

BC AGRICULTURAL E-COMMERCE

Xin Zhang¹ Poramet Eamural²

^{1,2}Graduate School, Southeast Asia University, Bangkok, Thailand

E-mail: PorametE@sau.ac.th

ABSTRACT

BC E-commerce was established in 2013, mainly engaged in the production and sales of fruit and local specialty agricultural materials in the fruit industry. Storage, processing and transportation of fruit products; Fruit industry technology research and development and promotion services; Intelligent agricultural development; Online sales of agricultural products and other businesses have developed rapidly in recent years, but with the continuous advancement of industrialization, the existing sales model and management system of enterprises still have room to improve, and the lack of these will lead to a decline in the competitiveness of enterprises, difficult to establish a foothold in the market.

In this paper, BC Agricultural E-commerce, combined with the basic situation of the company, made a business plan. First, the development of the company was described, including the introduction of the company's main products; Secondly, the marketing environment and market positioning of Wuqi Xianjing Agricultural E-commerce. are analyzed by PEST analysis, Porter's Five Forces model and SWOT. Finally, the 4Ps marketing theory is used for research. Finally, combined with the company's development strategy and marketing strategy, the financial budget and analysis are carried out, the future capital needs are simply predicted, the company's financing plan is sorted out and summarized, and the relevant content of financial risk management and agricultural risk management is introduced.

Keywords: Agricultural E-commerce, Intelligent agricultural, Risk management

SECTION 1 Company Description

The company's development history and development status; And the company's development goals in the next few years, Related products and services provided by the company; And the name of the company, but also the company's achievements in recent years.

BC E-commerce was established on August 16, 2013. The company is in business condition. Since its establishment, the company has always been committed to bringing the poor to wealth to help poor agricultural households solve a series of problems such as difficult to pick, sell, transport and so on. We are committed to broadening the purchasing channels of high-quality goods. We are committed to creating a brand with customer satisfaction and reassurance, and provide a sales platform for agricultural users! From 2017 to 2021, the company has won a series of related awards.

SECTION 2 Industry Analysis

This part mainly analyzes the industry. Firstly, the industry environment of fresh agricultural products was analyzed. By the end of 2013, there were more than 4400 wholesale markets of agricultural products in China, among which there were more than 1700 comprehensive markets. The annual turnover of the wholesale market is about 3.7 billion yuan, and the annual turnover is about 780 million tons. The total number of booths in the market is about 2.46 million, of which about 1.71 million are fixed booths and about 750,000 are non-fixed booths. The total trading area is about 150 million square meters, including 96 million square meters of trading rooms and 56 million square meters of open-air trading area. There are about 2.14 million dealers in total, involving about 6.46 million employees. It mainly includes the current trading situation of the industry, the development status and trend of the industry and the long-term development prospects of the industry.

Then the industry environment is analyzed. First, a model for analysis is formed by summarizing the external environment of the research object. Macro policy environment is the basis of the commercial project success or failure factors, the business plan is mainly to PEST analysis model, the company's political environment, economy, population factor, social cultural environment and technology level of development in comprehensive analysis, in order to better guide project start-up and operational activities, the model evaluation, pay more attention to the enterprise external environment factors. The macro policy environment mainly includes four aspects: politics, economy, society and technology. First, political and legal factors, in this may involve and applied to a variety of

policy, and explore the economic type, system and legal norms: economy, mainly analyzes the content related to economic conditions, such as the level of productivity development, social economic conditions and economic development cycle of macro-economic environment influence factors such as: moreover is the analysis of the technical environment, It mainly analyzes the technology development and innovation of the industry, and discussion on specific level and ability to the promotion of technology: the last point is the analysis of the social environment, it involves all aspects of society, mainly is the population of macro environment influence and affect the values of different countries and cultural tradition of research.

Secondly, based on the five forces analysis model of Porter management, the development environment and competition pattern of the enterprise industry are analyzed. From the perspective of the enterprise itself, the relationship between potential entrants, potential competitors, substitute suppliers and buyers is analyzed, which is related to the interests of the enterprise.

Thirdly, SWOT analysis is used to analyze the internal and external competitive environment, development advantages and existing problems from the perspectives of internal strengths and weaknesses, external opportunities and threats.

The internal advantages of the enterprise include good location advantages and local characteristics of tourism resources.

The internal disadvantages of enterprises include large investment capital input, which is a serious challenge in the process of agricultural development; The technology content of products is low, and the introduction of advanced technologies such as varieties is relatively backward, which weakens the development potential of the company to a certain extent. The brand advantage is small, the enterprise should increase the promotion and introduction of the company's products, improve the enterprise awareness, enhance the enterprise brand advantage; Lack of professional personnel, personnel is the guarantee of rapid development of the company, technology is the key to continuous progress of the company.

The analysis of enterprises' external opportunities mainly includes that the national policy support is strong, and the national and local governments have formulated a number of relevant policies for the development of agricultural industrialization. The demand for agricultural products increases continuously, along with the improvement of living conditions of urban and rural residents, great changes have taken place in the consumption structure, creating new opportunities for the enterprise to enter the market and expanding the market demand, which is beneficial to push enterprises into the new stage of development; Internet + agriculture. In today's society, information is highly developed and people use the Internet more frequently.

The analysis of external threats mainly includes the lack of strong risk resistance ability, the production of the enterprise has to face a variety of risks, and this risk has a large influence; The market for agricultural products is highly competitive.

SECTION 3 Market Analysis and Marketing Plan

This part mainly conducts market analysis.

Firstly, the concept, characteristics and functions of market segmentation are introduced.

Next, the enterprise's customers are classified.

Then, the future target market of the enterprise to determine, Wu Qi Xianjing agricultural e-commerce can be the target market position for the catering industry, enterprises and institutions canteen, supermarket (including convenience stores, fruit stores) and so on.

About the marketing plan. This paper adopts the 4P marketing theory, which is to carry out a series of activities based on products, prices, channels and promotion after the company's target consumer groups, consumer goods and service items are determined.

The product strategy, mainly including agricultural products strategy, picking experience strategy;

The pricing strategy will be determined by market price, product cost and competition.

The placing Strategy, respectively from the sales channel and network channel analysis

The promotion strategy is a kind of activity used by marketers to convey various information about the enterprise and its products to consumers, persuade or attract consumers to buy its products, so as to achieve the purpose of expanding sales. This paper mainly introduces four kinds of promotion strategies, including personnel promotion, advertising promotion, using the Internet platform promotion, and using large-scale activities promotion.

SECTION 4 Management Team and Company Structure

This part describes the management team of BC Agricultural E-commerce.

Still according to the organizational structure of the team, including the chairman and the responsibilities of the four departments and each department; They are management, marketing, operations and finance. All departments shall report the performance of their duties to the management department regularly or irregularly and be directly responsible to the management department.

Finally, the core team member is introduced, including his experience and achievements.

SECTION 5 Operations Plan, Production Design and Development Plan

This part describes the operation plan of BC Agricultural E-commerce.

Firstly, it introduces related concepts, including e-commerce and cold chain logistics.

Secondly, it analyzes the operation optimization strategy of Wuqi Xianjing Agricultural. Specifically including logistics operation mode optimization and diversified operation.

In this part at the same time introduces the foreign fresh electricity business operation mode for reference.

The production design and development plan of BC Agricultural E-commerce.

First, it introduces the company's development goals from 2023 to 2025.

Secondly, it analyzes the risks and challenges that the company may encounter. For example, the lack of agricultural products e-commerce talents, logistics distribution system is not perfect, the transaction subject credit degree is not high. In recent years, climate change has caused continuous high temperatures or large-scale precipitation, which have adversely affected the production of agricultural products.

Finally, the cost of the company's development is estimated.

SECTION 6 Financial Projections

This part describes the financial situation of BC Agricultural E-commerce.

Firstly, it introduces the operating revenue of the company in 2020 and 2021. Analyzed the company's assets, liabilities and owner's equity changes;

Second, it introduces the future capital needs of the company, including planting site management costs, production and research and development costs, brand publicity costs;

Thirdly, the source of funds is analyzed. In the initial stage, the funds are mainly funded by individuals and crowdfunding by enterprises. Bank deposit may be adopted in the medium term; Social financing can be adopted in the later stage.

Fourth, the financial analysis, calculation of the company's relevant financial ratios.

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