

Research on the Development Ways of Chain Commerce under the Situation of Electronic Commerce

Xiaoguang Pan

Haojing College of Shaanxi University of Science & Technology, Xianyang 712046, China

13709100193@163.com

Keywords: E-commerce, Chain, Method

Abstract: The rapid development of e-commerce has impacted the traditional business model of chain business. The traditional chain business has already matured, such as KFC, McDonald's and other fast food chains in the 20th century has opened the chain all over the world. But in today's Internet era, the rise of e-commerce has forced traditional chain stores to start transforming, such as Wal-Mart, Suning Electrical Appliances, have achieved good results. However, the marketing form of e-commerce also has some drawbacks. We can not completely deny the achievements and points of the traditional business model. How to combine the two effectively and make up for the shortcomings is the main point of this paper.

1. Introduction

The traditional business model can not be totally denied in this Internet era, just as the business of many brands of physical stores is still flourishing. What we need to do is to understand the advantages and disadvantages of the traditional business model and e-commerce model, and find out how to successfully transform the chain business from the traditional model under the situation of e-commerce, at the same time, the whole online sales channel and chain business model.

2. Definition of e-commerce

The concept of e-commerce is that in a wide range of business and trade activities all over the world, under the open network environment of the Internet and based on the browser/server application mode, buyers and sellers engage in all kinds of business activities, realizing consumers' online shopping, business transactions and online e-payment, as well as various business activities, trading activities, financial activities and related activities. A new business operation mode of integrated service activities.

3. The difference and connection between chain mode and e-commerce mode

The essence of the conflict between chain operation mode and e-commerce mode is the conflict between entity platform and network platform. From the management point of view, chain operation mode and e-commerce mode are totally different operation modes, and their management systems are totally different. Chain operation mode is a hierarchical management mode with certain time and regional constraints. E-commerce is a flat management mode that breaks through time and space. How to integrate the management of the two is a difficult problem. From the market point of view, the chain business model and e-commerce model face overlapping and differentiating customers, so they will inevitably compete. If the chain enterprises mainly focus on alliance, the franchise chamber of commerce is afraid of the impact of e-commerce platform, which may hinder the development of franchise. From the point of view of core competence, the core competence of chain operation mode originates from huge terminal sales network and efficient chain operation management system, whose operation is standardized control and standardized replication; the core competence of e-commerce mode originates from efficient logistics distribution system and low-price network sales, whose operation is to provide low-cost and high-quality products.

Therefore, e-commerce will disrupt the chain. The price control of lock operation may lead to price chaos and collusion, and strike dealers at the same time.

4. The Impact of Chain Store Internal Management under the Conditions of E-Commerce

4.1 Online management has become the management mode of chain stores.

The original internal information management system MIS and EDI system of chain business will be integrated into the global public network platform. As a result, the internal MIS of chain stores has become the internal network of chain stores, and the EDI system and other special line connection systems between chain stores have developed into the external network of chain stores or other external information systems of chain stores that meet the Internet standards. In this way, all the management of chain stores has become the way of the Internet, from any part of the public network can be smoothly accessed, in any corner of the public network can also see the chain store information within the scope of permission.

4.2 The cooperation between chain businesses and their suppliers is more integrated.

Because the e-commerce system of chain business is built on the open public network platform, both chain stores and suppliers have greatly reduced the cost of enterprise information processing and greatly reduced the inventory. At the same time, E-commerce makes the relationship between the two more closely, from the relationship of coexistence, co-prosperity and mutual utilization to a win-win relationship of mutual benefit.

4.3 The relationship between chain stores and consumers is friendlier and faster.

Chain stores can have another form of dialogue with consumers through the open public network. Consumers can understand the commodity status of chain stores by visiting the home page of chain stores, exchange information or trade with chain stores. Chain stores can better satisfy or guide consumers' needs by using the rapid response of retail stores and customizing different styles of browsing content for different consumers.

5. Ways to Combine E-commerce with Chain Enterprises

All activities of e-commerce are based on the Internet, which is the biggest difference between e-commerce and traditional commerce. The rapid development of network and computer also drives the pace of development of e-commerce. It is conceivable that the pressure brought by the crazy development of e-commerce on traditional enterprises. If we want not to be eliminated by the times, the best way is to adapt to the society. If enterprises can be well integrated into e-commerce, they will certainly have a good future for development. Then how should the traditional business model be integrated into it, and how to effectively conduct e-commerce?

5.1 Find the right market position

In order to develop e-commerce, traditional enterprises should first have a good market positioning for themselves. For example, what kind of e-commerce to develop can be online direct selling, online retailing, online distribution, or group buying. This largely depends on the strength of the enterprise itself, including the hardware and software facilities (warehouse size, production, inventory rate, etc.) and the marketing strategy to be adopted by the enterprise.

Network direct marketing, enterprises directly contact consumers through the Internet. Network direct selling weakens the circulation link needed by traditional enterprise marketing, does not need to pay any fees to the middleman, greatly reduces the cost, can directly produce according to customer's orders on demand, and can achieve zero inventory very well. Compared with the traditional direct selling mode, online direct selling reduces the personnel costs of direct door-to-door or squat square activities. The reduced expenditure is immeasurable. Online retailing belongs to the electronic category of B2C. The group that needs to be targeted through the Internet is the bottom consumers, namely those unproductive customers. In fact, many traditional enterprises

have launched online retail, such as Amazon, the online retail giant, and Wal-Mart, a large-scale comprehensive supermarket. Now another phenomenon is called "Taobao phenomenon". A vast number of netizens participate in online shopping. From 30.3 billion yuan in 2006 to more than 400 billion yuan in 2010, China's online shopping market has increased more than 10 times in just five years, and the online shopping market is still expanding. Network Distribution is a big category, which generally includes three major categories, namely, network cachet agent and network wholesale. It is only the difference between different groups. Distribution on the Internet is generally characterized by the display of their products or services to the home on the Internet. Next place an order through the Internet to purchase at wholesale prices. Then wholesalers sell to consumers through the Internet or other means. Because it is through the network, network distribution can broaden the market not only in China. Sales in overseas markets are also immeasurable. In this post-economic crisis era, network distribution greatly reduces the cost of propaganda and sales. Many industries develop their own market through network distribution. For example, household appliances, clothing, IT industry, etc. Compared with the traditional distribution, the advantage of network distribution lies in the wider channels of network distribution. Network distribution can better control costs. Finally, the efficiency of network distribution is much higher than that of traditional distribution. Online group buying is an e-commerce mode that has been rising in recent years. He is organized into a group spontaneously by a group buying website or a group of consumers. Buy a commodity at a relatively low price. Before the formation of online group buying, consumers often need to organize themselves to enterprises for group buying. And the popularity of the network makes it easier to organize group buying. Consumers with the same needs can buy the same product across regions through the network. In order to obtain the price advantage on the premise of quality assurance.

5.2 Construction of E-commerce Platform

Generally, enterprises are still at a loss about e-commerce. They don't know what e-commerce is and how to do it.

Self-created e-commerce website is suitable for chain enterprises with large scale, strong capital, perfect logistics network and obvious advantages in the industry. They have rich experience in production and sales, formed a market base, and established a perfect sales and service network through chain operation. Wal-Mart is a typical representative of such enterprises.

The technical maintenance of electronic commerce includes the maintenance of hardware facilities, such as computer hardware, router, server and other hardware facilities. It also includes the maintenance of software facilities, which mainly refers to the maintenance of website information, security, database security information and other important documents. E-commerce and logistics are closely linked. It can be said that the lag of logistics has greatly affected the development of e-commerce. In the supply channels of traditional enterprises, products to consumers have to go through multiple distributors, with a long process, and the development of e-commerce and logistics systems. It shortens the supply chain length between the enterprise and the end customer. It reduces circulation cost and circulation time. The interests between enterprises and end customers are closely linked by logistics. Business promotion, e-commerce business promotion not only needs a good and effective e-commerce website, but also depends on the publicity and promotion of this website. The promotion of websites should not be limited to the promotion of webpages and websites. The purpose of the promotion of websites is not to require consumers to remember websites, but to understand corporate culture, products and capture consumers. There are many ways to promote websites, such as: online advertising (narrow advertisement, etc.), e-mail promotion, friendship links, blog forum marketing, bidding ranking, search engine optimization. Here we will focus on search engine optimization and bidding ranking. The so-called search engine optimization is to find ways to make corporate websites rank as high as possible in search engines (Baidu, Google, Yahoo, etc.). This requires some technical means. Can make search engine tools more able to crawl website content. The so-called bidding ranking is that companies buy this service from search engine tools such as Baidu, Google or Yahoo. Then you can

register some Keywords, then the promotion information of the website will rank in the forefront of the search information of the network name. Then the search engine will charge a certain fee according to the amount of visits.

5.3 Service outsourcing participation in E-commerce

For those traditional enterprises, because of the lack of professional and targeted e-commerce model, it is necessary to develop e-commerce service packages. The so-called service outsourcing refers to the function that enterprises entrust electronic service providers to provide information technology or products and technologies for enterprises. Provide website construction, website promotion, technical maintenance, and other related services for enterprises.

In fact, traditional enterprises are more and more eager to establish e-commerce, there will be a market if there is demand. More and more e-commerce providers provide e-commerce outsourcing services for traditional enterprises. For example, to establish online stores for traditional enterprises on third-party platforms, to help enterprises set up independent shopping malls, to conduct data analysis of online customers, to implement management of online stores, to provide personnel to implement online sales and other content. There's not much going on here.

6. Conclusion

The combination of e-commerce mode with traditional chain industry mainly starts with website construction. Traditional businessmen should realize the importance of transformation as soon as possible and find the fastest and most effective way of transformation. It is necessary for them to cooperate with e-commerce platforms or create their own Internet platforms.

References

- [1] Discuss the way of combining chain operation with electronic commerce [J] Wang RuiTianjin Vocational College of Communications, 2010.
- [2] Bee farmers. Ten common methods of network marketing. Network marketing forum. January 2005: 2-3.
- [3] Analysis of the E-commerce business model of chain operation [J]. XiongMeiping. Jiangxi University of Finance and Economics 2006 (3)
- [4] A Brief Talk on the Links between E-commerce and Chain Business [J] Li Zhenqi, Xinhong 2003