

E-commerce pattern analysis and strategy of Tibet lamp in Yanchi county

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Abstract

The article analyzed situation of Ningxia Tibet lamp breed and the necessity of realizing e-commerce. It also came up with design principle of e-commerce pattern about expand-ability of using Tibet lamp, maintainability of the system and parameterization of business regulation, the technical frame including intelligent system and functional system. It continuously optimized the raising clients and enterprises by using digital information technology. It also used computer technology, network technology and remote communication technology to realize technical service and information communication and to let commerce running as its eletronization, digitization and networked.

Keywords: Yanchi Tibet lamp, E-commerce model, design principles, technical framework

1 Introduction

Ningxia is an inland in China, one of ten top largest pasturing areas. Fresh and delicious mutton in Ningxia depends on the special geographical environment and natural conditions, and has the certain popularity at home and abroad. The cold fresh meat and its productions are produced with Mutton in Ningxia as the raw material; the advantage is its best quality. The China famous brand- Tibet lamp in Yanchi county has more market competition.

Yanchi county enrolled brand of certification of origin as Yanchi Tan-Sheep in 2005, and then had China famous brand in 2010, got the reward of the most popularity for Charm Agricultural Products on CCTV in 2011, Yanchi Tibet lamp mutton which brand is as the certification of Agricultural products sign.

By the end of 2011, the raising quantity of the sheep is up to 2.508 million. The total quantity of mutton is up to 21 thousand ton, the total raising area is 122. There are four areas where the number of sheep is over 1000. There are 32 areas where the number of sheep is over 50000. 1200 major clients raised more than 1000 sheep. There are 3000 major clients who raised sheep from 300-10000. The percentage of scale raising is up to 51% in the whole county.

It plan that by the end of the 12th five years, the sheep number of raising quantity will up to 4 million, the output value of Tan-sheep will up to over 0.8 billion Yuan, the percentage of stock farming output value of which priority the Tibet lamp is about 60% among the agriculture output values. Yanchi county is the largest sheep production base in northwest of China. Because It have less effective information and technical service in Tan-sheep industry, and have less modern selling of promoting products. Then it built the information platform of Tan-sheep industry with the help of huge internet and authority experts' team and the science and research company. It continuously optima-

zed the raising clients and enterprises by using digital information technology. It also used computer technology, network technology and remote communication technology to realize technical service and information communication and to let commerce running as its eletronization, digitization and networked.

2 Situation of Ningxia Tibet lamp breed

2.1 ADVANTAGE OF TAN-SHEEP BREED

Tibet lamp is unique breed which used as fur in our country, the second grade protection breed. It was the special sheep breed in the list of national protect one in 2000, it also was listed in the first protection of livestock breed in 2001. The meat and fat of Tibet lamp within one year is homogeneous, the quality of the meat is tender, the taste is nice, and the mutton is one of the best qualities among the coarse wool sheep, it is the representative of mutton and is famous in China.

Tibet lamp is treasure, its blood, gallbladder, breast, liver, heart, kidney, lung, marrow, horn, testis and placenta and so on has value of medical care. It was recorded in the earlier Chinese book called Compendium of Materia Medica. The color of the second layer fur is white, bright, and beautiful, its fur is tender and clean, it has best quality. Tibet lamp is strong and healthy, it can suit for arid climate and wind, its heredity is stable. So it is the good quality of the local breed.

2.2 YANCHI COUNTY IS THE ONLY HOMETOWN OF CHINA TIBET LAMP

As Tibet lamp has the typical ecological distribution character, it is suitable to live in narrow ecological place, especially for Tibet lamp fur has apparent narrow ecological feature, so

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there is saying that: the world Tibet lamp in China, the China Tibet lamp in Ningxia and the Ningxia Tibet lamp in Yanchi county. Because of the special light, heat, soil and water, vegetation and climate in Yanchi county, the sheep can be raised as such unique one. As the result of this, Yanchi county is confirmed as core protect area in 2002, and it is as the hometown of China Tibet lamp.

2.3 PECULIARITY OF MUTTON IN NINGXIA MUSLIM

Ningxia is the only provincial Hui Autonomous region in China, the Muslim and Arab countries' are nearly close, have the similar belief and customs, easy to exchange and communicate in life and trade. In May, 2010, the State Council in China agreed that Ningxia Hui Autonomous region can hold China-Arab countries economic and trade BBS since 2010. In October 2010, Yinchuan city is confirmed as the permanent place for the China-Arab economic trade BBS. It is the good chance for Yinchuan city to rapidly develop as the international city from the small board of city. There are some nice phrases to describe Yinchuan, "Yinchuan is facing the good chance to develop", "Yinchuan must use the good platform of China-Arab forum", "Yinchuan will get more benefit from China-Arab Economic and trade forum" and so on, to emphasize the significant of this forum. How to build Yinchuan as the industry base of Muslim products, distributing center of Muslim Food and appliance, the center of design and certify Islamic Muslim products, which have more great influence on China and Islamic world. At present the key development is to prepare for expanding the market of Arab and Muslim.

2.4 THE EXISTING MAIN PROBLEM

For the Muslim food industry, the high quality products, brand, trade, market channel and leading enterprise of Ningxia is still weak now, the resource of Muslim food is less and less. There is no famous and great brand. For a long time, the brand and value in hometown of China Tibet lamp in Yanchi county is getting a place in the market, the trend of pay attention to it is getting up. However, the producing, processing and sales is still in the primary phases, low market share rate, how to identify and know more about Tibet lamp breed is also lack.

2.5 NECESSARY FOR COMMERCE

The best way is to use computer network and information technology, use the international network platform and e-commerce and modern sale way to build the website with all kinds of languages form, such as simple Chinese version, complex Chinese version, Arab and so on. Make ad for Ningxia Tibet lamp, improve raise level, promote process quality, purify Tibet lamp breed, promise the products quality, expand market, rule the market, raise up the middle and high level market sharing rate of Tibet lamp and fur, the website will be the platform and bridge to connect China and Arab world trade of Tibet lamp. Raise up the

value of Tibet lamp in Yanchi county, promote the development of farmer's incomes and economy in county.

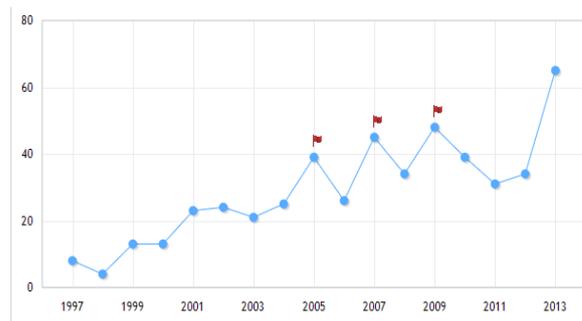


FIGURE 1 Static fold line of focus on Tibet lamp online

TOMP: The number of the online user who pay attention to "Tibet lamb" from the academic is on the rise, this means that people are becoming more and more attention to the study of Tibet lamb in academia, and the literature is read by a growing number of peers about Tibet lamb cultivation, properties, strain, etc.

3 Location of website

China Tibet lamp web has some characters such as authority, frontier, intelligence, interactivity and commerce.

Set up the official website of information and technology service on China Tibet lamp industry. The information platform is the greatest authority one of Ningxia Tibet lamp industry which main sheep is Tibet lamp in Yanchi county. The e-commerce platform will influence the Tibet lamp market.

3.1 WEBSITE SERVICE OBJECT

Aquaculture farmers in Yanchi county, aquaculture enterprise, professional person who worked the train of mutton process, logistic and fur products transport, technicians, feeding person, veterinarian and other relative person, department of science and research, decision making institute of government.

Middle and high lever consumption groups of famous restaurant enterprise in China, top grade hotel, huge super-market and commerce trade industry.

The consumption groups in Hong Kong, Macon and Taiwan.

The consumption groups in Arab district with Muslim person.

Visit interface should have friendly mutual function, which was built in different languages such as simple Chinese version, Arab and complex Chinese version, there is no any language obstacle whatever in information, affair or consultation, service and other part, visitor can freely connect with website.

Each column in website was designed its function for client to check, search, consult and feedback freely. Users can get service and consultation online whatever in any page. For the whole design on website, humanity and consciousness of taking part in was worried about, supply visitors more service online and communication channel.

The common feature of column is dynamic and real time of the information. The information on webpage is separated between the different block. The information was managed dynamically through the manage center background. The information data will meet the standard of comprehensive and consequent, and can let website have the good circle running. China Tibet lamp website can devote itself to set up web brand, the advanced network as loader; website can promote China Tibet lamp breed, build bridge for information service and share the resource, provide decision evidence. And try to become the integrate service platform for consultation, training, education, study, broadcast, promote Tibet lamp. The platform must be the more competitive in China.

3.2 SET UP OF COLUMN AND FUNCTION.

Website column: website will set up column as following: intelligent decision system, seed selection, resource protection, quality security, disease prevention and cure, feed nutrition, aquatics technology, products trade situation, expert online, technical movement, disease news.

Intelligent decision system: include variety of professional intelligent system connected with Tibet lamp.

Seed selection: include pure breeding, cross-fertilize, select and identify seed, growth and development, shape and body quality and so on.

Resource protection: biotechnology heredity breeding, mutation, breed, resource of seed quality, protect Tibet lamp quality.

Quality security: laws and regulations, quality standard, security supervise and its knowledge.

Disease prevention and cure: clinic medical, infections disease, younger livestock disease and other else.

Feed nutrition: often used feed, formula feed, animal nutrition.

Aquatics technology: introduce how to feed ewe and lamb.

Products trade situation: spread cooperation economic development, sheep products display, industry trends, market trends.

Expert online: communicate with client through video online, telephone service and answer question online.

Technology trends: introduce the new technology, equipment and new achievement.

Disease news: consider sheep disease development, report disease news.

Work information: situation of Tibet lamp industry, local policy, news trends.

Enterprise mien: display enterprise achievement, communicate successful experience.

4 Design principle

4.1 APPLICATIONS EXPAND ABILITY

With the development of computer technique and business, better expand ability is more important for website vitality, one of the key point to let website be accepted by user is to protect website have a good develop space.

4.2. EASY TO KEEP SYSTEM

Operation is easy and flexible, the person who use system besides specialist of operating computer, there are all kinds of person who can guarantee the system can be easy to keep and operate.

4.3 BUSINESS REGULATION PARAMETERIZATION

During use the website, the technique, regulation, market will change, so make sure the frame of background must be a good forward looking, it is significant to design parameterization for website. Later data maintain is to update daily; system maintain is to update system interface once a half year, update database is to intelligently scrap backups.

5 Technique frame

In the fact, select ASP+Microsoft SQL Server 2003 as technical supporter to build interactive Tibet lamp website with e-commerce function. The information must be reliable and must be checked by experts in Ningxia Academy Science of Agriculture and Forest; such can ensure the authority of website. Website background will exploit database and using system, function including:

Feedback function immediately.

User can feedback immediately and can get information easily from the website, as long as any system part has appeal, the information will pop-up tool tip automatically to hint the content of the information, the communication channel will be built between supply and demand to communicate conveniently. The form of feedback is by email, fax and web, it makes user can quickly get the information and have some advice from experts and to know about the market situation at anytime in anywhere.

User tracing function.

User tracing system can know visitor and user's potential behavior on website, know which page the client visit online, what information he is interested in, so that it can provide valuable materials and evidences for planning information, surveying and making decision to the business.

Remote control function.

Remote operation through Internet such as to monitor, maintain and correct the website data and inside information.

Intelligent statistic function.

Effective and reliable statistic information about website data, such as quantity of visiting website, user's requirement, key point to visit, lack of information.

Publish picture and video function.

Gather and punish the advanced achievement and information of industry by picture and words. Make and punish Tibet lamp science and education video, industry achievement short film, enterprise image and products advertisement short film by using media technology like 3-D carton and HDV,

Dynamic publish function.

User can add, cancel, correct dynamic data on website by using publish system, let user from basic level enter into

the website to maintain. It can upload and publish some first hand information after website worker's permission, so that It can get the information faster, reduce work cycle and speed up the website update.

Survey online function.

Anonymity of surveying online can let the surveyor have their own real ideas easily. What's more, the speed of feedback is fast, statistic data is correct, low cost of surveying, it has more advantage than traditional way. The survey result can be deposit into the database automatically to look through history easily.

Searching engine function.

It can quickly and effectively search out the content what the user want by using advanced math calculation. It also can search out the result to the user according to the frequency of the key words and grade of the webpage.

Grade identification function.

It can manage and control the member on website through WEB way; it also can enroll, add, cancel and lock the member.

Communicate constantly:

User can answer questions and help visitor online by using the system of communication constantly. And it also can set up the robot to communicate constantly; the robot can answer some usual question when the question and answer are put into the robot.

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