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Research on E-commerce Network Platform Construction for Agriculture, Rural Areas and Rural Areas School of Information Engineering

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Abstract: The project to develop for the domestic agricultural e-commerce market leader and offline agricultural development experience economy pioneer. Become a red culture to drive the platform for farmers, farmers to buy agricultural products, consumers to buy agricultural by-products, products and characteristics of agricultural products preferred brand and farmers choose to cooperate with the first company. Do Agricultural Internet e-commerce platform, and product traceability ability integrated e-commerce platform benchmark. Low cost investment, strong business model, and resource integration ability, to provide accurate and efficient services for the majority of users, emerging consumer values, inspire new. The consumption potential, the output of unique consumption ideas and create a unique consumer taste.Become the country's most reliable agriculture, product marketing online and offline integrated resources centralized management system platform. Then follow the development of information technology, development and the future of the health-related industry. Become a rural revitalization model for farmers to do practical things of agricultural and commercial science and technology companies.

Keywords: Agriculture; Internet; E-commerce; Platform

Project context and competitive environment today's distribution channels for agricultural products are almost entirely controlled by middlemen (also known as vegetable vendors) . They have a relatively complete sales channel, but also a very solid chain of interests. So they are buying a lot of agricultural products. Farmers have long been accustomed to this model of produce, and distribution, although they have always and firmly known that vegetable vendors earn far more than their hard-working counterparts."Cheap vegetables undercut farmers" is a recent concern, because low agricultural prices, farmers are likely to choose to grow other crops, which will lead to no one wants to see the phenomenon of higher prices. However, in a market economy, there are often some strange but common phenomena, such as the purchase of agricultural products at prices so low that farmers are physically and mentally exhausted, but on the market their cheap produce is still as cheap as ever. Therefore, people all of a sudden think of who is in the middle to earn this let the farmers heartbroken blood, sweat money. Although, many people hope that the price of vegetables can be maintained at a reasonable level, and some people have made a little effort to this end, but it is useless. Nowadays, the development of agricultural internet e-commerce has entered into a new stage of cooperation, competition and development. "Taobao" rely on its platform established for many years, advantage in the sale of dried fruits and other agricultural products has achieved good performance and benefits. Local e-commerce platform also launched not less their own characteristics of agricultural internet e-commerce services.However, the agricultural internet e-commerce market is far from covering the scope or contain content, rich saturation degree, can be developed in new areas, new space is very huge. In particular, the agricultural internet e-commerce platform and product traceability integration of e-commerce platform application in China has not been prominent successful cases. For this reason, we believe that the platform after the completion of the functions and capabilities of the other competitors, the latter will form a more obvious competitive advantage. This competitive advantage is mainly reflected in our agricultural internet electricity, business models and product traceability technology effective integration ability and use of the internet to a large extent of the stimulus line, experience on the economic housing exhibition. The residents of the community may, according to their own needs, order the required agricultural products on this platform, while the farmers will directly send

the goods to the urban residents according to the orders of the urban residents through this platform, direct transactions between farmers and urban residents can achieve a win-win situation for both sides. At the same time, the platform is in the PC + Mobile + Internet cloud computing model to support business data, independent research and development, young and dynamic young people to provide development opportunities, to more people who want to join the mobile Internet, e-commerce local platform can provide more development and employment opportunities.

Product uniqueness and leadership“Yuan grain” is a set of green and healthy agricultural products, agricultural products sales, services and rural tourism experience to high-end consumers as the main integrated e-commerce platform. The platform uses the internet big data to carry on the resource integration, divides into the supply side and the consumer side, provides a series of services to the farmer and the consumer the whole cycle chain. Consumers can, according to different needs, through the platform to choose different products. For example, during traditional festivals, the platform will launch, with the characteristics of the traditional culture of the brand gift box products; in a local product sales season, will launch with the region, the characteristics of the brand gift box products; at the same time, the platform will also carefully select high-quality products for careful packaging, providing high-quality products for high consumers. Our products mainly rely on cultural penetration strategy, using the advantages of the network platform for the people to promote their own products, to solve the plight of some people, “Unemployment, information, transportation inconvenience,” the centralized procurement of products, decentralized sales, effective communication between urban and rural agricultural markets, a better sales platform for local products, regional cultural propaganda to promote the sale of agricultural and sideline products, products and Shanbei folk integration rich regional flavor, not only to promote the Shanbei region's folk customs and regional awareness, to a certain extent, will also lead to poverty, the economic development of poor areas, improve the poverty alleviation index of poor counties, for the People's welfare, for the People's happiness.

Economic Environment the digital economy is driving the global economy against the trend of growth, leading to the transformation of the global economic system and deepening the integration of regions. It is increasingly becoming a leading force in economic and social development, it has become a key force for countries to promote economic and social transformation, cultivate new economic drivers and build new competitive advantages. The digital economy has developed rapidly. According to the communiqué, the online retail sales of physical goods have continued to increase, with 9.759 billion yuan of online retail sales of physical goods in the whole year, up 14.8 percent from the previous year, and accounting for 24.9 percent of the total retail sales of social consumer goods, up from the previous year, by 4.0 percentage points. Wang Jinbin, a Faculty of Economics, Ljubljana Professor at Renmin University of China, told China business news that there were three reasons for the rapid development of Chinese high tech in 2020, it grew at a faster rate, 10.3 percent from the previous year, accounting for 2.4 percent of GDP. Second, in 2020, China became the world's largest importer of foreign foreign direct investment (FDI) , and foreign investors' high standards for advanced technology also pushed, third, under the influence of the epidemic, the global economy and industrial structure have been adjusted, and the digital economy has achieved relatively fast results, because China has an advantage in technology research and development in this field, to better capture the market.In 2020, online retail sales of goods maintained rapid growth, nationwide physical goods online retail sales growth of 14.8% over 2019. In 2020,5g large-scale commercial full-scale start-up, the year-end national internet penetration rate of 70.4% , the annual mobile internet user access traffic of 1656 billion GB, an increase of 35.7% over the previous year. In foreign trade, data from the bulletin showed that in 2020, high-tech products accounted for 5.3692 trillion yuan in total imports and exports, an increase of 6.5 percent over the previous year. Promoting the digital transformation of agriculture in the context of the digital economy, which is based on the information and communications technology industry and connects all products and services through the Internet, the application of modern information technology to the digital management of society in all fields, digital home, digital city,

4. Future direction data as a new resource and a factor of production combined with the Internet, such as the development of agricultural wings, accelerated the development of artificial intelligence can also further improve productivity, therefore, the development of smart agriculture is a new generation of information technology and agriculture in-depth integration, is the country's innovation-driven demand. The national 13th five-year plan has clearly proposed the development of smart agriculture, and in 2016 a document also proposed vigorously promoting the“Internet plus” model, the new generation of information technology, such as cloud computing and big data, is used to promote the transformation and upgrade of agriculture and develop intelligent agriculture. The development of smart agriculture can lead to the fine and targeted management of agricultural production objects through science and technology, which will help crops grow efficiently and green, can minimize the consumption of resources and maintain the ecological environment. Through cloud computing, big data technology, more detailed grasp of weather and

environmental changes, market supply and demand information, high and new agricultural technology, and then scientific and reasonable formulation of crop overall planting plan, at the same time, the plant diseases and insect pests caused by objective factors, natural disasters and other effective prevention and avoidance, to enhance the overall benefit of planting. On the one hand, cloud computing, big data, technology, more detailed grasp of weather and environmental changes, market supply and demand information, high-tech agricultural technology, and so on, and scientific and rational formulation of crop overall planting plan, at the same time by the objective factors caused by diseases and pests, natural disasters, such as effective prevention and avoidance, improve the overall benefit of planting. On the other hand, combined with the high efficiency and fine characteristics of smart agriculture, green planting scheme can be implemented, ecological protection and healthy development will be integrated to achieve sustainable development of agriculture.

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