

Research on One Village One Product Operation Platform with the Help of E-commerce

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Abstract: This paper is based on the current background, in the epidemic environment, make full use of the popularization and innovation of e-commerce operation mode to help rural and county economic development, In order to solve the problem of difficulty in selling agricultural products for farmers in Xiahe Township, this paper focuses on the market pain points of high-quality agricultural products related to tens of thousands of people's livelihood, which are "difficult to buy high-quality agricultural products" and "difficult to sell high-quality agricultural products"? How to correctly implement the policy of "one village, one product" and effectively solve the dilemma of selling black fungus in Xiahe township of Fushun City during the epidemic period is worth thinking and improving.

Keywords: e-commerce; one village, one product; Xiahe township; solve the difficulty of selling agricultural products.

1. Development status of "one village, one product"

"One village, one product" refers to a brand created by a county, a township or a village. It implements the brand strategy to expand and strengthen the development of agricultural products industry in Xiahe township of Fushun City and increase the ability of farmers to continuously increase their income in the special period of epidemic situation, Agricultural products are still the main source of rural economy and farmers' income. [1] The development of "one village, one product" in Xiahe Township, Fushun City, Liaoning Province can not only promote the development of urban and rural areas, but also accelerate the qualitative leap from extensive traditional agriculture to modern agriculture. In the development of "one village, one product", we must first firmly establish the scientific concept of development, We should continue to deepen the optimization and adjustment of the economic and social industrial structure of agricultural regions, vigorously support the cultivation of leading agricultural products and advantageous industries, take the change of market demand as the policy guidance, give full play to the comprehensive advantages of land resources and agricultural regions,

effectively improve the productivity of labor, and strive to promote the transformation of traditional agricultural products to modern agricultural products industry in Xiahe township of Fushun City, We will accelerate the cultivation and training of technical personnel for the development of rural agricultural products, create a large number of new farmers with "one village, one product" who are educated, skilled and able to operate, and constantly improve the agricultural skills and scientific and technological level of farmers in Xiahe township of Fushun City, so as to provide strong technical support for the development of "one village, one product" and enhance the sustainable development ability of "one village, one product", No. 1 central document clearly points out that in the process of actively developing modern agriculture and promoting the construction of a new socialist countryside, we should not only support the development of "one village, one product", but also take measures to speed up the training of a number of specialized villages and specialized townships with distinctive characteristics, various types and competitive powers. Facing the market, through the production of marketable products to promote the development of local economy in Xiahe Township, Fushun City. And the special product of Xiahe Township, Fushun City, *Auricularia auricula* is the local characteristic agricultural products. After checking its agricultural products at all levels, with the help of operation platform, it can reach consumers online and offline in various forms of publicity and promotion, A rural first-class agricultural operation and service platform with the help of e-commerce, as the main body of the implementation of the special training action of poverty alleviation driven by rural e-commerce, focuses on the development of local characteristic rural agricultural products resources to create local rural catering, leisure and cultural tourism products The new mode of rural poverty and special products and technology training, special action training and other ways of rural poverty alleviation, giving rural enterprises electricity skills, and Cultivating Farmers' innovative ability to help the poor and getting rich. [2] Internet plus service platform and rural information service training, communication and other ways are used. To further effectively shorten the psychological distance between the virtual countryside and the actual city, build

an integrated service platform for rural-urban integration, and help poverty alleviation. The innovation of the sales link of this project aims to change the sales mode through the help of e-commerce, so as to save the complicated process and benefit the people, so as to shorten the distance between urban and rural areas at the same time of poverty alleviation, At the same time, it promotes the economic development of Xiahe Township in Fushun City.

2. Project Investment

In the process of the project, we always adhere to the principle of independent design; And carefully plan the "one village, one product" operation platform project with the help of e-commerce; Actively introduce the project; Strictly implement the project; Push forward the construction of the project; In the new century, China's rural marketization has been continuously improved, and the food security problem has been basically solved. With the proposal of the national urban and rural development strategy and the repeated epidemic situation, the e-commerce platform has developed rapidly, which has not only produced the objective requirements for the development of "one village, one product" economy, It also provides a good external environment for the development of "one village, one product" economy. [3]

3. Research Process

We study the mission of "let people's life in Xiahe Township be better" with the help of e-commerce; And find out the accurate positioning of *Auricularia auricula* sales in Xiahe township; When e-commerce in Xiahe Township sells agricultural products on the Internet, it adjusts its sales strategy and marketing methods in the Internet era according to the seasonality of the specialty *Auricularia auricula*, [4] and sorts out the story meaning behind the local characteristic products in Xiahe township, So that consumers have a better understanding of local agricultural products.

4. Project Research Plan

It is necessary to solve the problem of selling black fungus in Xiahe township; On the basis of promoting the operation of agricultural products, we should consider how to establish a good cooperative relationship with dealers and build a bridge for the external transportation of agricultural products; And strive to build a "one village" to cultivate "one product" of the "agriculture + Internet" new format, the Xiahe Township high-quality black fungus sales to more people, and solve the problem of farmers lack of sales channels at the same time; Through the research, reliable and safe original ecological products are sent to various consumers through the interpersonal network of trust relationship, and certain publicity and marketing are carried out combined with e-commerce sales, so that more people know that Xiahe township has high-quality black fungus, and there are channels to buy it; Let farmers in Xiahe Township establish brand awareness in the modern market economy environment. [5]Brand building is of

great significance to rural social, economic, environmental and even rural community reconstruction. Moreover, there is no need to carry out overall product strategic planning for the big data resources of *Auricularia auricula* e-commerce. After determining the target group of high-quality users and selecting the high-quality *Auricularia auricula* series products in Xiahe Township in advance, Then the high-quality Chinese original ecological *Auricularia auricula* products are directly purchased, processed, packaged and marketed in batches, so as to make the high-quality products and target users seamlessly connect with each other. If you want to realize the dream better, the capital market in the early stage of the product, the sales analysis data and the use experience in the later stage of the product are particularly important.

5. Innovation Operation Focus

This operation and management project is different from the previous management mode of local characteristic tourism operation project. The innovation is mainly reflected in the extensive innovation of the operation and management mode of its operation characteristics. First, it provides online services for the daily necessities produced by the local rural residents' tourism enterprises in Xiahe Township, Fushun City, Including free online logistics distribution commodity agency service, payment commodity agency business, and special scenic spot tourism train tickets; We will assist in the information release service of rural tourism service in Xiahe rural residents' tourism, culture and leisure characteristic scenic spots in Fushun City, release the relevant information of rural residents' tourism information service in local rural tourism characteristic leisure scenic spots in a timely manner, guide local residents' tourists to actively participate, and Practice the new tourism culture of local and deep characteristic rural residents, Secondly, we should help Xiahe Township integrate the online sales service of the packaging of imported agricultural products with local characteristics, and integrate the packaging and sales of a batch of imported agricultural products with local characteristics and high quality produced by local rural enterprises. The sales network covers the whole city, the whole province and the whole province of China whole country; We will help local people in Xiahe township of Fushun City to buy online products, which is convenient and fast for local customers to buy cheap household appliances and other daily necessities for daily life.

6. There are Some Problems in the Operation of the Project.

The existing logistics facilities in Xiahe township can not fully meet the needs of rural e-commerce for the time being, and the degree of product standardization is relatively low, so it is difficult to sell on a large scale like mass-produced products. Both the sales price and retail channels need to be explored continuously; Secondly, the operation platform with the help of e-commerce has not yet found an accurate positioning and operation mode of

Xiahe Township, and it still needs to be innovated.

7. Conclusion

In the era of Internet plus, and even more frequently in the epidemic situation, through the research on the sale of black fungus and other agricultural products in the gorge of Fushun City, the combination of electricity providers and agricultural products has made us further understand this new experimental teaching project and do not design it well in order to get good results. The most important thing is that we can give full play to my subjective initiative in the process of carrying out the experiment, and use the experimental knowledge we have learned to make our body fully exercise and improve continuously, From the grasp of the overall layout of the experimental project structure to the continuous search of the whole team for the breakthrough point of the experimental project innovation, and develop a detailed plan and implementation process of the experimental project, as well as several important practical operation links in the experimental project. In the whole experimental learning process, we not only see many things that I think are interesting and useful through learning, What's more, the logical thinking ability of the whole team, the cooperation and coordination ability of the team, and the

practical operation ability have been greatly improved. Through learning, we can see the valuable spirit of perseverance, good at thinking, and active summary, The idea of "one village, one product" is of practical significance and time value.

Reference

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