

Bailian Industrial Transformation and Upgrading of Research under the "Internet +" Perspective

A Case Study of Bailian Industry in Guangchang County, Jiangxi Province

Zhonghou Cheng¹
Finance institute
Jiangxi Normal University
Nanchang, China
1291457969@qq.com

Xiaoyong Huang²
Finance institute
Jiangxi Normal University
Nanchang, China
Xidu3721@sina.com

Abstract—"13th Five-Year Plan" outline requirements clearly stated: "By 2020, the industry towards the high-end level, agricultural modernization has made significant progress." Bailian industry as a traditional agriculture, only a comprehensive transformation and upgrading, to keep up with the pace of modern agriculture. Based on this, the author set up a special research group, in November and December 2016, Jiangxi Province, the largest area of Bailian production - Fuzhou City Guangchang County conducted a special investigation, the use of field interviews, research seminars and other methods, the overall grasp of the wide Changchun County Bailian industry transformation and upgrading of the urgent need to solve the problem, and the corresponding reasons for a brief analysis of the reasons, on the basis of Guangchang County Bailian industrial transformation and upgrading of the proposed Constructive places slightly and countermeasures, aimed at creating Jiangxi Province, "Internet +" Bailian industry transformation and upgrading of the Guangchang model.

Keywords—"Internet +"; Guangchang County; Bailian industry; transformation and upgrading

I. INTRODUCTION

In the "Internet +" under the strong impact of the wave, many traditional industries are facing a comprehensive transformation and upgrading of the dilemma. Obviously, this is both an opportunity and a challenge. Traditional industries can join the "Internet +" wave, will usher in a new tomorrow; the contrary, traditional industries if indulge in the existing development model, it will fall into the abyss of the bottomless. Bailian industry as a member of the traditional industry army, Jiangxi Province is a green eco-industry a unique business card, how to make this card in the "Internet +" wave to achieve gorgeous turn, it is worth the majority of scholars to think and explore.

II. CURRENT SITUATION OF INDUSTRIAL DEVELOPMENT OF BAILIAN IN GUANGCHANG COUNTY

At present, the Guangchang county government is fully based on the national "13th Five-Year Plan" in the "innovation, coordination, green, open, sharing" concept of development, in an orderly manner to promote the Bailian industry work carried out in full, the work has achieved some success. By the end of 2016, Guangchang County Bailian industrial output value has exceeded 100 million yuan mark, the Guangchang County, a

huge contribution to fiscal revenue, while engaged in Bailian industry farmers annual net income reached 6,000 yuan, accounting for more than 25% per capita net income, Industry has gradually become one of the pillars of Guangchang County. However, among the "Internet +" wave, Guangchang County Bailian industry development status is not optimistic.

A. *The total amount of Bailian is relatively small, and the risk of planting is difficult to avoid*

From the Bailian planting area, the main Bailian planting area is located in Fujian, Hunan, Jiangxi, Zhejiang and other regions, [1] and Jiangxi Bailian planting the total size of the forefront, Guangchang County, Jiangxi Province, as a large county, Bailian planting area of the total size of 80,000 Mu or so, Bailian industry output value of more than 120 million yuan. However, compared with the secondary industry and the tertiary industry, Bailian total output value of the contribution to the relatively small proportion of revenue, Bailian industry development there is still much room for improvement. From the perspective of the risk of planting Bailian, the weather factor is the core factor that affects the risk of Bailian. The weather is directly related to the Bailian harvest, which is also an irresistible objective factor for all traditional agricultural cultivation. For the avoidance of natural risks more difficult to consider, Guangchang County Bailian growers enthusiasm has declined.

B. *Bailian processing equipment is relatively simple, relatively backward processing technology*

From the Bailian processing equipment to see, than the Bailian as a dryer, the price is about 1600-1700 yuan, but the Bailian drying machine drying and charcoal drying two, most farmers take into account the small number of purchase machine costs higher, the general will choose charcoal drying, so a large extent discounted the quality of Bailian, resulting in consumer whitening products favor the decline. From the Bailian processing technology, Guangchang County has tried to cooperate with the Nanchang University to develop Bailian lacquer shelling machine, but because the husking machine holes are as large as the Bailian seeds are large and small, resulting in the machine vulnerable to damage the quality of Bailian, so the machine did not get a large-scale promotion of the use of the local main or still use the machine to shell. Affected by processing equipment and processing technology,

Guangchang Bailian related industries have not been well developed, the main local or processing Bailian seeds mainly industry.

C. Bailian acquisition transaction information closed, the acquisition of credit is relatively weak

In order to obtain the maximization of their own interests, Adam Smith's "economic man hypothesis" theory is the result of the acquisition of the "economic man hypothesis" in the whole acquisition transaction. The main body of the acquisition transaction includes the growers, the purchasers, the processors and the participating entities. Business, processors who get a better interpretation, due to information asymmetry, involved in the acquisition of the main transaction will do some "hands and feet", to a large extent affected Guangchang local Bailian brand image. From the Bailian the entire acquisition of credit environment, the current Guangchang small Bailian buyers far more than the big Bailian buyers, and they are often small bank loans "main force", the current status quo is part of the small local Guangchang Bailian buyers credit is poor, often defaulted bank loan interest, principal and some even not yet, so banks are now almost impossible to make small loans. In this regard, the bank credit environment is poor, the buyer credit environment to be improved.

III. THE PROBLEMS OF INDUSTRIAL DEVELOPMENT IN BAIXIAN COUNTY OF GUANGCHANG COUNTY

Through the development of Bailian industry in Guangchang County, the author thinks that the problems that affect the development of Bailian industry to horizontal and vertical level include three aspects: First, the safety of Bailian industry is facing major challenges; the second is the traditional single way of Bailian industry marketing trade; Third, the scale effect of Bailian industry has not yet formed. At the same time, the author of the above problems were analyzed one by one.

A. Guangchang County Bailian industrial production safety is facing major challenges

1) Bailian planting area showed a downward trend

The weather factor is one of the important reasons for the decline of Bailian planting area. The Bailian seedling period is from March to April each year. It is not rainy at this time, otherwise the seedlings are easy to rot; at the same time, the weather is affected by the weather large, sunny weather, the probability of occurrence of pests and diseases is small, rainy weather, the probability of occurrence of pests and diseases. [2] Affected by global climate change, in recent years, Jiangxi Province, the weather is volatile, mostly rainy weather, Bailian profits tend to be negative growth or growth is not obvious, resulting in Bailian growers continue to narrow the scale of cultivation.

2) Bailian products as a whole lack of innovation

Innovation should run through the whole process of Bailian industry development, because it will directly determine the fate of the future of Bailian industry. Increasing investment in research funding is important, but the funds can not be hit out of innovation, because this approach and the use of funds to support innovation has a slight difference. In addition to the

absurdity of innovation with funds, the lack of cooperation with scientific research institutes or institutions of higher learning, adhere to the traditional Bailian breeding, Bailian cultivation, Bailian processing, is the overall innovation of Bailian product is another important reason. With the continuous transformation and upgrading of traditional agriculture, the lack of innovation will seriously threaten the safety of Bailian industry.

B. Bailian industry marketing trade style traditional single

1) Bailian product brand lack of system management

Bailian product brand management system is the best way for farmers, manufacturers, consumers have become the main publicity. However, the current Guangchang Bailian brand publicity is limited to the local government held every year, the activities of the Bailian Festival, publicity is too traditional, and open degree is not high, this government-led, the lack of mobilization of diversified subjects involved in publicity practices, the effect is not good, failed to solve the substantive problems, resulting in its limited influence, can only be "temporary solution", the Bailian brand to create a little effect. In addition, the local government lacks the legal documents of trademark and intellectual property protection of Bailian product, and the trademark infringement of Bailian product and intellectual property infringement is widespread, which makes it difficult to manage the brand management system of Bailian product.

2) Bailian industry profit margins continue to compress

Affected by the lack of innovation, the overall value of Bailian products is low, that is, economics often said that the "long tail effect" is not obvious, [3] resulting in Bailian products in the primary processing state for a long time, can not obtain a substantial profit or profit compression. At the same time, with the new Internet "darling" - the impact of electricity on the real economy, Bailian industry as part of the real economy, also failed to escape. And the same planting Bailian along the eastern coastal Fujian, Zhejiang and other places compared to Guangchang County Bailian products are also mostly in the store sales status, not knowing the electricity market has been Fujian, Zhejiang and other areas of Bailian monopoly products, to Guangchang County Bailian products Profit fatal blows.

C. Bailian industry scale cluster effect has not yet formed

1) Bailian industry scale is low

Bailian as the main economic crops of farmers in Guangchang County, rural families are at least one or two acres of Bailian planting, as many as hundreds of acres. It is not difficult to find, Bailian planting to small farmers mainly (mainly farmers), Bailian planting the overall small size, the lack of large Bailian planting enterprises. In addition, Bailian planting to small growers as a unit, the type of planting patterns show relatively scattered characteristics, the formation of large scale effect is difficult. Therefore, the small-scale cultivation of Bailian and Bailian planting pattern of scattered Bailian industry caused by the low degree of scale.

2) Bailian product manufacturers lack cooperation

Standing on the perspective of the development of traditional industries, the same nature or the same areas of enterprise vicious competition, lack of cooperation is normal, [4] Guangchang County Bailian industry as a traditional agriculture, also failed to jump out of this cycle. Part of the relatively strong strength of the Bailian product manufacturers will improve the market barriers to entry, resulting in some of the weak strength of the Bailian product manufacturers catch up, this non-benign competition threshold set, virtually to the Bailian production between the set a barrier, this Practice is the lack of cooperation and win-win, share the performance of economic thinking, and emerging industry development philosophy runs counter to, greatly hampered the Bailian industry cluster process. [5] At the same time, Guangchang County, small-scale Bailian production enterprises and more dispersed, from an objective point of view, it is difficult to have the conditions of enterprise clusters.

IV. SUGGESTIONS ON THE UPGRADING AND UPGRADING OF BAILIAN INDUSTRY IN GUANGCHANG COUNTY

Through the deep analysis of Guangchang County Bailian industry is currently facing the problem, I believe that the key to the transformation and upgrading of Bailian industry is in the consciousness level into the "Internet +" thinking, in practice to create "Internet +" platform. Therefore, we constructively put forward three suggestions: First, planting and breakthrough innovation bottleneck to achieve production Bailian industrial security upgrades; second, is to expand the brand and trade channels, and promote the marketing industry trade Bailian upgrading; third, is to accelerate integration and integration process, and promote the upgrading of Bailian industry scale cluster.

A. *Break through the bottleneck of planting and innovation, and realize the safe upgrade of Bailian industry*

1) *Build a data analysis platform, increase the Bailian planting area*

First, the use of the advantages of large Internet data, through the appropriate Bailian growth soil, precipitation, sunlight, temperature and other data collection, storage, analysis, developed to adapt to environmental performance of Bailian varieties, eliminating the consideration of farmers to avoid natural factors difficult concerns, Thereby increasing the enthusiasm of farmers, to increase the cultivation of Bailian area purposes. Second, in the small UAV installed in the remote transmission of information equipment, the use of Internet data analysis advantages, scientific planting, pest control, spraying pesticides, to achieve large-scale cultivation of Bailian.

2) *To create a platform for the social crowdfunding, driving Bailian product innovation*

First, you can use the social crowdfunding to raise the platform for the Bailian products to raise scientific research and innovation funds. The ideas of the social crowdfunding are the earliest originated in the United States, on behalf of the platform for Kickstarter and Indiegogo, [6] at present, the social crowdfunding development platform in China is developing rapidly, therefore, for the Bailian products to raise

scientific research and innovation funds to create a feasible condition. Second, we can use the social crowdfunding to raise the platform for the Bailian products to raise intellectual property rights. Through the social crowdfunding to mobilize the platform to raise information on the product innovation of Bailian products to equity transfer and corporate dividends and other forms as a guarantee, the maximum extent to raise the whole link Bailian product innovation of intellectual property rights, to achieve Bailian industrial production safety upgrade.

B. *Expand the brand and trade channels, and promote the Bailian industry marketing trade upgrade*

1) *Build social networking platform to expand the impact of Bailian products*

First, the government can carry out Bailian-related diversification activities, all-round build Bailian industry brand. Guangchang county government can use their own advantages in resources, to carry out the annual Bailian Festival, and funded sponsors or invite popular stars to hold a large dance party to improve the visibility of Bailian. In the evening, set the microblogging topic raffle and WeChat wall shake a part of the fight for more people concerned about the broad masses of public channels, as well as by increasing the amount of Guangchang Bailian official microblogging fans to enhance the publicity effect. Second, the Guangchang county government can encourage Bailian growers or related enterprises to develop Bailian leisure tourism industry. Including Bailian viewing, Bailian picking competition, stripping lotus competition, eating lotus competition and cooking competition, to carry out entertainment, tourism as one of the industry. In these games, you can guide visitors to scan two-dimensional code concerned Guangchang Bailian micro-public platform and pay attention to Guangchang Bailian official microblogging, thereby enhancing the visibility of Bailian.

2) *To create O2O trading platform to enhance the profits of Bailian products*

First, the Bailian industry should strengthen cooperation with Alipay or WeChat payment platform. Create a secure online payment environment to ensure the security of consumer funds. [7] At the same time, to ensure that the line under the Bailian product delivery quality, good faith management and after-sales service, to create Bailian products in the hearts of consumers a good image. The second is to create a fast logistics. Especially for foreign markets, in the process of Bailian product logistics and distribution, should use the Internet online technology tracking logistics and distribution dynamic, offline processing of logistics and distribution problems, and always maintain the logistics speed advantage. No matter what kind of countermeasures and suggestions, the purpose is to allow consumers to become an indirect marketer of Bailian products, in virtually enhance the profits of Bailian products, promote Bailian industry marketing trade upgrade.

C. *Accelerate the process of integration and integration, and promote the upgrading of Bailian industry scale cluster*

1) *Build P2P financing platform to ensure that the enterprise strategic science*

First, you can use the P2P financing platform for growers to integrate the scale of Bailian planting to provide financial support. In the United States, the pioneer of the P2P financing platform was Prosper and LendingClub, which were established in 2006 and 2007 respectively. In China, there are already nearly 2,000 P2P financing platform put into operation, which for large Bailian growers integrated Bailian cultivation scale provides a good opportunity. Second, you can use the P2P financing platform for large Bailian processing enterprises to integrate the size of white processing enterprises to provide strategic funding support. This kind of capital financing mode is quick and easy, and avoids the complicated assessment process of the bank, which is the "non-zero-sum game" which the fund supplier and the money demand are mutually beneficial. Therefore, the P2P financing model can promote the Bailian growers and Bailian processors to achieve strategic integration plan and strategic integration of the implementation of a high degree of fit to ensure that enterprises integrate strategic science, and promote the scale of Bailian industry upgrade.

2) Build information sharing platform, strengthen cooperation between enterprises and exchanges

First, create a "business - government - business" intermediary information sharing platform. The government acts as an information sharing platform, this design concept is realistic for consideration, on the one hand is the government to use their own advantages, you can get every Bailian business information; the other hand, the government has the authority to share information for each enterprise True and reliable. This kind of intermediary information sharing platform not only creates a good market environment, but also broke the initial business between their short-term interests and do not want to cooperate and exchange the embarrassing situation. Second, to create "business - business" interactive information sharing platform. This concept is mainly aimed at Bailian enterprises have broken the mindset, aware of the importance of mutual cooperation and exchange. So that Bailian enterprises to local competition, for the common domestic and international markets to lay the cluster strength, play Bailian industry cluster effect.

V. CONCLUSION

In the Chinese economy has entered a "new normal" in the background, the author through a comprehensive

understanding of the industry development status Guangchang Bailian Jiangxi Province, and in-depth analysis of the current problems facing the Jiangxi Guangchang Bailian industrial development, the study concluded that , As many similar to the Jiangxi Province Guangchang Bailian industry of traditional industries, in order to continue to release the industry potential vitality, to achieve industrial transformation and upgrading, it must be implanted "Internet +" thinking. Of course, due to the author's own ability and energy is limited, this study hope to "initiate", please readers please express their views, criticism and guidance, will be grateful!

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