Values of forest products in e-commerce economy during marketing process

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Abstract. With the rapid development of internet and e-commerce, e-commerce has brought people into digital business society as a mainstream pattern for enterprise future survival and development..Limited by forest workers' educational level and their own quality, their shortage of capability to accept, digest and absorb new technologies, new information and new achievements, and no trust and identification of e-commerce, broad distribution of forestry area in China and poor network infrastructure with insufficient investment, high operating costs and huge maintenance quantity, and slow speed, development of forestry e-commerce has been obstructed. Faced up to the surging trend of e-commerce, traditional sales mode of forest products will be no more suitable for the development requirements from Chinese forestry enterprises. To better promote the development of Chinese forestry enterprises, in-depth study on the operating mode of e-commerce in practical work will be of great practical significance to improve the development of forestry enterprises.

Introduction

Currently, the development of e-commerce economy has presented many outstanding features: part of service industries have developed rapidly and preliminarily formed a certain scale. Retailing e-commerce platform construction has been gradually improved with increasingly intense competition and concentrated market so that the monopolistic phenomenon has appeared. The function and role of e-commerce platform is becoming more and more predominant and forming a new market structure in network sales so as to promote the further development of sales industry. Trans-boundary e-transaction has developed rapidly but has not formed a certain scale. There are more centralized enterprises with obvious regional development features. It can be seen that the application of e-commerce in forest product marketing has become a principal development trend.

Introduction of e-commerce

Definition

E-commerce refers to trading and service activities conducted through the support of electronic transaction on the internet, enterprise intranet and value-added network, as well as the networking and electronization of traditional commercial activity procedures. E-commerce mainly includes e-transaction market, e-currency exchange, network marketing, EDI, and online transaction processing. Information technologies involved include network, email, extranet, and data base. Transaction parties can conduct commercial activities and complete network transaction, e-payment and other transaction activities and new commercial pattern of commercial activities without meeting each other. With the rapid development of Chinese e-commerce, it has bigger and bigger influence attracting government's attention from no matter issues or advantages of e-commerce. The sound development of e-commerce has promoted Chinese economic growth and provided reliable basis for development of other social domains.

Characteristic

It can be known from the analysis on e-commerce that, e-commerce has below characteristics: 1. Universality. As a new transaction form, e-commerce has gradually brought manufacturing enterprises, circulation enterprises, government and consumers into a digital and networking space to

achieve the universality. 2. Convenience. In e-commerce environment, people will not be limited by regions and consumers can conduct commercial activities with the easiest method. For example, they can deposit and withdraw money through e-bank in the whole day. Meanwhile, enterprise service quality for consumers can be improved. In e-commerce activities, a large amount of interpersonal connection can be developed. SO it has the feature of flexible working time so as to effective complete the enterprise requirements. 3. Integrality. E-commerce can standardize the workflow of transaction processing and form an integrality of manual operation and electronic information processing. In this way, this can improve the utilization efficiency of material resources and human resources and improve the leakproofness of the system so as to help the effective completion of various works. 4. Security. Security is the very core issue in e-commerce which requires the network to provide a secure measurement such as the encryption mechanism, safety management and firewall. But it has difference with traditional commercial activities. 5. Coordination. Commercial activity itself is the coordination process asking for the coordination between customers and internal enterprise, wholesalers, manufacturers and retailers so as to make sure -commerce activities can be finished smoothly. 6. Integration. In e-commerce activities, computer network is the mainline highly integrating various functions of commercial activities and integrating the business subjects to further improve the efficiency of e-commerce activities.

Superiority of e-commerce economic development for forest products

Good for reducing transaction costs and promoting commodity circulation

The continuous application of e-commerce has transformed traditional commercial transportation tools to a certain degree so that it becomes a communication tool. Meanwhile it has realized the transfer of traditional commercial business, increased the function of merchandise information transmission and process, and promoted the expansion of forest product sales. Also, enterprises can use network to present some product information and set some promotion and selling sections. In this way, most work except for production can be completed by computer network so as to realize the transfer from realistic space to virtual network space and promote the further development of enterprise. During the process of enterprise production and management, website construction on the internet and enterprise product information input with relevant data base can be conducted for consumers' viewing and checking. They can also design some product promotion to increase sales volume. The display of product information can help consumers clearly know product so as to greatly reduce the trading expenditures and provide chances for the improvement of trading efficiency. Especially for forest enterprises, they do not have disadvantages any more in territory, transportation and carriage so that transaction costs have been hugely reduced to achieve commodity circulation.

Help to reduce blindness in the production

Traditional commodity circulation process mainly includes manufacturer, consumer, and commercial organization. In the whole cycling stage, commercial organization plays a huge connecting role. The order information has decided the development direction of manufacturer market. In this case, forest enterprises cannot provide accurate market information so that when adjusting product structure, lagging and overstocking of products even overharvesting happens usually so that resources have been heavily wasted. Under this situation, e-commerce activities can be applied to achieve direct communication between manufacturers and consumers to construct network circulation channels and set relevant circulatory system for smooth exchange between manufacturers and consumers on effective information. Meanwhile, pay attention to feedback information to adjust product manufacturing structure in forest enterprises so that a complete workflow of enterprise product design, packaging, production method and marketing procedure can be formed to promote the product selling.

Help for the establishment of product brand

During marketing work, potential consumers in real life are an important proportion of consuming groups. So when designing product promotion and marketing scheme, there will be blindness and increase of expenditures if fully considering each individual's demand to design specific project. But e-commerce has broad coverage, low costs, quick production and good dynamic effects. These features have expanded the range of product promotion and improved the accuracy and universality of product information. Especially in network environment, information transfer and quick communication can help enterprise establish good brand reputation so that consumers become royal supporters of this brand.

Good for information communication

Under normal conditions, forest enterprises are far from city center with the features of inconvenient transportation and implosive information. Therefore, they should pay attention to information exchange. Currently, application of e-commerce can intensify information communication through computer network so as to shorten the communication distance between enterprises and clients and to promote the formation of face-to-face communication method for further development. The effective application of e-commerce into production process in forest enterprise can help their further development.

Challenges for forest product sales from e-commerce economic development

Instable network sales basis

Firstly, Chinese forest enterprises have poor network information awareness which can reflect in two aspects: on one hand, parts of forest enterprises never integrate e-commerce contents in enterprise strategic goal. On the other hand, although some forest enterprises have constructed their own websites but due to the shortage of professional management, website potentials have never been exerted. They are just a decoration and formation without being a commercial gate of the enterprise. Secondly, Chinese public policies are not completed so that they cannot satisfy the demands from network sales. There are some shortcomings such us expenses, taxation, and privacy, all of which will restrict further development of forest product network marketing.

Informationalized level of forest enterprises require improvement

Currently, there still exist a lot of problems in Chinese forestry enterprise informatization work and to a large degree they have prevented the application of e-commerce and limited forestry enterprise further development. E-commerce as a whole system can make sure the smooth operation of information flow, logistic and capital flow. It requires for coordination and cooperation between each department within enterprises so that expected tasks can be completed within required deadline. For example, for e-currency payment, it requires for cooperation with financial system, and logistic requires for construction nationwide system to promote the implementation of logistic work. So far, most forestry enterprises in China lack the application of informatization and electronization, which is harmful for further development of forestry enterprise. Also, there are some deficiencies in information tracking and acquisition, which has prevented the improvement of informationalized level of forest enterprises.

Effective countermeasures of e-commerce application in forest product marketing

Intensify the cultivation of new forestry talents

During the enterprise production and management process, talent is the most important capital. Thus, enterprise should pay attention to the introduction of highly specialized personnel and cultivation of middle class employees so as to help the implementation of enterprise activities. Meanwhile, make employees fully understand the benefits and convenience of network so as to improve network sales

awareness. To realize forestry information modernization, enterprises should intensify the construction of talent teams and gradually improve their network marketing awareness to strengthen the usage of network information resources and to realize the network marketing of forestry products.

Construct well-developed marketing system between enterprises

Firstly, forestry enterprise must construct e-commerce network system to make sure the smooth operation of information flow, logistic and capital flow. For example, in logistic, intensify the construction of nationwide distribution system and intensify the cooperation with financial system in e-currency payment. Meanwhile, improve inner-enterprise operation pattern to make sure the back-office support of enterprise can satisfy demands of informationized and networking development. Although forestry enterprise marketing system is not well developed, the construction of marketing network framework can realize the effect of point-line and line-surface to form marketing points and consummate marketing system. Besides, when constructing websites, enterprise must input enterprise product information in product data base according to their practical conditions and provide service for consumers' browsing and checking, and intensify website advertisement promotion so as to promote further development of network sales. Under the new situation, traditional "4P" mode should be transferred, i.e. product, place, price and promotion. Transform the separated form of traditional "4P" mode into network-combined form to promote the rapid development of forest product sales. That is to say, website catalog and index is like the goods shelf in the supermarket where the price, service, promotion and order can be launched on the network.

During the process of constructing the consumers' feedback information collection system, organize and integrate the feedback information so that a comprehensive adjustment on product overall structure, after-sales service and marketing procedures can be realized. In real production and sales procedures, strictly follow basic principles. In this way, reasonably set up product structure on the basis of comprehensively understanding customers' requirements so as to greatly promote product sales and achieve enterprise rapid and long-term development.

Conclusion

To sum up, during production and management process, forestry enterprises should make in-depth research on problems existing in current product structure and marketing of forest resources according to their practical work. Continuous development and application of e-commerce has brought some development opportunities for forestry product sales but at the same time some challenges. Therefore, on the basis of combing practical development conditions, forestry enterprises must grasp chances of e-commerce economic development, dare to embrace challenges and work out reasonable and scientific marketing projects to promote the expansion of forestry product marketing and sustainable development of forestry enterprises.

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