

Analysis on the Establishment and Operation Mode of "Yiwanjia" Public Welfare Platform

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Abstract

With the increase of civic awareness, the development of public welfare platforms has become a part of society that cannot be ignored, and the public welfare service platforms that appear in the market cannot fully meet people's expectations of doing public welfare. Through the analysis of the public welfare market, project marketing and risk research, we have established the "Yiwanjia" public welfare platform, which is a non-traditional public welfare sales platform that sells through multiple channels such as mobile apps, Taobao store operations, and public welfare sales. The platform mainly consists of two sections. The first section: Families or individuals in financial difficulties can sell their own agricultural products, handicrafts and other products to make a profit and improve the economic conditions of the family. The second section: You can sell some second-hand items, and the money you get from selling second-hand items will be donated to poverty-stricken areas in need or to charity foundations such as the Red Cross.

Keywords

Public welfare; Second-hand market; Public service platform.

1. Introduction

In today's era, although e-commerce is everywhere, express delivery is flying all over the sky. But sometimes there is often a smell of wine, and I am afraid that the phenomenon of deep alleys will appear. For example, due to various reasons, farmers cannot sell a large amount of agricultural products, and their family income is severely affected, and even the family's financial income cannot make ends meet. In order to solve the problem, online sales are sought, but at present, the threshold investment of e-commerce merchants is relatively high, and the initial merchant credit is low, and sales cannot be resolved quickly. However, after a long period of time, damage to agricultural products will increase losses. Also, if you open an online shop in normal times, there may be a waste of resources and economic investment due to the fact that there is nothing to sell and the online shop is idle. These are not in line with the original intention of working for the welfare of the people, especially for the poor and farmers. Therefore, there is a very serious phenomenon: the online sales channels of agricultural and sideline products for people in financial difficulties and farmers are blocked.

In recent years, our quality of life has become better and better. But the problem of waste is particularly serious. Sometimes we only need to use some things once, or some things gradually become inapplicable with factors such as our own preferences and age. But the items can still be used normally, and these second-hand often improper handling causes waste. Therefore, from the perspective of eliminating waste, the disposal of these second-hand items is also an urgent problem that needs to be solved.

For this reason, our entrepreneurial project team decided to create the "Yiwanjia" charity project platform. The following is our market analysis of the "Yiwanjia" charity platform, project risk expectations and marketing model establishment.

2. Market Analysis of the "Yiwanjia" Charity Platform

2.1. Market Demand

From the current point of view, although our country has built a well-off society in an all-round way and eliminated poverty in an all-round way, it does not mean that this is a permanent achievement. We should consolidate and strengthen the great achievements we have obtained to prevent poverty. The results of poverty alleviation in many counties and districts are mainly based on the economy obtained by local characteristic agricultural products. Many of their sales methods are single and there is no sales system established. It is easy to encounter the situation of a large number of agricultural products being planted and harvested but facing slow sales. "Break off" is a need for most people to improve their quality of life, and many people will donate money to do public welfare. And we can create such a platform to provide sales promotion for people with sales needs on our platform, so that their unsalable items can be sold quickly, and economic losses can be reduced, and it can also be used for ordinary audiences who do not have sales needs. Sell second-hand items that you don't need but others need on it. As for the money you get from selling, you can choose part or all of it as public welfare, and the platform operator will coordinate and find a large public welfare organization like the Red Cross to donate. In this way, I sell the things I don't need, and also do public welfare, improve my spiritual gain, and kill two birds with one stone. The "Yiwanjia" charity platform is an open and transparent platform, so that more and more people are willing to participate in charity and participate in charity.

2.2. Target Market

This project is mainly divided into two sections. The first section is mainly based on families or individuals in economically disadvantaged areas. We will get to know the local village chief or village secretary so that families with economic difficulties can sell their hands on the platform. Handicrafts or rural agricultural products, thereby improving economic conditions. The second section is aimed at most groups. They sell their second-hand items as public welfare funds, so that they sell what they don't need, and also do public welfare, which improves their spiritual gains and achieves two goals. .

2.3. Product or Service Prospects

The "Yiwanjia" public welfare platform enables people in financial difficulties to quickly sell unsellable items and reduce economic losses. For general audiences who do not have sales needs, they can also sell second-hand items that they do not need but others need. As for the money from sales, part or all of the money can be used for public welfare.

2.4. SWOT Analysis:

- (1) Advantages: In recent years, various public welfare organizations have emerged in China, and major e-commerce giants have also launched online public welfare platforms. However, these public welfare platforms contain many public welfare projects and cover a wide range of areas. Targeted services. The "Yiwanjia" charity platform is a precise service focused on charity.
- (2) Disadvantages: As a student autonomous team, our competitiveness is relatively weak compared with a professional technical team, and there are many poverty alleviation and public welfare platforms and second-hand trading platforms on the market, and our platform is relatively weak.
- (3) Opportunities: The state encourages college students to carry out innovation and entrepreneurship, and provides us with certain entrepreneurial funds. More and more people have increased public welfare awareness and are willing to devote themselves to public welfare undertakings, which also gives the "Yiwanjia" public welfare platform a good development prospect.

(4) Threats: There are many public welfare platforms and second-hand trading platforms on the market, and these platforms or institutions have a sound network system with a large amount of publicity and funding guarantees. The operators have a rich foundation for entrepreneurship, and we are just fledgling student entrepreneurs. There is certain pressure and competitiveness on the "Yiwanjia" charity platform.

3. Risk Expectations of the "Yiwanjia" Charity Platform

3.1. Asset Risk

Refers to the uncertainty of property value. Anticipated asset risk is the greatest avoidance of an uncertain factor. Due to some uncertain and uncontrollable factors and industry trends, it is easy to cause large discrepancies between the actual asset value of the platform built and the assessed value, and the maintenance and operation of the platform will be placed in a more dangerous situation. In the future operation process, our team will also contact reality to avoid asset risks to the greatest extent.

3.2. Competition Risk

In the social environment, there are many talents and many people of insight. We built this platform because we have a market, and talents who can see the market can also participate in the construction of the same platform. So there was competition. There was a classic piece of cake where everyone shared it. We have the risk of being eliminated by better peers at any time, but the risks and opportunities are at the same time, and we still have the opportunity to stand out in this industry and avoid this competitive risk.

3.3. Property Risks

The continuous improvement of a public welfare platform and making it play a major role requires continuous capital investment, that is, consistent financing. In the process, any failure of financing may be fatal to the platform. Therefore, we should pay attention to the huge risks in this direction, improve the platform's financing system, broaden the platform's financing channels, and reduce the impact of property risks.

3.4. Manage Risks

In the future management of the platform, the platform needs to make a certain transformation or some decisions in accordance with the continuous changes of society. In terms of decision-making, not only written knowledge can be 100% dealt with, but also the experience and experience of the decision maker. At present, our team has less experience, so there are certain risks in this area. In the face of this situation, we will also study books in the direction of management, economics, etc., and combine actual cases to enhance our experience and experience, and reduce the possibility of platform loss or even failure due to management errors.

3.5. Technical Risks

The development of science and technology is dynamic. With the continuous development of science and technology, the birth of a new technology is likely to change people's production and lifestyle, and may lead to a more convenient and beneficial lifestyle for the lifestyle guided by the platform. Instead, the platform does not occupy a market share, has no meaning, and causes a waste of resources. In this regard, we will keep up with the pace of the times and provide better services in accordance with social progress and the reality of the platform in a timely manner.

3.6. Bankruptcy Countermeasures

If the project does not achieve the expected results, and the income cannot make ends meet and goes bankrupt, the platform will be transformed into a second-hand trading platform, or other platforms required by the market, and an exit strategy will be implemented.

4. Marketing Model of "Yiwanjia" Charity Platform

4.1. Product Strategy

"Yiwanjia" positions the charity platform for families in financial difficulties. Although the target population's acceptance of new things is low, in the long run it is also a means to boost the local economy. The "Yiwanjia" public welfare platform can provide export channels for economically disadvantaged families in traffic congested areas, and sell unsold agricultural products at home, handicrafts and specialty products made by farmers on the platform for sale. At the same time, the masses can also donate their idle items to the platform. After people in need buy it, the platform will use the funds collected as a donation to people in poverty-stricken areas. The "Yiwanjia" public welfare platform will transparently flow funds to poor families, and provide professional services to donors and recipients.

4.2. Pricing Strategy

For the agricultural products, handicrafts, and specialty products sold by families in financial difficulties, the "Yiwanjia" public welfare platform will collect a large number of product price data, and over time obtain the average product price and use this to price such products. For second-hand products donated by the masses, the masses can set their own prices at 50%, 30%, and 20% of the original price according to the degree of newness of the product. This pricing method protects the rights and interests of buyers and attracts the masses to purchase goods at a lower price.

4.3. Location Strategy

According to the target population, we will focus on mountainous areas where crops are used for living, mountain villages where traffic is blocked, etc. The "Yiwanjia" charity platform mainly conducts online transactions, and establishes relevant bases in every village and town. The base can help families who do not have online trading conditions to conduct transactions, and play a monitoring role to prevent the misappropriation of poor household information and upload poverty certificates that are inconsistent with the facts.

4.4. Promotion Strategy

The "Yiwanjia" public welfare platform combines "public welfare" and "second-hand market", which can stimulate the masses to give it a try, give other second-hand platforms a blow, and also meet the needs of consumers. As needed, the platform's safe and fast delivery service can give consumers a sense of "delivering charcoal in the snow". On the basis of low prices, we will carry out appropriate sales and preferential projects during the time when the students start school and the crops are mature, and insert the living conditions of families in financial difficulties into the website and promotion pages to stimulate consumers' desire to buy and donate.

Based on the above research, the realization of the "Yiwanjia" charity platform currently considers two directions:

(1) Website direction. Establish a platform website, and realize personal account registration and login in the webpage. And there is a link to self-account information. There are links to upload and sell product information in the sub-links. On the homepage, you can directly browse the items sold by other users, and order purchases through sub-links. Its payment method cooperates with companies such as WeChat or Alipay to realize payment. And realize the

calculation of full or part of the public welfare amount and the capitalization. This direction is mainly adapted to the use of the PC side.

(2) APP/mini program direction. Make an APP or small program to achieve the same function as the website. This direction is mainly suitable for the use of mobile terminals.

Through the establishment of "Yiwanjia" public welfare platform, not only realizes their own life value, but also provides a platform for more citizens who want to participate in public welfare activities, and contributes to our public welfare undertakings and contributes to the betterment of society. Development contributes to the development.

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