast Asia University, Bangkok, Thailand

*E-mail: *s6341B20038@live.sau.ac.th, ** chairitt@sau.ac.th, ***pakpongc@sau.ac.th*

ABSTRACT

Migratory birds, that is, with the flower of youth bloom the wings of migratory birds, to the wings of migratory birds on the road, to the way home. In the new era, young people become migratory birds, integrate their life ideals into national development and national rejuvenation, and closely combine their own development with the cause of socialism with Chinese characteristics, only for their diligent hometown. The year 2021 is another peak period for the booming development of the Internet. This paper records that migratory birds will enter poverty alleviation with new models, new technologies and new platforms, hoping to contribute to China's poverty alleviation cause.

Keywords: Sales channel promotion Data Resource Sharing Brand Effect

THE PROJECT INTRODUCTION

In 2020, China's poverty alleviation work has officially entered the last kilometer, and the important task of revitalizing our hometown falls on the shoulders of young people. In response to the call of The Times, Migratory Bird Return Technology Co., LTD was established. Adhering to the operation concept of "not forgetting the original aspiration of public welfare and adhering to commercial hematopoiesis", the company provides one-stop services such as data resource sharing, brand effect construction, sales channel promotion and financing problem solving for poverty alleviation agricultural products. We will ensure that the "the "Internet Plus" model public welfare + poverty alleviation" model will focus on the full development of Internet traffic. With a comprehensive breakthrough in the current situation of one-shot trading in the poverty-alleviation agricultural products market, it has formed a value system that can be interconnected, developed and re-created.

1.1 Business Model.

Core competitiveness.

The core competitiveness of the company is to maximize the utilization rate of resources through interlocking one-stop services.

Core resources.

On the basis of having sufficient sources of funds in the initial stage of entrepreneurship, the company also has:

Profit model.

The difference from the usual platform profit model lies in the integrity of the system and public welfare.

1.2 The Company Introduction.

Migratory Bird Return Technology Co., LTD was created by 15 founders, under the guidance of two instructors, with both public welfare spirit and innovation and entrepreneurship ability. Sweet supply chain have helped expand the planting area of 300 mu, and launched the tourism route of "green ecological apple picking + pastoral diet". At the same time, they helped farmers bring goods and develop stall economy offline through online live broadcasting.

1.3 Platform and Service Introduction.

The platform is based on the WeChat technology platform, and has been put into use.

1.4 Market Analysis.

Thanks to the principle of medium-term and long-term cooperation, the company's customer group has the space for wireless to create value. Adopt the OMO model to create a platform business model, help our non-profit organizations to adapt to the development of poverty alleviation, and build an online —— and offline poverty alleviation system.

1.5 Financial Analysis.

The company is expected to raise 16 million yuan in the initial stage of the business for construction, with a proportional profit year by year. In the next three years, the profitability will gradually increase, and the comprehensive cost recovery will be basically completed in the third year.

1.6 Sources and Use of Funds Statement

Source of funds.

The company initially needs 3 million CNY, of which 1,500,000 CNY was raised by the company members, and 1,500,000 CNY was raised from venture capital. Among them, inherent assets 1,400,000 CNY and current assets 2,600,000 CNY.

The shareholding structure is shown in the following figure:

Shareholder	Han Tingxuan	Wang Shu	Peng Liuqin	Wu Yuhong
Ownership structure	45%	22%	18%	15%

Purses of the funds.

Project	Amount (ten thousand CNY)	Remarks
To posed team salary	140	Three months
Web celebrity promotion and packaging costs	80	

Project	Amount (ten thousand CNY)	Remarks
Office equipment and Office space	40	Leasing and decoration (including office equipment)
Floating capital	40	
Amount to	300	

Proforma Financial Statements.

Financial statements of the Company in 2022-2026 (unit: ten thousand CNY)

Project	2022	2023	2024	2025	2026
Offline operation	60	126	277	498	896
Product service	40	84	184	331	529
Advertising revenue	5	11	25	57	82
Profit sharing	8	18	42	91	145
Franchise fee	0	25	25	50	75
Amount to	113	264	553	1018	1727

According to the total cash flow statement, compared with the average rate of return of the same industry, and taking into account the risk of the opportunity cost of capital and other factors, we positioned the company's capital cost as 15%, considering within 5 years.

At this time, NPV is far greater than zero, in the calculation period is good, and the company's project is worth investment.

Ratios Analysis.

Financial index	2022	2023	2024	2025	2026
Debt paying ability:					
Current ratio	2.88	7.18	8.76	12.05	10.48
Asset-liability ratio	15.27%	16.72%	17.00%	13.40%	13.79%
Operation capacity:					
Gross profit rate	26.90%	51.145	57.87%	54.91%	64.22%
Net profit ratio	-11.83%	25.02%	34.54%	35.55%	44.07%
Development capacity:					
Sales revenue growth rate		133.63%	79.17%	72.94%	62.22%
Total asset growth rate		57.73%	85.58%	27.52%	50.41%

For the key financial indicators, we calculate and analyze from three aspects of solvency,

profitability and development ability. The calculation results are shown in the table above, indicating that the flow ratio is above 2 in terms of solvency, relatively low, good short-term and long-term solvency in terms of profitability; the growth rate of sales revenue and total asset growth rate gradually stabilized after a rapid growth period in previous years. In general, the company's various financial indicators are good, fully showing the company's strong solvency, profitability and development potential.

REFERENCES

- [1] Cheng Huang, Xiaolong Yang, & Junjie Ding. (2021). The influence of consumer heart flow experience on perceived profit and purchase intention under the mode of brand customized live broadcast.
- [2] Jiang Changyun. (2018). The implementation of the rural revitalization strategy requires efforts to avoid several tendencies. *Agricultural economic problems* (1), 6.
- [3] Li Qeng, Zhang Yuan, & He Yaoyu. (2017). Online distribution channel mode and selection of featured agricultural products under the background of "Internet +". *Northern Gardening*, 000 (020), 206-210.
- [4] Lin Quanlu, & Wang Cuilin. (2007). Research on the brand strategy of Characteristic agricultural Products in less developed Areas. *Northwest Normal University Daily: Social Science edition*, 44 (1), 3.
- [5] Ma Hailong, He Sanlin, & Li Zhaohua. (2006). Study on the layout planning and development measures of characteristic Agricultural products in Hubei Province. *Agricultural resources and regionalization in China*.
- [6] Rao Hua. (2008). Current Situation and Countermeasures of Jiangxi Characteristic Agricultural Products. *Agricultural economy* (12), 3.
- [7] Xu Jienan, & Li Jianjun. (2010). Analysis of regional brand image structure of characteristic agricultural products based on consumer perception. *Contemporary Finance* (7), 8.
- [8] Wang Na. HY company promotes poverty alleviation and rural revitalization and innovative development model research.
- [9] Yang Hongxiang, Party Qi, & Yang Deli. (2011). Research on the Development Mode and Countermeasures of E-commerce of Shaanxi Characteristic Agricultural Products. *Anhui Agricultural Science*.
- [10] Ye Xiaofen, & Zheng Yaqin. (2009). Anhui province characteristic agricultural products e-commerce swot analysis. *Heilongjiang Foreign Economic and Trade* (4), 3.
- [11] Yang Nan. (2021). Research on the influence mechanism of web celebrity live broadcast with goods on consumer brand attitude. *The Journal of the Central University of Finance and Economics*.
- [12] Yan Junmei. — is based on the perspective of industrial prosperity in Zhongshan District, Liupanshui City. *Qianxinan Party School Forum* (No. 1, No 61, 2018).
- [13] Ye Xingqing. (2018). Outline on China's Rural Revitalization Strategy in the New Era. *Reform* (1), 9.

- [14] Zhao Shumei, & Liang Bo. (2021). The characteristics, challenges and development trend of live streaming.
- [15] Zhang Hongyu. (2017). The implementation of the rural vitalization strategy needs to further deepen the rural reform. Rural operation and management.