

## Explaining the Development Model of Building a Business Platform for China's Internet Pet Industry

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### Abstract

With the rapid development of the e-commerce industry and the continuous optimization of Internet technology, the pet industry as an emerging industry waits for development opportunities. We can build a commercialization platform to improve the development efficiency of the pet industry and accelerate the construction of commercialization platform. This paper analyzes the construction of the commercialization platform of the pet industry, summarizes the problems in the operation and management of the platform at this stage, and explores the new path of the construction work of the new digital information technology platform of the Internet. It is hoped that this will achieve the goal of commercial operation in the pet industry.

### Keywords

Internet; Pet industry; Business platform; Development.

### 1. Introduction

Based on the background of economic development in the new era, the construction activities of the commercialization platform of the pet industry have an important role in the development of the pet industry. Construction of commercialization platform, accelerates the platform operation optimization management, improves the quality of development of the pet industry. We can rely on scientific and technological progress, reform and innovation and collaborative sharing, through the whole process, the whole element, all-round optimization, to achieve a strong guarantee of safe operation, production and management of delicate intelligence, convenient and efficient, fully reflecting the new era of pet industry development requirements.

### 2. Principles of Building A Commercial Platform for The Internet Pet Industry

The Internet pet industry business platform is built with high efficiency, innovation and wisdom, fully drawing on advanced commercialization platform operation concepts, experience and achievements, and reasonably predicting the future pet industry and development trends. At the same time, it focuses on modern information technology, innovating commercialization platform operation methods, focusing on customer experience, and fundamentally improving the service quality of the platform. In the construction work of the commercial platform of the Internet pet industry, the following construction principles should be fully referred to. First, based on the relevant national policy guidelines and the development

plan of the national e-commerce industry, we should follow the basic guidelines for the development and management of the e-commerce industry to promote the construction of the commercial platform of the Internet pet industry. Second, we can refer to the development trend of the pet industry, combined with the development needs, to maximize the service requirements of the commercialized platform, and set clear goals for the subsequent development of platform operation and management. Finally, it can fully reflect the serviceability of the commercialized platform, focus on meeting the actual purchasing needs of customers and relevant units, and fully reflect the humanistic characteristics of the development of the commercialized platform. Based on the development of Internet technology, the implementation of the development of commercial platforms in the pet industry can fully revitalize the development of the industry, enhance the sustainable development of the pet industry, and improve the quality of new product development and services in the pet industry to meet the consumption needs of residents [1].

### **3. Problems in the Construction of The Business Platform of The Internet Pet Industry at This Stage**

#### **3.1. A Single Form of Business**

Although the knowledge and concepts of business management have been improved in recent years, new platform operation and management knowledge has emerged. These management concepts are from different management focus and direction, aimed at improving the efficiency of the pet industry business development, to ensure the quality of management. However, from the current stage of China's pet industry Internet platform operation, many business operation and management methods are still relatively backward, and it is difficult to refer to new management methods. Due to the complexity of the airport operation and management workflow, if we continue to use the traditional single business form, it will lead to commercial operation work can not adapt to the requirements of the new era of Internet pet industry work, thus leading to the commercialization platform construction and management work can not get good results [2].

#### **3.2. Low Degree of Informationization**

With the development of information technology such as the Internet and big data, it has promoted the process of informatization of people's life and work. The connection between various industries and information technology has become increasingly close. Although modern information technology and information management tools are applied to the construction and management of commercialization platforms in the pet industry, the results achieved are not good. Because of the low degree of application of information technology in the construction of commercialization platforms, most platforms only build simple information systems to assist in business development and daily operations, the use of advanced information technology such as big data commercialization platform construction is less likely.

#### **3.3. Insufficient Planning Work**

To do a good job in the construction, management and operation of the commercialization platform of the Internet pet industry, the relevant personnel should first do a good job of business planning and industry development strategies, and then carry out targeted Internet platform construction work according to the development of the pet industry, in order to promote the development of high-quality platform. However, at present, the degree of implementation of the preliminary work of commercial platform construction is not high, and the planning awareness of the relevant staff is not strong, in the actual work of commercial platform operation process optimization and platform management work is ignored. Moreover,

the relevant management methods and requirements are not implemented in time, resulting in problems such as chaotic platform operation [3].

### **3.4. Lack of Service Consciousness**

The commercialization platform of the pet industry does not follow the people-oriented principle no matter in the preliminary planning or in the process of putting it into use, and the service consciousness of the relevant staff is not strong, which leads to low customer satisfaction. The development of the platform based on product diversification, service humanization and platform function diversification is expected to be insufficient, and the overall development process of platform commercialization is slow. Therefore, in the process of commercial platform construction and development, it is necessary to further improve customer satisfaction and enhance the construction and improvement of platform service functions.

## **4. Internet Pet Industry Commercial Platform Construction and Development Model**

Based on the original platform construction basis and the development of science and technology, optimize and innovate the pet industry commercial platform construction and development work. In the context of the development of Internet technology, the pet industry businessmen should re-understand and improve the core competitiveness of the development of commercialization platform, break the traditional concept of commercialization platform operation and management and development mode, and do a good job of process optimization and service model innovation, so as to meet the needs of the pet industry development under the new economic stage. The specific methods to promote the construction and development of the commercialization platform of the pet industry under the background of Internet technology are as follows.

### **4.1. Innovative Methods**

We should innovate the construction of the commercial platform of the pet industry, comprehensively implement the innovation of the development mechanism of the pet industry, improve the quality of the platform construction, and innovate the working methods of the platform construction. First of all, according to the current situation of the development of the pet industry and the trend of market economic development, the platform side formulates and improves the platform construction and development work system according to local conditions in order to enhance the competitiveness of the platform, enhance the brand attraction, promote the development of the pet industry as the core of the commercial platform work, and implement the management work by establishing a market mechanism oriented commercial platform construction method. At the same time, they can establish a sound scientific mechanism and framework for the construction of the commercial platform, encourage the commercial personnel of the pet industry to actively participate in the innovation of the resource management of the commercial platform, and accelerate the construction of the commercial platform. Secondly, we should focus on building a management service information platform for the commercial platform of the pet industry, use network and computer technology to improve the speed of obtaining information on talent services and personnel management, enhance the circulation and transparency of the business platform operation information, so as to revitalize the commercial platform operation and improve the economic benefits of the platform operation. On this basis, we will vigorously guide or adopt a third-party organization to participate in the construction of the commercial platform of the pet industry, strictly follow the quality supervision and management standards of the Internet and technology industry, strengthen the talent and technical foundation of the platform

construction, accelerate the optimization of the functions of the commercial platform of the pet industry, improve the commercial operation process, and reduce the cost of platform operation and management in the later stage and improve the scientificity of platform construction. Finally, we should innovate the product selection work of the platform, expand the channels of pet products, reduce product costs, control expenses, and improve the economic benefits of the platform. Based on the development needs of the market and the pet industry, an effective cost management workflow has been established, the cost of the construction of the commercial platform has been clarified, and the resource coordination work has been strengthened to make the operation method of the commercial platform more scientific and standardized [4].

#### **4.2. Implementing Platform Construction**

Based on the market-oriented, build a reasonable new model for the development of commercial platforms in the Internet pet industry, pay attention to the organic integration of the tasks of platform operation and development work with market management needs and services to improve the quality of commercial platform management. In this process, it is necessary to always implement the market-oriented work guidelines, constantly expand the business scope of the commercial platform, meet the needs of the diversified market, and insist on improving the operational value of the commercial platform [5]. At the same time, the relevant personnel will closely integrate the construction of the commercial platform with the development of the market economy, and insist on comprehensive service optimization to quantify the development goals of the pet industry commercial platform, so as to effectively promote the continuous expansion of its business map and occupy a favorable position in the market competition. At the same time, the company will focus on the supply channel resources and information management to promote the commercialization platform fund raising and fund planning. On the contrary, the development of key technologies and the level of informationization of commercial platform management can better adjust the management of capital cost, so that the commercial platform can achieve benign operation and sustainable development. Based on this demand, the platform developers may do a good job of full deployment, the construction of commercial platforms and management innovation system, looking for professionals to carry out platform research work, do a good job of the relevant pet industry commercial information technology and theoretical research work, so that the commercial information platform development work system continues to develop in the direction of modernization. Second, we should focus on improving product development and commercial cooperation mechanisms in the pet industry. The establishment of a comprehensive commercial cooperation mechanism, can clearly market-oriented, win-win cooperation as the goal of the platform development process, to promote the benign development of the pet industry commercial information platform work. By establishing a set of scientific and reasonable commercial cooperation system in the process of commercial informatization platform construction, establishing and improving the product resource sharing mechanism, and formulating applicable pet industry commercial cooperation methods, we can effectively enhance the development of the pet industry and optimize the product circulation worker model. With win-win cooperation as a guide, we will continue to improve the quality of commercial resources in the pet industry, stimulate the advantages of the commercial platform, and unify the commercial information platform with the promotion of the pet industry development. In this process, insist on the active participation of each staff member to accelerate the construction of a viable commercial platform development strategy to enhance the sustainable development of the pet industry. In addition, the optimization of internal industry resources, the establishment of a scientific commercial resource allocation system, the planning of platform operations, scientific integration of platform construction and operation needs can enhance the standardization, coordination, foresight and scientific nature of commercial platform construction and management. Optimizing platform management and

operation can further enhance the concentration of commercial resources in the pet industry, strengthen the competitiveness of the industry, and provide strong resources and technical power for the development of the industry.

### 4.3. Use of Internet Technology

With the continuous development of triple-play technology and the widespread use of electronic communication technology, we will focus on Internet technology, big data information technology, Internet of Things technology, automation technology, etc. Based on the top-level design concept of "perception layer, network layer, information layer, and interaction layer" in the technical framework of building information systems, we will strengthen the commercialization platform, infrastructure, online services and website construction, and build the development model of the commercial platform for the Internet pet industry. First of all, we will enhance the intelligence and service level of the commercial platform, so that the service system of the commercial platform can be improved and consumers can freely choose pet products and services. We should accelerate the commercialization platform to reform the network communication technology, enhance the information transmission rate, improve the speed of mobile network communication technology, accelerate the degree of network service integration, and apply advanced wireless mobile communication technology to lay the foundation for the intelligent construction of the commercialization platform. Secondly, we can combine automation technology with information technology to provide basic technology support for the automated operation system of the commercialization platform, and provide the preconditions for the introduction of cloud computing technology. The computer is used to collect and store the information of commercial platform operation to provide data and information for cloud computing, so as to complete the data processing of commercial platform information and improve the operation efficiency of commercial platform. We should also upgrade the commercial platform operation equipment, actively introduce system technology and automatic control technology, and improve the intelligence level of the platform equipment. We need to actively introduce sensing detection and servo transmission technology. The use of sensing detection technology can record the data information and changes in the operation of the platform, and these data and indicators can provide basic data information support for the intelligent construction of the commercial platform. The use of servo drive technology promotes the intelligent response to various demands including service operation, security, logistics and other auxiliary functions of the commercial platform, so as to realize the intelligent management and operation of the commercial platform, improve the operational efficiency of the platform and provide good services to customers. In addition, we will strengthen the intelligent level of the commercialization platform of the Internet, continuously improve the ability of independent innovation, actively introduce advanced foreign platform operation mode, and establish an intelligent platform with high efficiency, high degree of automation and strong service, so that the construction of the commercial platform of the pet industry will continue to move in the direction of scientific and sustainable development.

### 4.4. Enhancement of Service Functions

In the development process of the commercial platform of the Internet pet industry, it is necessary to enhance the service function of the platform, uphold the people-oriented, reflect the spirit of the times and the spirit of contemporary business services, and develop the humanized platform service function [6]. First, we should do a good job of platform operation planning and work, make full use of the Internet and the convenience of online platforms to provide more comprehensive customer services, innovative online service methods, so that the humanization of service processes, comprehensive service functions and service planning reflect the profound undertones and connotations of sustainable development of the pet

industry. At the same time, we should create a special online service function, advocate people-oriented, through the provision of humane services to customers to enhance customer adhesion to the platform and enhance customer willingness to buy, enhance the profitability of the business platform. Second, to create a unique business platform brand, enhance the cultural heritage of the pet industry products, optimize the web layout, streamline the purchase process, shorten the time for customers to go through the key processes of finding, selecting and purchasing, and at the same time, apply a standardized, clear and easily identifiable web shopping guidance system to help customers purchase products or related services. After-sales service and logistics will improve customers' recognition of the business platform. In addition, we need to focus on creating a good, comfortable and harmonious online shopping environment, pay attention to customer experience and feelings, provide diversified, personalized, fast and high-quality services to customers, and continuously improve customer satisfaction. Besides, platform developers and operators need to regularly carry out consumer satisfaction research and develop new shopping sales models for commercial platforms based on consumer wishes, such as live streaming plus e-commerce innovation model, which can attract a large number of consumers by using the new online sales model of live streaming with goods. The essence is that the live streamer endorses the product and narrates the advantages and use of the pet industry products and services to deliver information and stimulate consumers' desire to buy. In short, the use of diverse service methods may improve customer satisfaction and enhance the profitability of the platform effect.

## 5. Conclusion

In this paper, by exploring the commercialization platform of China's pet industry in the context of the current stage of the Internet, we propose a method to build a commercialization platform and promote the transformation of commercial sales methods. The quality of the construction and development of the commercialization platform is improved by innovating and building an online platform with comprehensive functions, diverse services and complete products to build a commercial platform with orderly management, high level of intelligence and complete functions to promote the continuous development of China's Internet pet industry.

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