

# **The construction of a training model for chain management professionals under the new retail business model**

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**Abstract:** The continuous development of my country's society and economy has effectively improved people's daily life. With the diversified changes in people's behavioral requirements for entertainment, shopping, and leisure, coupled with the promotion and use of the Internet, more novel business models have been created. It has begun to appear, and a new business model is "new retail". This business model is developing at a rapid pace. This article will first understand the content of the specific concept of "new retail", then analyze the current situation of the supply and demand of chain management professionals under the new retail business model, and then look for problems in the current chain operation management talent training under the new retail business model. Finally, think about how to build a chain operation management talent training model under the new retail business model.

## **1. Introduction**

The emergence of the "new retail" business model is a good link between online and offline sales. At present, in our country, both companies that started with e-commerce and traditional retail companies in the past are trying their best to try this kind of emerging the "new retail" business model can integrate online, offline, and logistics transportation. Therefore, we need to have a more in-depth understanding of this business model, and at the same time pay attention to the construction of the chain management talent training model under the new retail business model, so as to provide more talents for the development of the "new retail" business model, and promote it. Full development in the future.

## **2. The specific concept of "new retail"**

Since the emergence of the "new retail" concept, scholars at home and abroad have launched discussions on it. Although their interpretations of the concept are different at the beginning, there is one thing in common, that is, the "new retail" business model. There is a close connection with the Internet, which balances the relationship between online, offline, and logistics and transportation, making these three areas develop at the same time. As we all know, the rise of Alibaba Group in recent years is to make good use of the "new retail" business model. The founder Jack Ma pointed out that in the near future, the traditional e-commerce model will be replaced by the new retail model. Business models will gradually exist in the form of a combination of online, offline, and logistics; in addition, the managers of Yiyou think tanks also believe that the emergence of the "new retail" business model is an inevitable product of the further development of the Internet. To achieve mutual benefit and win-win development <sup>[1]</sup>.

## **3. Analyze the current situation of the supply and demand of chain management professionals under the new retail business model**

### **3.1 There is a large demand for talents in chain operation management**

The rapid development of chain operation management enterprises has gradually expanded the number of enterprises and the scale of development, so that the demand for talents for chain

operation management professionals has gradually increased. Relevant personnel conducted a survey on the employment situation of college students in 2013 after graduation and found that the proportion of students employed in the accommodation and catering industry who received promotion opportunities within three years of working was significantly higher than that of students in other occupations, and they carried out chain operations. Most of the enterprises in the management model are in the accommodation and catering industry, which shows that the current demand for chain management professionals is huge.

### **3.2 The supply of chain operation management professionals is limited**

Although the demand for talents in chain operation management is huge, the supply of talents is limited. The specific reason is that the number of colleges and universities training relevant talents is small. The survey shows that chain operation management is opened in Zhejiang Province. There are only 8 professional colleges and universities, and the number of fresh graduates is only more than 1,000. At present, a large number of catering, accommodation, and retail companies in the field of chain management are seriously lacking a certain number of professionals. Due to the lack of professionals, some people who have not received professional studies will be forced to participate, but due to their own professionalism defects, making relevant enterprises unable to develop well.

### **3.3 Current problems in the training of chain management talents under the current new retail business model**

The emergence of the "new retail" business model is well in line with the development trend of the new era. Due to the diversified development of consumer demand in modern society, major companies have begun to focus on the organic integration of online and offline. , JD Group as the main body of electronic sales and Wal-Mart, Renrenle as the main body of traditional retail has started fierce competition, they all want to attract more customers, so as to bring more economic benefits to themselves, then It needs to effectively improve its own sales model and bring customers a brand new shopping experience by opening up more sales channels <sup>[2]</sup>. The emergence of the "new retail" business model means that the sales model has a new development path. Therefore, in order to better promote the development of this model, it is necessary to start to build a related talent training model and raise the requirements for the professionalism of employees. First of all, we need to understand the current problems in the training of chain management talents under the current new retail business model. The details are as follows: First, some colleges and universities have not yet fully understood the "new retail" business model, and at the same time are not aware of this business model. The prospects for the development of the model are broad, so the training of relevant talents does not hold a positive attitude. Therefore, in many colleges and universities, relevant professional courses have not been launched in time, and the training of student management skills has not been paid attention to, and the quality of teaching is still in a stagnant state of development. Second, most chain management companies have a trend of rapid development only in coastal areas, while the situation in the inland areas is not optimistic. Therefore, the training of relevant talents is mainly concentrated in the eastern coastal areas such as Jiangsu, Zhejiang and Shanghai. Many colleges and universities in the inland areas have not Set up related majors, which leads to a further shortage of talents.

## **4. The construction of a chain operation management talent training model under the new retail business model**

Since the "new retail" business model is a business model based on big data and Internet technology, the requirements for talents will be more diversified, and what is needed is compound talents with broad knowledge and high-skilled operation capabilities. , Which makes colleges and universities not only need to pay attention to the teaching of relevant professional knowledge for students when cultivating relevant talents, but also need to strengthen the comprehensive training of students' computer technology, marketing methods, and management skills, so as to improve students' practical application ability. Better conform to the operating concept of the "new retail"

business model. For the traditional retail industry in the past, face-to-face communication between staff and customers is required, so they are required to have the ability to organize language and communication, but when applying the "new retail" business model, they pay more attention to the acquisition of customer consumption information by talents Ability to accurately locate customers' consumption habits through the application of big data, thereby recommending suitable products for them and satisfying their shopping needs. For colleges and universities to train chain operation management professionals, the following are the specific measures:

#### **4.1 The school cooperates with related enterprises to create a talent training mechanism**

The establishment of a training mechanism can promote the development of talent training. The establishment of the mechanism can set the goal of talent training in time, and at the same time discuss relevant policies and plans, so that the college is the training of "new retail" chain management professionals can be more scientific, efficient and reasonable, thereby improving the overall teaching efficiency and quality. The school can establish contacts with related companies to obtain the content required by the company for talents, and develop the training of talents with content as the main body and goal, thereby improving the pertinence of talent training, and can also cooperate with enterprises to explore and cultivate "new retail". The new ideas of chain management professionals have improved the fit between teaching work and talent needs <sup>[3]</sup>.

#### **4.2 The school cooperates with related enterprises to establish a high-quality teaching staff**

As many colleges and universities lack professional teachers to train chain management talents, the school can strengthen cooperation with enterprises and invite high-quality teachers within the enterprise. Staff come to the school to teach students, and at the same time integrate the systematic "new retail" chain management theory knowledge, combine past teaching experience and the actual development of the market to carry out teaching, and strive to cultivate high professionalism and strong skills application ability the compound talents make the talents more catering to the market development trend and realize the effectiveness of teaching. The school must pay attention to the establishment and shaping of the faculty in the process of carrying out relevant courses, which can provide a solid and reliable guarantee for the cultivation of students, and promote the development of students' theoretical knowledge and practical ability.

### **5. Conclusion**

The emergence of the "new retail" business model is having a huge impact on our lives, and the insufficient supply of professional talents is a problem that we need to focus on. Therefore, we hope that various colleges and universities can strengthen the training of students' relevant qualities and arrange course content reasonably, Improve the quality of the teaching staff.

### **References**

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