

Construction of Community Station O2O Model in Dog Washing Industry

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Abstract: The purpose of this paper is to explore the construction and application of the O2O business model of community station, in order to provide new ideas and methods for the development of the dog washing industry. Firstly, by analyzing the current situation and problems of the current dog washing industry, the advantages and values of the community station O2O business model are clarified. Secondly, based on the theory of people, goods and field, we discuss the composition of the community station O2O business model and its innovative application in the dog washing industry; finally, through the SWOT analysis method, we understand the influence of the internal and external environments of the community dog washing station on its operation.

Keywords: Community Station; Dog Washing Industry; O2O; Business Model; SWOT Analysis

1. Introduction

In recent years, with the improvement of people's living standards, the rise of new consumer groups and the arrival of an aging society, the pet industry, as a major sunrise industry, is facing a new consumer upgrade. According to relevant reports, the global pet industry market is worth more than hundreds of billions of dollars, and shows a trend of steady growth. Among them, pet grooming service as a major demand of pet families, the market prospect is broad. However, there are a series of problems in the traditional way of pet beauty service, such as inflexible time, expensive price, travel difficulties, etc., which bring inconvenience and trouble to pet owners.

The construction of business model has always been one of the core issues of business operation. Traditional business models usually rely on physical stores or traditional channels for business operations, but they face many limitations, such as high costs, space limitations, time limitations and so on. With the rapid development of the Internet and people's pursuit of a convenient life, the O2O (Online to Offline) model has gradually become the focus of the business sector with its advantages of being borderless and cross-regional. As a new consumption scene, community post station delivers services directly to users, providing users with more personalized, convenient and high-quality service experience, which is leading the current development boom. Therefore, the rise of community station and O2O business model has brought new thinking for the construction of business model of dog washing industry.

2. Business model construction and application

2.1 Overview of the Community Post Station O2O model

The concept of O2O was first proposed by TrialPay's co-founder and CEO Alex Rampell in November 2011. Its essence is the marketing style that attracts customers to the offline channel through the online and mobile channels based on information and communication technology (ICT). The model involved in this paper is local life O2O, which belongs to the narrow sense of O2O, it refers to the business model of providing Products or services to meet the needs of residents' daily life, in the same city (or region), which must involve both online and offline, and the place where the Products transactions and services are generated must be in the local area. Based on this definition, this paper constructs a community post station O2O business model, which takes the post station as a community service provider, and through the logistics company and e-commerce platform, enables the post station outlets to cover the community's consumption demand, while building a private domain traffic pool to tap the community economic dividends.

2.2 Analysis based on the theory of “people, products, and places”

In the Internet + era, the marketing industry rapid iteration and upgrading, but always can not be separated from the three major elements of “ people, products, and places “. Among them, people means consumption, in the community station O2O mode, Long-term, loyal customers become the main focus. Only by fully evaluating the consumer behavior and psychology of users and deeply serving customers in the community can we improve the conversion rate and loyalty of rigid customer traffic in the station.; products means the supply, The safety, convenience and immediacy of the services provided by the community station with its online platform have become an important factor in building customer trust mechanisms and increasing user stickiness; places means the scene of commodity trading and service generation, including the service environment and atmosphere of the offline community station, and the information interaction and consumption experience of the online traffic platform and channels; the community station caters to the current fast consumption scene pattern. That is, after completing the multi-strategy marketing in the private domain, through docking WeChat, TikTok, Official Accounts and other multi-end user touchpoints, it can create a multi-dimensional consumption scenario oriented to community business and family.

Three key elements	targets	description
people	customer	High customer stickiness and loyalty, social networking among customers
	Salespeople	Mechanisms of trust between post services, managers and customers are easy to establish
products	Quality of products /services	Mechanisms of trust between post services, managers and customers are easy to establish
	Number of products/services	Limit the radius of the community station, focus on increasing the repurchase rate
places	Online apps, websites, private domain traffic pools	Quick Consumption Scenario Model, Field marketing diversification, low cost of exposure of Products/services,
	Offline community stations	One-stop service, logistics network with fixed customer coverage in the region, and integration of consumption and community living scenarios

2.3 Application of Community Station O2O Model in Dog Washing Industry

2.3.1 People - Efficient Precipitation of Community Customers

Community dog washing station is mostly established in the first and second-tier cities in the middle and high-grade neighborhoods, the target customers are generally high-income pet owners, most of whom face the problem of time-consuming and labor-intensive cleaning of pets at home, and the problem of inconvenience in traveling with their dogs when they go to pet stores or pet hospitals for cleaning. The community station not only solves the customer’s demand for washing dogs in close proximity, but also realizes online reservation and one-key door-to-door pet pick-up and drop-off service by creating a one-stop platform with precise service functions and specialized pet supplies, which provides dog owners with the convenience of washing their dogs and reduces their economic and travel burdens. It also improves the overall tidiness of the neighborhood environment and, enhances customers’ pet-owning pets’ sense of well-being to a certain extent.

2.3.2 Products - Improved quality and efficiency of dog washing services

First, the Community Pet Washing Database enables “personalized” customization of pets. The online APP records and regularly updates the basic information of community customers’ pets, including age, weight, hair type, etc., and provides customized combinations of washing supplies and the whole process of washing and beauty services. At the same time, according to the length of washing recorded in the file, reasonable arrangements for appointments to enhance the density of orders. Second, the “pet delivery” service meets customers’ one-stop service needs. The exclusive pet pick-up and drop-off staff at the community station can more easily gain customers’ trust, facilitate pet

identification, and improve service efficiency. Third, in addition to providing customers with a choice between “self-service dog washing” and professional washing, we can also provide dog care and rehabilitation services, such as massage, physiotherapy and physical therapy. In addition, we will further cooperate to introduce nutritional dietary programs, pet insurance, boarding services, etc., to provide all-round care and concern, implement differentiated service models and pricing methods, further segmentation of customers, enhance the accuracy of the service, and promote customer repurchase, referrals and other behaviors.

2.3.3 Places - triggered both online and offline

The offline community dog washing station strives for low operating costs and targeted service content, with self-service dog washing equipment and pet supply vending machines as the main features inside; facilities for dog owners to spend their time outside the station are set up, such as fitness equipment and beverage vending machines, etc. Meanwhile, the decoration of the station is adapted to the architectural style of the local community to increase the pet-related layout. At the same time, it builds a social network centered on the station, and carries out regular activities such as pet rescue volunteer activities, pet beauty contests, and pet adoption to improve social benefits and increase customer experience, which is conducive to the return of customers and the shaping of the brand image.

The online APP has supporting service functions and good user experience, and sets up pet micro-community to provide a free and open communication platform for community pet lovers. It penetrates into the sharing function in each scene of the APP to form self-propagation of users and recommending and inviting sharing, which increases the user flow and locks up its own user group at the same time, promotes the improvement of the relationship between the community residents, and raises the frequency of communication with each other, to a certain extent, it satisfies the social benefit of pet owners to make friends. To a certain extent, it meets the emotional needs of pet owners at the level of dating. In addition, the online setup of takeaway coupons, service discount coupons, membership points and other incentives to create more consumption scenarios, reduce marketing costs, and directly reach the community users.

3. SWOT analysis

3.1 Advantage (S)

3.1.1 Online and offline collaboration to improve the quality and efficiency of beauty washing services

Pet washing community station O2O mode through the construction of information technology platform, the use of online supporting platform development and construction, can effectively overcome the travel difficulties, expensive, busy work and other issues, the user can enjoy pet washing, pick-up and drop-off one-stop service, the realization of the pet washing specialization, facilitation, personalization, and effectively improve the quality of pet washing services.

3.1.2 Break through the limitations of the traditional mode.

At present, the one-stop service system of pet washing + pick-up and drop-off still exists in the industry. The community station-type pet washing mode has unique service functions such as “personalized washing” and “pet takeaway pick-up and drop-off”, which can effectively break through the limitations of the current mode of pet washing and strive to be the industry leader.

3.2 Weaknesses (W)

3.2.1 The Platform's information security mechanisms are inadequate.

Pet washing community station O2O mode with the help of the Internet platform, through online + offline synergistic cooperation, in order to provide convenient and efficient washing services for the community pet dogs, at the same time, facing the risk of user privacy information leakage, data loss, virus invasion and hacking and other problems prevalent in the Internet.

3.2.2 The stereotypical thinking effect is evident.

There are already other types of models in the foreign market, due to the existence of some overlapping business content phenomenon, users may be confused or unwilling to understand in depth, so that the listing effect is greatly reduced.

3.2.3 Lack of clear monitoring and regulatory policies.

Currently, some online platforms in order to make a profit, stationed in the assessment standards are low. And for the management of network platforms, the government has not formulated perfect supervision and regulatory policies, coupled with the pet belongs to the live animals, out of property and pet safety is not guaranteed considerations, some consumers do not dare to order easily.

4. Opportunities (O)

4.1 Realistic demand booster

Influenced by economic development, social aging, loneliness, consumer attitudes and other factors, the scale of the pet washing industry market continues to be vast and demand continues to rise. The public's attention to pet washing services has increased in the pet industry in recent years. According to a survey by the short video platform Jitterbug, among the TOP5 short video playback growth rates in the key areas of pet services in China in 2020, pet washing magazines topped the list with a growth rate of 180%. At the same time of the rapid increase in attention, according to statistics, the pet washing consumption is as high as 42.2%, accounting for the second largest proportion, second only to the pet staple food expenditure.

4.2 Government policy support

In recent years, the pet industry as a major sunrise industry ushered in rapid development opportunities. As the main battlefield of pet breeding in the first and second tier cities, it has introduced a series of policies and regulations on pet breeding, management, industry norms, development direction and other aspects. During the "14th Five-Year Plan" period, Xingtai City, represented by some of the cities took the lead in issuing relevant announcements, formulated the development of pet food, pet supplies and e-commerce, to create a 100 billion industrial clusters and other pet economic development goals. The overall policy tendency is conducive to driving the pet industry's economic benign and prosperous development.

Brand awareness effect highlights and enhances customer stickiness.

By releasing pet washing service information through the network, the station can make full use of the characteristics of the network's fast speed and wide range to spread the information of the community pet station to the neighbouring community quickly, and can quickly enhance the brand awareness. At the same time, by virtue of the convenient and preferential characteristics of the station, it is conducive to obtaining the favour of the surrounding pet owners and enhancing customer stickiness.

5. Challenge (T)

5.1 Negative online word-of-mouth impact.

Offline pet washing services in the process of mistakes are inevitable, such as pet dogs are not cleaned within the time limit, washing the pet dog in the specified time after the door and so on. If the remedies for such situations are not timely, customers will complain, or even report complaints, in the good reputation building is not favourable; if customers complain to the declaration of pet owners, so the word of mouth, over time, will bring a negative impact on the wash station, so that customer loyalty is reduced.

5.2 The quality of logistics services needs to be tightly controlled.

Compared with traditional takeaway delivery such as food and medicine, the special nature of live pets determines the nature of its special logistics services. Therefore, on the basis of ensuring profitability, the establishment of a sound set of management and evaluation mechanisms to protect customer property and pet safety has become an urgent challenge.

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Fund projects

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