

Development Strategy of E-commerce of China's Rural Forestry Products Under the Strategy of Rural Revitalization

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Abstract:

This paper studies the e-commerce development strategy of China's rural forestry products under the Rural Revitalization Strategy. Combined with the characteristics and problems of forest product trade, this paper analyzes the impact of e-commerce on forest product trade. By analyzing and summarizing the practice of e-commerce of forest products in recent years, this paper further explores the e-commerce model of forest products. Based on the existing e-commerce model of forest products, this paper puts forward the countermeasures to promote the development of e-commerce of forest products. This paper puts forward solutions and suggestions for the problems faced by e-commerce of forest products in Anshan area. The research results of this paper provide a certain reference for government departments to develop e-commerce of forest products under the strategy of Rural Revitalization.

Keywords: Forestry, Forestry Products, Rural Revitalization, E-commerce

I. INTRODUCTION

In recent years, with the continuous development and improvement of Internet technology, e-commerce applications have developed rapidly and are in full swing in all walks of life [1-2]. Compared with other fields, the application and development of e-commerce in forest products are lagging behind.

Anshan is located in central and southern Liaoning [3]. After the reform and opening up, Anshan forestry has made great progress. With the development and deepening of a series of forestry projects. Anshan City has initially established several major industrial systems, such as forest cultivation, economic forest, seedlings and flowers, traditional Chinese medicine under the forest, forest food collection, forest product processing, forest tourism and so on. However, so far, the trade of forest resources and forest products in Anshan has not stepped out of the traditional model [4-5]. Anshan government and society hope to carry out forest product

management activities through more effective ways, develop modern forestry, give play to superposition effect and multiplication effect, and realize leapfrog development. At present, from the macro environment of forest products trade, e-commerce, as a new circulation format of forest products, has attracted more and more attention of the whole society, and has had a great impact on China's forest products trade [6].

II. ANALYSIS ON THE CURRENT SITUATION OF E-COMMERCE DEVELOPMENT OF FOREST PRODUCTS IN ANSHAN

1. Current situation of e-commerce of forest products in Anshan area

The five industrial bases of dried fruits, seedlings and flowers, Chinese herbal medicine, forest food and wildlife breeding have begun to take shape, and the economic forest area of dried fruits such as chestnut, hazelnut and hickory is 650000 mu. And expand year by year. The municipal government issued the opinions on accelerating the development of forestry industry to comprehensively promote the rapid development of forestry industries such as dry fruit economic forest, seedlings and flowers, Chinese herbal medicine under the forest, forest food collection and cultivation, wild animal domestication, forest product processing, forest tourism and so on.

In recent years, Anshan has built a "five in one" wood industry cluster of wood processing, woodworking machinery and mold manufacturing, wood market, forest machinery R & D center and talent training base. In order to promote the great and rapid economic development in Anshan, the "09 China (Anshan · Tai'an) forest products industry revitalization forum" was successfully held, and the combination of investment attraction and independent construction was implemented [7-8]. The wood processing industry has begun to take shape, and a large wood circulation market is under construction. The framework of "five in one" modern wood industry cluster has basically taken shape.

Forest product ecotourism with forest parks and nature reserves as the main body is gradually developing into a sunrise industry of tourism. The city has built 7 forest parks and 7 nature reserves, covering an area of 700000 mu. It has basically formed an ecotourism group with Qianshan Scenic Spot as the main body and Yaoshan, Qingliang mountain, Longtan Bay, Baiyun cave, damake, Sancha River and Xiping as the characteristic scenic spots [9].

2. Current situation of e-commerce of forest products in Anshan area

From the construction of e-commerce system, more than 90% of forest product enterprises are equipped with corresponding computers and have been connected to the Internet. However, except that the larger forestry enterprises have established their own websites or internal LAN, most small and medium-sized forest product enterprises have not carried out information construction, or the internal information level is very low, which seriously affects the office and

management efficiency of enterprises. In the long run, it has entered a vicious circle. The survey shows that in the current situation of the application of e-commerce system in forest product enterprises, personal office application accounts for 25%, financial field application accounts for 25%, cross functional department application accounts for 20%, product design application accounts for 11%, and other department application for 2%, and business application accounts for 5%. Among them, the application proportion of personal office, financial application and single functional department cross functional department is large, the application proportion of cross functional department is only one fifth, and the proportion of pure business application is also very small [10]. At present, Anshan area has the most consideration, and the forest product network economy pays the most attention to the two levels of enterprises and consumers and the three modes corresponding to their relationship. They are: forest product supplier to consumer e-commerce (B to C), e-commerce between suppliers and enterprises (B to B), and single forestry household and consumer (C to C).

3. Problems in e-commerce development of forest products in Anshan

Lack of habits of transaction subjects: the transaction subjects of e-commerce of forest products include forest farmers, forestry intermediaries, forest product operators and forestry enterprises. Their cognition of e-commerce is directly related to the progress of e-commerce of forest products.

Lack of relevant resources: lack of talent, capital and operation resources has become an important obstacle to the development of e-commerce of forest products. With the explosive advent of the e-commerce era, e-commerce talents are becoming more and more popular. On the premise of the shortage of e-commerce talents, it is more difficult for forestry, a traditional industry, to obtain corresponding foreign talents. Because e-commerce of forest products has just entered the initial stage, there is a greater shortage of modern forestry talents who master modern forestry knowledge, business knowledge and network technology.

There is no unified standard for forest products, which is also one of the important factors restricting the development of e-commerce for forest products. One of the most important characteristics of e-commerce products is the high degree of standards, but for many forest products, there is no unified identification standard, resulting in that in the transaction process, both parties to the transaction do not know what kind of products and at what price. The non standardization of forest products often leads to inferior products and higher prices than high-quality products.

From the current situation of e-commerce development of forestry industry in Anshan, the network structure is complex, and different products, enterprises and networks cannot be interconnected. Various resources are difficult to fully share, network application lags behind the rapid development of network technology, and traditional forest product enterprises are difficult to adapt to the rapid development of information technology. Therefore, formulate the e-commerce development framework in line with local conditions, and plan the overall strategy

and implementation measures of e-commerce for forest products; Establish technical standards and norms for forest product information exchange in line with international norms, and independently research and develop relevant technologies and products; Establish and improve relevant laws and regulations to provide a good industrial environment for the leapfrog development of e-commerce of forest products in Anshan area.

III. FEASIBILITY ANALYSIS OF E-COMMERCE DEVELOPMENT OF FOREST PRODUCTS IN ANSHAN

1. Government support

Anshan Municipal government has listed the construction of e-commerce for forest products as an important work in its work agenda. The director of the forestry bureau shall regularly dispatch the implementation of e-commerce construction at the monthly working meeting, and arrange and deploy the problems existing in e-commerce construction. All counties (cities) and districts are required to start immediately, increase the investment in the construction of e-commerce of forest products, speed up the construction of infrastructure, and strengthen the skill training of forestry cadres and workers. Gradually realize the electronic office, information management and scientific decision-making, and cover the forestry e-commerce system of provinces, cities, counties and townships in the city.

In the opinions of Anshan Municipal Party committee and Anshan Municipal People's Government on Accelerating Forestry Ecological Construction issued by the municipal Party committee, forestry informatization and electronic forest products are written as an important content. The document stipulates that in the next few years, a three-level forestry information system covering the city, county (city), district and township (town) should be gradually established. Realize all-weather forest protection and utilization video monitoring in key forest areas and core areas, and realize the digitization of forest resource management, monitoring, forestry engineering construction, production management and other business management. The construction and maintenance funds of digital forestry in cities, counties (cities) and districts shall be included in the budget of the financial year at the same level.

2. Standardization and brand effect of forest products

The formation of Anshan forest product brand began with industrialization. As a national agricultural standardization demonstration area, Anshan has completely implemented the industrialization technology in various links such as seed cultivation, large-scale planting, unified format management and centralized sales, and continuously accumulated potential energy for brand casting. Anshan has always been at the forefront of concept innovation and is committed to building brand forest products. First, build Anshan forestry industry into a national brand as a whole as the "parent brand". Second, rely on the parent brand to promote the birth of child brands, make the brand develop towards serialization and deep processing, and

further improve the added value of forest products. Figure 1 shows the generation of supply chain performance value based on Internet.

In 2009, the 2009 China (Anshan · Tai'an) forest products industry revitalization forum, sponsored by China Forestry Industry Association, CO sponsored by Liaoning forestry department and hosted by Anshan Municipal People's government and China Forestry Industry Association, was grandly held in Anshan International Conference Center. Anshan has completed a great leap from a regional origin of forest products to a national market of forest products. With the accumulation and precipitation of these market information, Anshan, a regional name, is organically combined with the forest products industry to become a complete regional brand. The sub brand is the enterprise brand management of forest products in Anshan. The unique innovation and the application of new technology make Anshan forest product enterprises constantly seek product differentiation, which makes Anshan brand management full of innovation and vitality.

3.Recognition analysis

Whether e-commerce of forest products can develop in Anshan area largely depends on the recognition of e-commerce, information utilization ability and network application ability of forest farmers and forest product enterprises. Supply chain management performance measurement is shown in Figure 2.

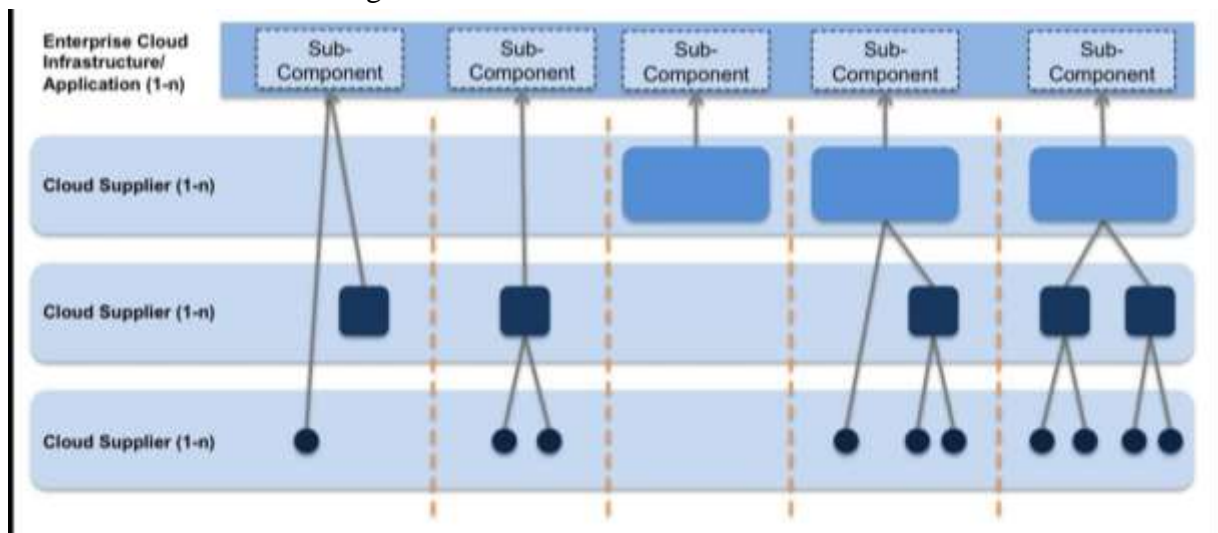


Fig 1: The generation of supply chain performance value based on Internet



Fig 2: Supply chain management performance measurement

It can be seen that forest products enterprises and farmers in Anshan have higher and higher recognition of forest products, and more and more enterprises realize the huge economic benefits that e-commerce can bring to them. At the same time, more participation also shows that people have more and more requirements for the standardization and mode of e-commerce transactions. It also puts forward higher requirements for the degree of specialization. The future development needs to fundamentally improve the comprehensive quality of forest farmers and enterprises, and speed up the training of new forestry talents with culture, technology and management.

IV. SUGGESTIONS ON E-COMMERCE CONSTRUCTION OF FOREST PRODUCTS IN ANSHAN

For most forest products enterprises in Anshan, they should actively use the existing e-commerce system, select the professional third-party market trading platform of the industry, register as a member, pay a certain fee, and can find customers, negotiate and trade online. Moreover, the third-party market model will generally customize the secondary domain name for members. For websites with the style of the industry, relevant forest products will be included in the database of the third-party market model, so it can be guaranteed to be retrieved first. Information transmission mode of e-commerce is shown in Figure 3.

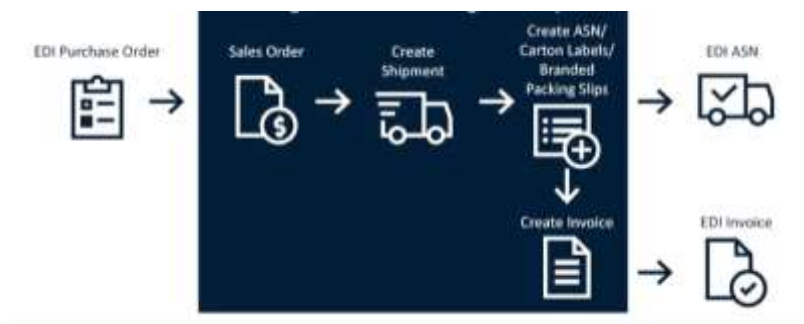


Fig 3: Information transmission mode of e-commerce

The degree of enterprise informatization has a great impact on the development of e-commerce. The government should do a good job in organizing and formulating development plans for enterprise informatization. For some forest products enterprises that have not yet carried out information construction, we should first carry out the preliminary construction of internal information, and carry out electronic inventory management and bookkeeping at the beginning. It is best to integrate this information with the central database, do solid work and find your own profit model. Combine the traditional forest product enterprise model with the current network new economy, improve the application level of e-commerce, and make preliminary preparations for the realization of external e-commerce in the future.

To establish a supporting system for the development of e-commerce is to establish a computer credit network platform based on the national CA Certification Center to make it safe, reliable and advanced; Vigorously promote online enterprise credit inquiry and strengthen the reputation of Internet enterprises; Focus on the development of modern logistics industry, give preferential policies to enterprises, encourage enterprises to raise funds through multiple channels, help qualified enterprises introduce domestic and foreign advanced logistics technology and equipment in combination with the actual situation of the enterprise, and improve the construction speed of enterprise logistics network system; Actively develop third-party logistics to provide help for domestic enterprises or enterprises with the ability to integrate with the world; Vigorously develop various forms of electronic payment and settlement tools, support banks, enterprises and consumers to use electronic accounts, e-wallets, bank cards and other payment and settlement tools, and vigorously promote online banking.

The value of e-commerce cannot exist independently of traditional trade. E-commerce separated from traditional trade does not have its own significance. Therefore, network and tradition complement each other. E-commerce is the continuation of traditional trade relations and activities, and the integration between modern electronic technology and traditional commerce. Therefore, the application of e-commerce must be carried out according to local conditions in combination with the characteristics of traditional trade and various other factors.

V. CONCLUSION

Anshan is a big forestry city. The production of forest products accounts for an important proportion in the total economic value. The e-commerce of forest products is a large-scale production in response to the needs of the time. Although the e-commerce construction of forest products also has great challenges that can not be ignored. For example, the types and production capacity of standardized forest products are limited, the legal protection of e-commerce transactions is still flawed, and the network integrity and security situation are not optimistic. However, with the continuous optimization of forestry production structure and the maturity of e-commerce environment, the time for the comprehensive promotion of e-commerce of forest products in Anshan is becoming more and more mature. It is believed that the day to solve these problems will be the prosperous time of e-commerce of Anshan forest products.

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