

# The Present Situation and Future Thinking of Purchasing "New Retail"

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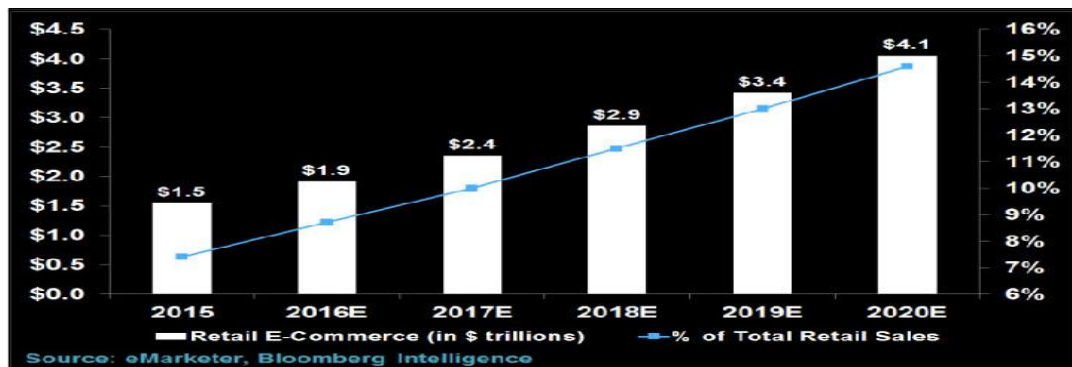
**Abstract.** United world is a in order to solve the food security and food wholesale market platform for the online trading and food supervision, food trade and food health organically combined, can make between manufacturers and merchants, hotel deal more convenient, and can be the source of food trading transparency can be investigated to ensure the food health, the world food and food safety organically combined together. United world is also a software that facilitates the management and settlement of procurement (sale) of the company. It effectively speeds up the declaration time of the company's urgently needed goods, shortens the declaration process, makes it more convenient, faster and clearer for the senior management of the company to understand the flow of each fund, and makes the company's capital transactions more transparent. In response to the national policy, the platform will set up agriculture ministries in various regions to supervise and manage agricultural and sideline products of rural cooperatives, solve the problem of single planting type of agricultural products in rural cooperatives, and provide a way for agricultural products with qualified quality to be sold on the online platform.

**Keywords:** Mobile Internet, Intelligent Detection, New Retail, Targeted Poverty Alleviation, Big Data Platform.

## 1. Market Overview

At present, the online platform shopping platform has taobao, jingdong and other apps. Based on the preliminary understanding of the functions and scope of functions of these platforms, taobao, a kind of platform, mainly provides services for some personal transactions, which are operated and managed according to the shopping needs of individuals. However, it does not provide services for large companies and enterprises in large quantities. This platform is mainly for the service of orders placed by service enterprises, is specialized in serving large and small enterprises, but also for individuals.

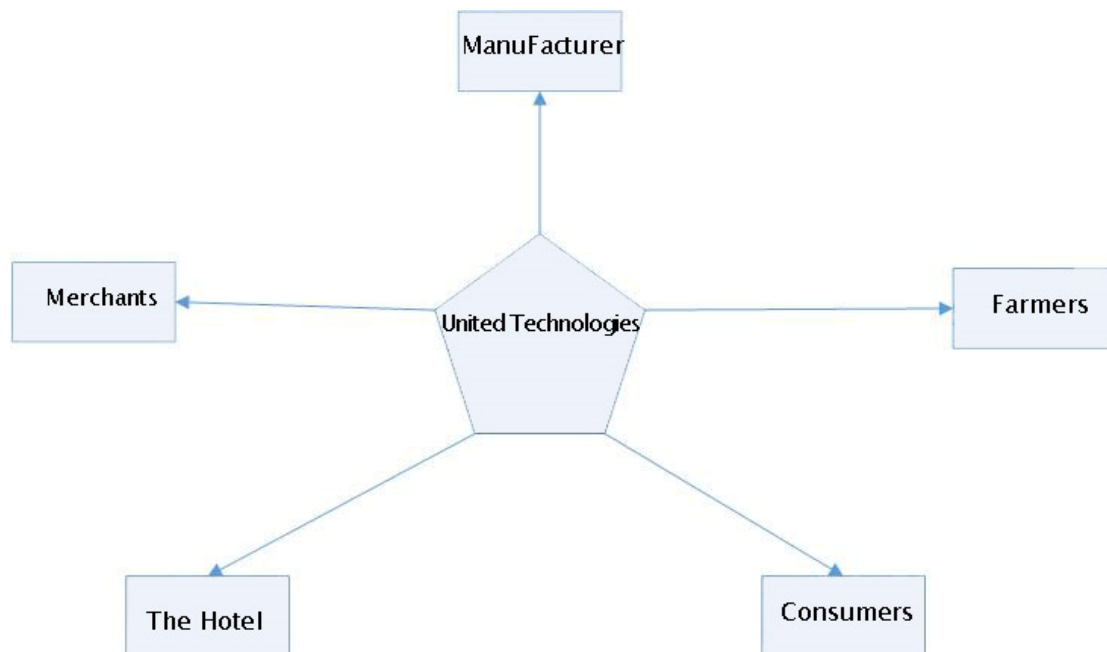
Offline competition: manufacturers and salesmen. The success rate of offline promotion is low. After the initial negotiation, we need to negotiate with the person in charge for a second or more times, which leads to the low efficiency of offline work. However, we contact through online chat, and we can conduct field investigation to directly discuss relevant matters related to cooperation! Then the line order, greatly improve work efficiency.



## 2. Summary of Background

The concept of "new retail" has been in the spotlight since it was first proposed in 2016. Many people in the industry also have to analyze and layout the "new retail", hoping to enter the new retail market as soon as possible, so as to occupy a certain proportion and share, and to explore new development mode for their own enterprises. Many existing enterprises have started the "new retail" model, but there are still many enterprises have not yet joined the new retail boom, this is not because of the new retail model is not optimistic, but have not yet found a suitable platform to enter the "new retail" model.

At the present stage, China is striving to build a moderately prosperous society in an all-round way. To this end, China has put forward the targeted poverty alleviation strategy and the "five-in-one batch" poverty alleviation method. Industrial poverty alleviation is the most important road and an important basis for the implementation of other poverty alleviation policies.



## 3. Market Segmentation

Based on the comprehensive understanding of the market, combined with the characteristics of the company's products, the company divides the consumer market into agricultural and Sideline Products Trading Market, Food Trading Market and scientific and technological information market according to the different needs

### 3.1 Agricultural and Sideline Products Market, Food Trading Market

Agricultural and Sideline products, food online sales, is the inevitable trend of social development. This part of the appeal is to sell at a simple, convenient, fast and reasonable price, and it can also cooperate with merchants who need large quantities of food materials such as hotels and restaurants. In addition, sellers can leave their contact information on the lianshi platform, so as to improve their popularity and expand their sales scope.

### 3.2 Science and Technology Information Market

At present, due to the rapid development of the trade market, all kinds of hotels and restaurants are springing up everywhere. The biggest resource demand of such merchants is agricultural and sideline products, food and so on. However, due to the multiple types, types, brands and other reasons of the goods, the merchants have no way to start the purchase. After using the platform, it does not need to spend a lot of time and energy to select goods, but only need to count the required items

according to specific needs. At the same time, because of the high transparency of the platform to merchants, the phenomenon of taking kickbacks will be greatly reduced, so as to strive for the maximum interests of merchants.

## **4. The Target Market**

In the use of the platform, wholesalers, manufacturers, farmers, hotels, consumers have their own characteristics

### **4.1 Wholesaler, Manufacturer, Farmer**

Is the United world platform's most basic user Eager to cooperate with other businesses, and hope to improve their visibility. United world also has PC terminal and mobile terminal these two elements. In addition, the web page end and WeChat small program end also greatly facilitate the user. It enables the user to conduct transactions, management and maintenance anytime and anywhere.

### **4.2 Hotel Features**

At present, people's consumption level is increasing day by day, the hotel number more and more, the demand for high quality nutritional ingredients, food, hotel managers pay more attention to health, food safety, it is involved in food supply problems, United world can solve most of the hotel managers have been to food security problems kickbacks of confusion and hotel replenish onr's stock, convenient purchase, supply of goods exchange, convenient hotel management requirements.

### **4.3 Consumer Characteristics**

It is the participant and supervisor of the United world platform

Through the platform search and view the desired merchants, hotels, can understand the merchants, the hotel food health standards, and after consumption can be for the relevant hotels, businesses to comment, participate in and supervise the whole food market.

## **5. The Product Features**

- (1) Monitor the health of food on the market
- (2) Go directly to the source of the food
- (3) Close to the targeted poverty alleviation policy in agriculture
- (4) Be transparent about money within the company

## **6. Product Innovation**

[1] the New closed-loop industrial chain organically combines manufacturers, merchants, hotels and consumers

[2] breaking the traditional "new retail" mode, the friction between consumers and merchants has been effectively solved due to the guarantee of food health

[3] consumers' food health problems are guaranteed

[4] facilitate the summary, management and financial budget of the company's bills

[5] there are various forms of statement

## **7. Profit Model**

### **7.1 Factory, Business Entrance Fee**

Into the company earnings are the charges for the first breakthrough, manufacturers, merchants, enterprise registered in this platform, has five and five the following manufacturers, merchants, enterprise customers can be free to use this platform online online orders, products, the management functions such as financial management, encourage the entrepreneurs entrepreneurship, more than

five customers manufacturers, merchants, enterprises need to pay 100 yuan a month or a year to pay 1000 yuan into fee to use this platform of online orders, published online products, financial management and other management functions.

## **7.2 Children's Money Helps**

Parent-child fee is the auxiliary point the company profit, based on the concept of software as a service, when users can query their children in this platform on food consumption by the restaurant, through cooperating with WeChat pay, pay treasure to pay can query to the restaurant, this platform provides user evaluation of the restaurant, health index, and the product is qualified.

## **7.3 AD Referral Fees are Secondary Profit Points**

Advertisement fee is the main profit way of traditional Internet enterprise. After one or two years of operation of this project, the platform will generate more revenue in advertising recommendation on the basis of more users. The software developed by the company has a large number of users. It can place embedded advertisements in the software, receive recommendation fees from qualified merchants, hotels and enterprises, issue highly targeted and precise recommendations, and collect corresponding advertising recommendation fees.

## **8. Future Profit Model**

With the gradual development of the company and the formation of a relatively mature information chain, the number of users will gradually increase. The platform will launch a new profit model to enhance the profitability of the project.

### **8.1 Information Resource Charge**

Collect relevant information and information about the catering industry, and eventually form a dietary business data report with industry decision-making value, so as to provide customers with data information services.

### **8.2 Mall Management Fees**

When the platform matures, the platform will launch a payment platform based on the platform, which will also become an important profit for the company in the future.

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