

Regional Design Website Promotion and Risk Analysis

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Abstract

The presence of so many hackers and computer virus on the Internet posed a threat to the safety of the database, hackers break into computer systems for damage, the use of e-business systems and management on some holes, after entering the computer system, destroy or tamper with the important data, to steal secrets and resources, control machine, clear record. Setting back door, bring disastrous consequence to electronic commerce system. A computer virus is a group of programs written by humans that attack data areas, files, and memory in electronic commerce systems to cause hardware and software failures. Data damage, system crash, to enterprises and merchants caused irreparable huge losses..

Keywords

Website design; Promotion; Risk; To promote.

1. Regional Design Website Promotion Method

1.1. Search Engine Promotion

Search engines are the primary way customers find your site and products. Customers find our sites through search engines, while competitors find their sites. In this way, we have defeated our competitors in the competition of the Internet. Search engine traffic is the purchase rate of high quality customers, because it is through the search engine they are looking for your products or services.

A search engine is a tool for finding information quickly on the Internet. You can find a lot of relevant information by entering the key words of the products you are interested in. Online target consumers are accustomed to using "baidu" to search for things they are interested in to obtain information. If necessary, baidu can take the way of bidding ranking to improve the click rate of yiju bathroom website and visibility. Compared with traditional advertising and other online promotion methods, search engine website promotion is cheaper and more effective.

1.2. EMAIL Campaigns

Email marketing is a kind of network marketing means to deliver valuable information to target users through E-mail under the premise of users' prior permission.

For some customers who have already registered, we can do promotion through email, so that they can learn about the new situation quickly. For unregistered potential customers, we can use stratified sampling method, which can be divided into three age groups, 20-30 years old, 30-40 years old and 40-50 years old, based on age, and then stratified sampling to send emails. Release to QQ users, according to understand QQ more than 600 million registered users, including 160 million active users, most of them young users, so using simple random sampling method, email to QQ users, so that we can strengthen didn't go to online shopping and less about understanding of online shopping online shopping, make them potential customers into reality from online shopping.

1.3. BBS Marketing

You can first register on some relevant BBS platform, and then you can send some posts on it, which can also add some website things, or put yourself as a consumer, write some views on the website above, indirectly foil the website.

(1) Select BBS that is in line with the products: BBS related to the products on the website should be selected for Posting, and it is better to directly hit the target customer's BBS.

(2) Cleverly design the content of the post: if a post can attract netizens to click, and skillfully convey the information of the product, at the same time let netizens feel its advertising nature, then the post can be said to be quite successful

(3) Timely and effective tracking of posts; Timely top posts, posts can always be in a screen, will be browsed by the target user. Also do not blindly top post said benefits, slightly appropriate from the opposite to refute the product.

1.4. Microblog Marketing

Micro-blog, the daily update of the content can be communicated with you, or you have the topic of interest, in order to achieve the purpose of marketing, micro-blog information sharing and dissemination speed is fast, the whole network can be seen to promote, do not need to spend what cost, the effect is good.

1.4.1. Three-Dimensional

With the help of advanced multimedia technology, microblog marketing can describe products in the form of text, pictures and video, so as to enable potential consumers to receive information more vividly and directly.

1.4.2. High Speed

The most remarkable feature of microblog is its rapid spread. A microblog with high attention can reach every corner of the microblog world within a short time after it is sent on the Internet and the mobile WAP platform associated with it.

1.4.3. Convenience

Microblog marketing is better than traditional promotion, without strict approval, thus saving a lot of time and cost.

1.4.4. Universality

At the same time, celebrity effect can make the event spread exponentially.

1.5. Picture Marketing

There are two marketing points in picture marketing, the characteristics of the product itself, as well as the model modeling collocation; Another is visual color control; Final performance: leisure, fashion, outstanding product features, reasonable color collocation, and then stimulate the user's desire to buy.

2. Risk Analysis

2.1. Financial Risks

During the development phase needs a lot of money, especially the development of the network for college students we are young, youthful too lack of funding, if the first year of costs and revenues can be flat or profit that is very good, also is helpful for us to make, but if there is no profit in the first year less than the cost, this for the second year of investment risk is bigger.

2.2. Consumer Risks

Consumer recognition is our biggest driving force, if the market research results are not put into practice to achieve good results, consumers can not recognize our website, then it will lead

to loss of profits. This is the biggest risk that needs to be taken. When facing such problems, we must control the situation well and adjust our strategies and guidelines to minimize the risk so as not to cause more losses.

2.3. Competitors' Risks

Compared with other mature home decoration website, we started relatively late, to bear more risks. Because this should undertake strategic alliance with website of other home act the role ofing, can undertake long-term cooperation, mutual benefit is reciprocal, form win-win situation.

3. Cost Budget

The main costs of building a website include: domain name registration fees, space rental fees, design and development costs. Domain name registration fees are low, the current registration of.com/.net/.org and other tier 1 domain name annual fees are around 100 RMB, and domestic.cn tier 1 domain name fees have appeared 10 RMB/year value price.

Space rental cost is mainly based on the space size of the group and the space support technology (such as asp/asp.net/php/jsp, etc.). If you use only a low-end database (such as Access), you can share the space with the site without paying extra.

The cost of design and development mainly depends on the fine graphic design of page designer and the complexity of program development.

The budget subsidiary

Domain name registration fee: 100 RMB/year

Space rental fee: 100 RMB/year

Website maintenance cost: 1000 RMB/year

Actually now more and more website discovers the limitation of traditional budget, undertake budget is improved, make budget joins flexibility. For small websites like ours, we advocate "intuitive budgeting", which is to adjust the allocation of resources and determine priorities and costs according to the changing situation. See figure (table 1)

Table 1. Project operation budget (table 1-1) budget table

Investment projects	Cost (RMB)
Hardware equipment purchase	Table and chair: RMB 220 / set *6 total RMB 1320
	Desktop computer: RMB 3450 / PC *6: RMB 20,700
	Printer: 208 RMB
Software to buy	Printing ink cartridge: 186 RMB/yea
	Broadband: RMB 880 / year
	Office supplies: 200 RMB
Domain name space application	200 RMB/year http://d-site.cn/Web/wpn0929/Cn/Index.asp
Website construction and web design	300 RMB
Website maintenance and management	RMB 1000 / year
A combined	24794RMB

Set up the website within three years of financial budget

The financial budget of the first year is shown in table 2, the income statement is shown in table 3, 5 and 7, and the balance sheet is shown in table 4 and 6.

Statement of assets and liabilities table 2

Unit:

assets	In the amount	Liabilities and owners' equity	In the amount
Current assets		liabilities	
Monetary fund	236360	accounts payable	
Accounts receivable		Salary payable to employees	55200
inventory		interest	
Total current assets		Tax payable	
Fixed assets	22228	Total liabilities	
Depreciation of fixed assets	7409.33	Owner's equity	
Net fixed assets	14818.67	paid-in capita	250000
Total fixed assets	14818.67	capital reserve	
Long-term deferred expenses		Undistributed profit	-54021.33
Intangible assets		Total owners' equity	
Total assets	251178.67	Total liabilities and owners' equity	251, 178.67

Table 3 Profit statement

Unit:

project	The number of this month
I. main business income	93500
Minus: cost of main business	61492
li. Main business profit	
Plus: other business profit	
Minus administrative expenses	43409.33
Sales cost	42620
Non-operating expenditure	
Plus. Non-operating income	
Profit total	-54021.33
Income tax	

Financial budget for the second year

Table 4. Balance sheet (summary)

Unit:

assets	In the amount	Liabilities and owners' equity	In the amount
Current assets		liabilities	
Monetary fund	355008	Accounts payable	
Accounts receivable		Employee compensation payable	117600
inventory		interest	
Total current assets		Tax payable	
Fixed assets	22228	Total liabilities	
Depreciation of fixed assets	14818.66	Owner's equity	
Net fixed assets	7409.34	Paid-in capital	250000
Total fixed assets	7409.34	Capital reserves	
Long-term deferred expenses		Undistributed profit	-5182.66
Intangible assets		Total owners' equity	
Total assets	362417.34	Total liabilities and owners' equity	362, 417.34

Table 5. Profit statement

Unit:

project	The number of this month
I. main business income	243600
Minus: cost of main business	111892
li. Main business profit	
Plus: other business profit	
Minus. Administrative expenses	55409.33
Cost of sales	27460
Non-operating expenditure	
Plus. Non-operating income	
Profit total	48838.67
Income tax	

Financial budget for the third year

Table 6. Balance sheet (summary)

Unit:

assets	In the amount	Liabilities and owners' equity	In the amount
Current assets		liabilities	
Monetary fund	600456	Accounts payable	
Accounts receivable		Employee compensation payable	180000
inventory		interest	
Total current assets		Tax payable	
Fixed assets	22228	Total liabilities	
Depreciation of fixed assets	22228	Owner's equity	
Net fixed assets	0	Paid-in capital	250000
Total fixed assets	0	Capital reserves	
Long-term deferred expenses		Undistributed profit	170456
Intangible assets		Total owners' equity	
Total assets	600456	Total liabilities and owners' equity	600, 456

Table 7. Profit statement

Unit:

project	The number of this month
I. main business income	427800
Minus: cost of main business	162292
li. Main business profit	
Plus: other business profit	
Minus. Administrative expenses	67409.34
Cost of sales	22460
Non-operating expenditure	
Plus. Non-operating income	
Profit total	175, 638.66
Income tax	

The annual income, expenditure and surplus of the three years are shown in table 8.

Table 8. Situation of annual revenue, expenditure and surplus in three years

The first year,	The income was 93,500 RMB	The expenditure was 162,340 RMB	The remaining balance was RMB 68,840
In the second year	Income 243,600 RMB	The expenditure was RMB 187,352	The surplus was 56,248 RMB
In the third year	Income 427,800 RMB	The expenditure was 244,752 RMB	The surplus was RMB 183,048
A total of three years	The total revenue is 764900 RMB	Total expenditure was 594,444 RMB	The total surplus was RMB 170456

4. Program Adjustment

Above the whole program implementation process, it is inevitable that there will be a marketing strategy plan and the reality of the disconnect. In order to avoid and reduce unknown losses, it is necessary to timely adjust the scheme in case of problems. The following is a detailed description of the adjustment plan in the specific situation:

1. In terms of positioning: in view of the continuous development of the website, the original target customers can be extended to other age groups of consumers, for the middle and upper class consumers, to provide better services;
2. In the product aspect: raise the product class, as well as increase the product type; Introducing additional products that consumers need;
3. In terms of pricing: from the original low sales transition to the middle sales price, and can be disguised to give consumers the benefits;
4. In the sales force: business development requires more marketing personnel, and to increase the training of its business ability; Increase incentive measures, introduce capable network marketing personnel;
5. In terms of service: establish more perfect after-sales service and other sales services, timely solve customers' problems and various disputes, and provide better services;
6. In terms of promotion: with the development of the Internet, more people will consume online. In the future promotion, more efforts will be made in microblog and other ways to gradually reduce the proportion of traditional advertising business to adapt to consumers of different ages.
7. In terms of promotion: increase the form of promotion, such as: limited edition, buy one get one free product promotion means;
8. In other respects: as the case may be.

5. Investment Risk

Investment in this risk is every project will encounter difficulties, because the risk is everywhere, there is no way to predict the law of the e-commerce market is very accurate. Therefore, there were two kinds of difficulties in the initial stage of our website:

5.1. Investment of Team Members

The team members' investment is small, but they can handle some trivial project requirements for the start-up website, for example; Purchase domain name, space, website publicity, bidding ranking, etc. Preliminary can maintain for a period of time, however, there are still some risks, such as the member itself, the problem such as reluctant to invest, also can't control these problems, according to your will, after all investment projects are such problems generally occur in the undergraduate of strong finish school, for hasn't participated in the work of college students, does not have its own savings, a little too early to talk about investment.

5.2. Venture Capital Firms

This website team through the analysis of many successful cases found that risk investment company is a good source of financing, risk investment company is a specialized risk fund (or venture capital), effectively put in charge of the funds invested rich profit potential of the project, and through the latter's listed companies or by merger and acquisition and access to capital reward. However, the risk of this investment approach lies in the passivity of investment. Entrepreneurs need to attract a large part of venture capital. Due to the rapid changes of the market and whether the innovative points of the website can attract venture capital companies, it is difficult to determine whether investors will make capital investment in the website.

5.3. Consumer Risks

Consumer recognition is our biggest driving force, if the market research results are not put into practice to achieve good results, consumers can not recognize our website, then it will lead to loss of profits. This is the biggest risk that needs to be taken. When facing such problems, we must control the situation well and adjust our strategies and guidelines to minimize the risk so as not to cause more losses.

5.4. Legal Risks

Legal risks exist in the process of e-commerce in trade, due to the electronic commerce is between networks, e-commerce transactions can be regarded as a paperless trade, trading is a virtual environment, the relevant government laws and regulations of the rights and obligations of online trading regulation is not very clear, the lack of effect of network protection of the rights and interests of consumers and server trial management rules and regulations, there is no specific e-commerce laws to regulate the behavior of e-commerce operators and consumers, these problems is to make the electronic commerce certification, the fair has the risk of not be protected by law.

In addition, e-commerce trade also has the risk of intellectual property rights, the network is an open platform, the spread of resources in the network is smooth. The sharing of resources in the network reduces the protection of resources with intellectual property rights. Therefore, it may bring about legal risks such as intellectual property disputes in e-commerce transactions.

6. Conclusion

The adjustment should be based on the specific environment. If it is necessary to make the adjustment, and the status quo changes unknown, then there is no need to follow the above adjustment plan. Then according to the specific market environment good program design, in order to ensure the smooth progress of the entire marketing plan, so that the site to get better higher social and economic benefits.

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