

Research on the Business Strategy of Qingyi Book Bar under the Internet Environment

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Abstract. The book bar in university library is a new growth point of knowledge and information service in library. The author has carried on the thorough research to the Qingyi Book Bar management strategy under the Internet environment, and has carried on the analysis to the university student entrepreneurship encounters the related question, simultaneously has given the corresponding solution. According to the research, in the Internet environment, the book bar should become the activity platform and landscape window for campus cultural life and library culture construction. Moreover, the book bar business strategy and its operating mode are the key to play and amplify its function.

Keywords: Internet environment, Qingyi book bar, business strategy, college students.

1. Introduction

It is an indisputable fact that the book is inconspicuous and increasingly valued. Nowadays, libraries at higher education institutions at home and abroad generally set up books [1]. Large-scale public libraries, bookstores, cultural palaces, cultural squares and other social and cultural institutions and leisure venues have also opened up such a unique cultural facility or cultural window [2]. The more attention, the greater the probability that consumers will consume the company's products. Although it has entered the era of the Internet, marketing channels have increased [3]. However, many commercial enterprises still have to face severe marketing problems. How to attract more attention and make more consumption in the Internet environment is very important. Business model is the vitality of enterprises, the basic unit of economic and social operation, and the core of enterprise operation in the process of college students' entrepreneurship [4]. It decides whether the enterprises founded by college students can survive in the fierce market competition, whether they can make profits, and whether they can succeed in starting their own businesses. Nowadays, all kinds of creative bookstores have become the special scenery of the city. The Qingyi Bookstore studied in this paper is different from the general bookstore. It innovates content mode and service items to provide characteristic sales and services for the target audience [5].

The book bar integrates culture and commerce, blends elegance with secular fireworks, and forms an exquisite culture and the ultimate of life [6]. The concept of "Internet +" brings new opportunities and challenges to independent businesses. However, the lack of mature and effective business models among college students' entrepreneurship groups has led to their blindness in Entrepreneurship content and profit model, which is an important factor leading to the failure of college students' entrepreneurship [7]. But in this broad market prospects, it seems that there are some obstacles to development. In this case, more and more major enterprises to examine, to pay attention to how to use mobile internet, mobile phones and other mobile terminals to serve customers, carry out mobile network marketing activities [8]. The book bar can play the role of this matchmaker and become a channel for the rapid integration of two types of culture. The poetic or poetic life of life is the symbol of its success [9]. People are generally worried about the disappearance of traditional reading methods. The Qingyi book creates a unique feature in order to stabilize the development path. However, the reality of the book bar always makes the operators in the contradiction between love and hate, and supports such a party's platform of physical cultural activities with ideals, tastes and foundations [10]. Without a wise business strategy and mode of operation, the future of books is difficult to be optimistic. Many university library books are in such confusion.

2. Methodology

As the cultural facilities of university libraries, university book bars are an extension of library service functions. For professional university libraries, they are a kind of cultural compensation, satisfying the needs of teachers and students, cultural and leisure life, and broadening the campus culture construction. Way. Experts believe that the green fruit lane after repair should focus on the two characteristics of the ancient canal scenery and the deep house name garden. Taking the traditional human settlement culture of Jiangnan as its connotation, it integrates the functions of residence, commerce and tourism, reflecting the ancient city and the scenery, and the historical and cultural district with typical characteristics of the Jiangnan water town. Products are the basis of marketing for a commercial enterprise. Including combination marketing, positioning, direct sensory experience, series product development, brand effect and so on. The three strategies that have the greatest impact on consumers are positioning, sensory and price strategies. Any business model is a customer value. Four-dimensional three-dimensional model of enterprise resources and capabilities, profit-making methods and external effects. With the increasing competitiveness of the same industry and the constant renewal of College Students' consumption concept of book bars, the sweeping of "Internet Ten" has made Book bars more difficult. Therefore, it is urgent to solve the dilemma faced by the book bars around universities and promote their healthy and sustainable development.

It is undeniable that the current employment situation of college students is more severe, which has become a major focus of social attention. Network has gradually become a new position for college students to start their own businesses. Figure 1 shows the number of Chinese netizens (10,000 people) and Internet penetration rate (percent) from 2015 to 2018.

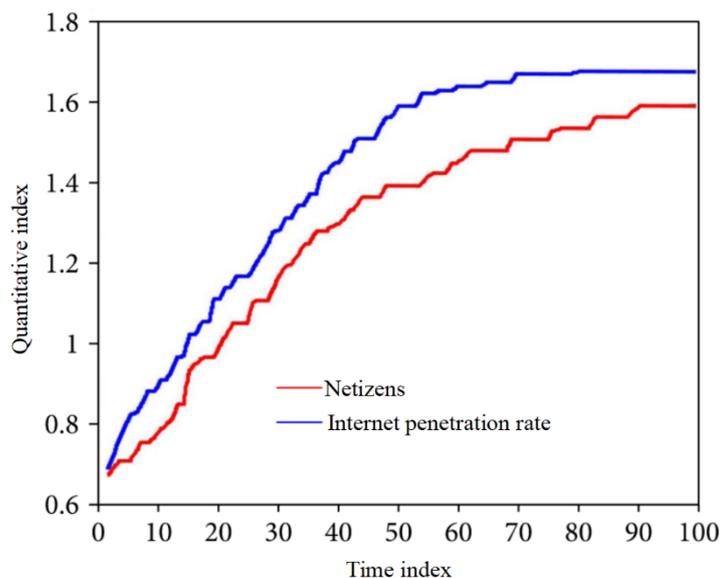


Fig. 1 Scale of Chinese Netizens and Internet Pervasion Rate

The display method of reappearance of real scenes is a method of restoring historical scenes in a certain space according to historical materials. The operation of book bars includes book retailing, Book leasing and Book Bank (circulation of second-hand books). However, with the aggravation of this trend and the advent of the Internet era, the scope of consumer concern has expanded. Whether the positioning of a product within its scope of concern is too common, more and more consumers begin to want to break away from the common taste and enter the specific taste range in order to distinguish it from the mass product. However, the beginning of the book bar is not easy, there are many constraints. First of all, the business philosophy will be affected by economic strength and psychological endurance. The book bar model is also diverse and complex. There are three common business models: public welfare, profit-making, and public welfare. The sales section includes professional books and other stationery and other derivatives such as education and teaching aids, literary talents, intelligent training, health and wellness, and family integration. The Qingyi book implements the membership system, the members purchase discounts, and the book rental is free.

Self-employment success is not an accident. The times create heroes, business turbulence, and entrepreneurship must have risks. How to enhance the spirit and ability of college students to start their own businesses is also the focus of the State Council and the society in recent years.

The components of the business model are the refinement and deepening of the definition and concept of the business model. The business model is expressed in the form of component factors, which is conducive to accurately describing the business model. They are: value increase, product marketing, resource allocation, and several sub-elements in each element, see Table 1.

Table 1. Elements of Business Model

Elements of Business Model	Sub factor	Describe
Value increase	value orientation	The Emphasis and Direction of Enterprises' Value-added Activities
	Value cost	Direct Cost Input for the Provision of Products or Services
	Value income	Cash or its equivalents obtained by providing customer value
Product marketing	Target customers	Customer Groups for Enterprise Products or Services
	Channel management	Reasonable arrangement of ways for enterprises to contact customers
	Brand building	The process of enabling customers to identify and trust enterprise products
Resource allocation	Internal resources	Resources allocated by enterprises independently within enterprises
	Partner network	A network of partnerships between enterprises

3. Result Analysis and Discussion

Interactive self-service equipment prolongs visitors' stay time and is more interested in in-depth information. It is convenient for transportation. Therefore, commercial enterprises should locate their products within a certain range and increase consumers' different ideas about products. On the basis of ensuring the quality of the products, new services and product personality attributes are added to the products to guide consumers to form a product discussion atmosphere. For example, product forums, product circle of friends, etc., stabilize the flow of consumer demand through personalized attributes and services to form a permanent consumer group. That is to say, the business model in the Internet environment is the way of operating the business by making use of the network to make profits.

The establishment and maintenance of a sustainable competitive advantage is to enable the company to keep moving forward and achieve its goal of maximizing its value. From the time series analysis table of the main business income in Figure 2, although the general trend of the main business income is increasing, judging from the ring growth rate, the growth rate of each period is different.

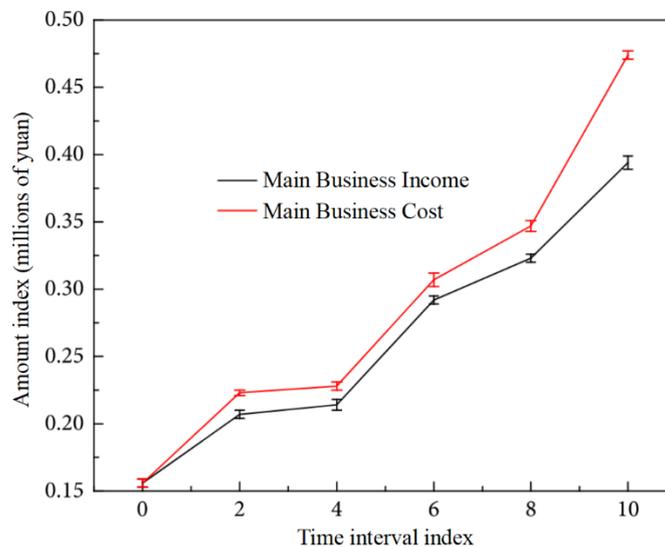


Fig. 2 Change Trend of Main Business Income and Main Business Cost

With the development of the mobile Internet, more and more digital channels suddenly appear around people. The web mode is based on resources. All resources are connected through the Internet, which is "everything is a node." Not a user, it is an information node. Entrepreneurship in the Internet environment is not as simple as shouting slogans. It requires a certain amount of Internet knowledge and business operations knowledge to support it. Because there is no perfect entrepreneurial education system in higher vocational colleges, students do not receive relevant knowledge training and further study in the school, and lack the guarantee of effective knowledge. This is undoubtedly a major flaw for college students. The book constructively positions the readership as parents and children. In the context of "light" culture and "fast" consumption, comprehensive culture and commerce, cultivate the doll market; and make the book a cultural experience center for comprehensive services. Therefore, visitors can fully grasp the rhythm of the visit through the form of an interactive electronic album, and have a detailed understanding of the content of interest and a brief understanding of the general content. The advantage is that visitors can customize the route and listen to it repeatedly.

4. Summary

The management idea of college book bar should clarify the entanglement between public welfare and profit, close to the cultural background, embed the overall pattern of college education, and continuously tap and enlarge the function of book bar. At the same time, with modern management minds and flexible economic means, it has become a window that can highlight the construction of library culture. Entrepreneurship of college students helps to increase their social combat experience and apply what they have learned. Through entrepreneurship, try to realize your own ideals and prove your worth. The best price strategy is to make the product at the price. The characteristics of goods are relatively low-end and necessary. With the advent of the Internet era, the focus of entrepreneurial strategies has gradually changed in different forms. The main changes have changed from traditional media marketing strategies to Internet marketing strategies. In daily consumption activities, we should pay more attention to the changes of College Students' consumption market, record customers' detailed behavior, and incorporate the service skills of employees into restaurant evaluation management. Accept the feedback of consumers' opinions from various channels in time, close to college students' consumers and contact with consumers' activities, so as to establish a firm trust relationship between operators and customers, and then build a stable and effective customer relationship.

Acknowledgments

National undergraduate entrepreneurship project of xi 'an university of arts and science: Qingyi Book Club. Project number: 201811080020.

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