

DALIAN CROSS-BORDER E-COMMERCE PLATFORM

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ABSTRACT

With the development and influence of domestic e-commerce, establish Dalian cross-border e-commerce platform, boost the B2B transaction mode of enterprise e-commerce platform in Dalian, and realize the connection between Dalian e-commerce and domestic and international markets; Through market research, sales forecast and the analysis of the advantages and disadvantages of each project, summarize the feasibility of the project and improve the plan, so as to improve the competitiveness of key industries in Dalian, attract industrial chain aggregation and drive the development of e-commerce economy in Dalian. Establish a cross-border e-commerce operation mode, make use of the logistics advantages of Dalian port to realize the connection between cross-border products and domestic consumers, realize the mutual trading of cross-border products, form a huge cross-border product trading platform, and give full play to its advantages in resource integration, trade expansion, tax improvement and talent training.

INTRODUCTION AND COMPANY DESCRIPTION

1.1 company history

Company name: Meitu cross border E-commerce
The company was established on July 1, 2018
Registered area: Dalian City, Liaoning Province, China
Registered capital: 3 million yuan
Company location: Dalian, Liaoning Province, China
Major shareholder: Yang Xin, 100% share ratio

1.2 task description

Project overview

Establish Meitu cross-border e-commerce platform, with the help of Alibaba's mature platform and brand advantages, so as to improve the competitiveness of key industries in Dalian and drive the development of e-commerce economy in Dalian. Establish a cross-border e-commerce operation mode and form a huge cross-border product trading platform with the logistics advantages of Dalian port. It will give full play to its strong advantages in resource integration and trade expansion.

INDUSTRY ANALYSIS

2.1 industry scale, growth rate and sales forecast

With the development of domestic e-commerce and the global e-commerce influence formed after Alibaba's listing, relying on Alibaba e-commerce platform, establish a third-party execution company, run Alibaba project, establish Dalian cross-border e-commerce platform, boost the B2B transaction mode of enterprise e-commerce platform in Dalian, and realize the connection between Dalian e-commerce and domestic and international markets, The sales volume will be hundreds of times that of offline mode.

2.2 industry characteristics

1. Fast Trading

The cycle of uploading products, placing orders, delivering goods and collecting money is short.

2. Low amount

It is mainly small-scale wholesale, and the amount is lower than that of traditional bulk goods.

3. High frequency

The repeat purchase rate is high. As long as the buyer has a good shopping experience, the buyer will repeat the purchase twice or even three times, four times or more.

2.3 industry trend (environmental trend, business trend)

1. High brand trend

2. Trend towards better user experience

3. The trend of better supply chain integration capability

2.4 SWOT-TFAS

SWOT analysis

Advantage analysis:

(1) The market foundation is good. In recent years, China's cross-border e-commerce has developed rapidly and has unique advantages in China.

(2) The e-commerce platform is mature. At present, the development of China's third-party trade platform is relatively mature. The construction of Alibaba's business platform provides a high-quality carrier for the development of cross-border e-commerce and effectively reduces the payment risk.

Disadvantage analysis

(1) Cross border trade services are not in place. First, there are certain risks in cross-border payment. In addition, there are no corresponding loopholes in China's tax laws.

(2) Low brand effect. At present, the development of cross-border e-commerce in China mainly relies on low price as the main competitive advantage. It has not formed its own brand, so it is difficult to give full play to the advantage of brand effect.

Opportunity analysis

(1) Support from national policies. China's support for cross-border e-commerce is expanding.

(2) The impact of social environment. Under the development environment of economic globalization, trade exchanges between countries are close, creating a good environment for the development of cross-border e-commerce.

Threat analysis

(1) Threats from overseas enterprises. The development of cross-border e-commerce is oriented to the international market, so both service enterprises and production enterprises are

threatened by overseas competition.

(2) Threats to trade reputation. Due to the virtual nature of cross-border e-trade, consumers are unable to determine the qualification and reputation of enterprises, and there is a certain trust crisis.

MARKET ANALYSIS AND MARKETING PLANNING

3.1 market segmentation and target market selection

The market is subdivided into mother and baby, electronic products, handicrafts and other categories. Our target market is mother and baby market.

3.2 buyer's behavior

Buying a house usually chooses to buy our goods because of quality and cost performance.

3.3 competitor analysis

Competitors include emerging cross-border e-commerce platforms such as Miya and Yang wharf. They have more advantages in financing channels. Our new platform needs some time to accumulate in order to be more competitive.

3.4 estimated annual sales and market share

Online sales are expected to grow by about 14% in 2022 and 10% in 2021. The current market expectation is still considerable.

The growth scale of global e-commerce also has an impact on the expected revenue of cross-border e-commerce. Compared with the previous trend, the growth trend in the post epidemic era is faster.

Marketing plan

1. Overall marketing strategy

Establish a platform to carry out B2B business of e-commerce platform of enterprises in Dalian

After the company starts operation, first of all, we will set up a platform in Dalian to gather local enterprises and businesses and guide them to settle in the industrial belt platform. The company expects to attract 400 enterprises to settle on the platform and carry out B2B enterprise to enterprise docking business on the platform.

2. Establish a cross-border e-commerce operation Department to carry out cross-border e-commerce.

With the online operation of B2B business, after having a certain high-quality import source and a large number of trading volume, the company will further build ground experience stores, carry out online B2C business, establish small flagship stores, and establish corresponding sophisticated e-commerce operation teams to ensure the distribution and retail of high-quality sources on domestic websites.

3 sales process and promotion combination

The transaction entities belonging to different customs territories reach transactions, conduct payment and settlement through the e-commerce platform, and deliver goods and complete transactions through cross-border logistics. The core content of establishing cross-border e-commerce is commodity introduction, online platform and offline experience store.

Cross border e-commerce has the advantages of reducing intermediate links, reducing

information costs and convenient payment, which is conducive to the significant improvement of transaction efficiency.

4 distribution and sales

Through the e-commerce platform, business activities belonging to different customs transaction subjects are realized to promote the sales level.

Cross border e-commerce has expanded new cross-border space and is an important driving force to expand e-commerce sales to the global market and achieve a higher level of openness in the era of globalization; With the increase of Chinese residents' income, cross-border e-commerce is an important starting point to better meet the needs of Chinese residents for a higher quality of life in the new consumption era and lead industrial upgrading with consumption upgrading demand.

MANAGEMENT TEAM AND COMPANY STRUCTURE

Design system, know people and make good use of them

The design of the system is how to spend money, establish the incentive and commission system of money, and the performance appraisal system. How to spend money is to turn some columns of work processes, and how to make money is to turn the sales operation and some auxiliary departments into standard processes to make money.

Knowing people and making good use of them means putting the right people in the right position. If some people's personality and characteristics are not suitable for the management, put them in key node positions.

Organizational structure:

Special personnel: technical support for data maintenance

Department head: scheme formulation and sales plan administration

Functional business development: e-commerce platform development

OPERATION PLAN

Business strategy and plan

Avoid legal risks with compliance operation, such as compliance investigation within the enterprise, compliance management of supply chain system and the establishment of risk isolation system.

On the other hand, we should implement the main responsibility, improve compliance awareness, focus on product R & D, supply chain operation and brand improvement, and make every effort to improve our compliance operation level.

FINANCIAL ANALYSIS AND FEASIBILITY ANALYSIS

1 source of funds

Bank loans. Bank loans are known as the "reservoir" of venture financing

Venture capital. Venture capital is an investment with high risk and high return

Fund use plan

Phase I financing is 6 million, including 2 million advertising expenses and 4 million

services for 200 settled enterprises.

profit model

(1) Rely on the cross-border e-commerce platform to obtain the price difference of cross-border commodity trade;

(2) In cross-border e-commerce business, the advertising expenses put on the e-commerce platform by businesses cooperating with us.

Feasibility summary

1. The transaction scale has increased rapidly, and the import ratio has increased year by year

Cross border e-commerce, fully known as "cross-border e-commerce", refers to the transaction entities belonging to different customs territories that reach transactions through the e-commerce platform

An international business activity that makes payment and settlement, delivers goods and completes transactions through cross-border logistics.

In recent years, the scale of cross-border e-commerce transactions in China has increased rapidly, and is expected to exceed 8.8 trillion. In terms of import and export structure, the proportion of imports has been growing, from 11.5% to 21.8% in five years. The research object of this report mainly focuses on cross-border import e-commerce platforms.

2. Changes in cross-border e-commerce policies

The overall direction of national policies is to support, increase the transaction restrictions for enjoying preferential tax policies, and reduce the customs clearance of relevant imported commodities

Tax rate. A series of policies on formal cross-border e-commerce platforms, such as the release of dividends, the increase of tax preference limits and the increase of the scope of commodity lists, have brought new development opportunities to the development of the industry.

CONCLUSION

In recent years, capital has shown confidence in imported cross-border e-commerce. The capital market is showing a positive trend.

To sum up, the cross-border e-commerce plan has high feasibility in terms of policy and market.

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