Study on Promotion of the Professional Market Mode and Service Mode in New Economic Times: Take Zhejiang Hai-Gang Intelligent Home City as Example

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Abstract. This paper has combined the opportunity of Zhejiang Province to develop modern supply chain, based on the trend of the integration of Internet and professional market in the new economic era, proposed the promotion significance of the professional market similar to the Haigang Intelligent Home City, and then proposed the business improvement plan of the professional market of the home city, the service mode promotion solution and the time node to realize the basis of the analysis of the status quo. It has put forward the new ideas and directions for the transformation and upgrading of the professional market, which has the practical significance and application value.

1. Instruction
The modern supply chain has risen to the national strategy, and our country will move from the modern logistics development period to the new supply chain development period gradually. The continuous introduction of relevant policies at all levels of government has provided a good policy environment for the market to improve and develop. In October of 2017, the General Office of State Council has issued the “Guiding Opinions on Active Promoting to Supply Chain Innovation & Application” to encourage wholesale, retail, and logistics companies to integrate supply chain resources, build the procurement, distribution, warehousing, and delivery supply chain collaboration platform, guide the traditional circulation enterprises transformation into supply chain service enterprises and cultivate the new supply chain service enterprises vigorously.

As the influential home professional market in Haiyan County, The Zhejiang Hai-Gang Intelligent Home City is the only enterprise in Haiyan County that applies for the modern supply chain key enterprise project. Its idea of the transformation upgrading and development is the result of active adapting to the national supply side structural reform. It will promote the transformation of Haiyan's home industry into supply chain greatly. At the same time, through the upgrading and transformation of the home city, it can maximize the transformation and promotion of the regional wholesale and retail industry, with the obvious demonstration significance.

2. The Integration and Development of the Internet and the Professional Market in the New Economic Era Have Pointed out the Direction for the Market to Improve and Develop
Changes in consumer shopping habits and upgrades in demand have forced the professional market to break through a single sales function and transform into diversity.
2.1. Market Entities Have Broken through the Simple Leasing and Management Services to the Supply Chain Integration Services

The professional market operators have broken gradually through the simple leasing relationship between the market and merchants, and transformed into providing comprehensive and high-quality professional services to merchants. Through the systematic service innovation, build a market service platform with “merchants continued profitability as the core”, and create the supply chain system innovation services, the new business creators and brand incubation services, the omni-channel network marketing services, the scene space and property services, the digital market information services and the other service systems, and the essence is to create value in the channel value-added services, which is changed from "landlord" to "servicer."

2.2. The Professional Market Presents the Diversity and Compound Type Gradually

The professional market is transformed from a single function mode that faces a wholesale intermediate link and relies on the low-small retail shop leasing to the “diversified one-stop business service platform, the trade + distribution + leisure integration city, and multi-commercial principal collaborative with the operation value network”. Trade and distribution are still the core of the professional market, while leisure & entertainment is the adding value to the professional market.

2.3. The Market Ecosystem is Emerging Gradually

Internal - one-stop service to meet consumer demand. For the consumers in the professional market, the convenience is a key factor, how to obtain the information, whether the goods are complete, whether the transportation is convenient, whether there is a matching logistics and so on. The modern professional market is not simply a commodity trade, but a platform that integrates information dissemination, commodity distribution, and financial services and the deeper level is a commercial complex.

External - create an ecological distribution center. Based on the physical business circle, as well as the maturity of resources such as warehousing, logistics, and finance, through the continuous service innovation and resource integration, establish an ecosystem that connects the upstream and downstream supply chains with the professional market as the center.

Changes in consumer shopping habits and upgrades in demand have forced the professional market to break through a single sales function and transform into diversity. The Zhejiang Hai-Gang Intelligent Home City is a professional market in Haiyan County. Its transformation & upgrading is to actively adapt to the new trend of the professional market and meet the market and consumer demand, and it can also promote the healthy and sustainable development of the home city.

3. The Significance of the Promotion of the Professional Market

The Zhebei Intelligent Home Supply Chain Integration Service Platform will be built into an influential regional intelligent business circle in Haiyan.

3.1. Market Improvement is Conducive to Cultivate the Home Supply Chain into a New Economic Growth Point in Haiyan County

Utilize the advanced technologies such as Internet of Things, cloud computing, and big data to transform the market, strengthen the service functions such as intelligent shopping, intelligent parking, intelligent public services & shared logistics, shared passenger flow, and shared points, solve the problem of difficult parking, inadequate radiation, unsatisfactory consumer experience, uneven distribution of passenger flow and other issues, and enhance the consumer experience.

The Zhejiang Hai-Gang Intelligent Home City aims to establish a home supply chain integration platform, help the sustainable development of the home industry, build the home industry chain in Haiyan, and increase the competitiveness of the home industry in Haiyan. Through the establishment of the industrial chain and the accumulation of resources, the market tax revenue can be increased from the current less than RMB 1 million to RMB 500 million in 2023, and the modern home supply chain can be cultivated into a new economic growth point in Haiyan County.
3.2. Extend the Upstream and Downstream of the Home Supply Chain, Gather the Resources of the Home Industry, and Enhance the Market’s Ability to Radiate to the Surrounding Areas

Haiyan County and its surrounding counties & cities have a good manufacturing base and obvious location advantages. Haining Xucun, Shaoxing Keqiao and other home textile industry have the strong foundation, Haiyan County integrated ceiling industry has been developed well. The Zhebei Intelligent Home Supply Chain Integration Service Platform, by establishing upstream industrial design & development center, can effectively connect upstream & downstream nodes of supply chain, increase the viscosity of the home supply chain node enterprises home, play the supporting advantages of the surrounding industries, and create a personalized, customized, rapid response home flexible supply chain in the new retail era. Establish an Intelligent Network Collaborative Platform based on big data to achieve the close interaction between upstream and downstream of home industry resources, reduce the market operating costs, increase the market competitiveness, form a good market development environment, and enhance the ability to radiate to the surrounding consumer market of The Zhejiang Hai-Gang Intelligent Home City through a relatively superior resource agglomeration environment.

4. Professional Market Business Improvement Plan

The experience base uses the combination of virtual and real to show consumers with the smart and intelligent results of the modern home industry.

4.1. Smart Home Decoration Design & Display Experience Base

The Smart home decoration design & display experience base is a platform that supports the intelligent transformation and upgrading of the home industry in the market. Based on the link to upstream industry, the base has set up a design R&D area to compensate for the lack of a top-level home design platform in the market. Through the existing audio-visual technologies such as VR, display the design results and the latest smart home products in the industry, complete the top-level design and the perfect interaction between the design party and the consumer in the market, and predict the consumer trends through consumer interaction preferences.

Planning & construction: it is a base for displaying the latest design results of the industry to consumers, and constructing the functional layout of “four districts + multiple centers”. The upstream industry design & development zone integrates mainly the related industries such as fasteners and home textiles with the market; the commercial creators & brand incubation zone can bring together the multiple merchants in the market through the consumer-oriented design scheme, take Home City as brand to make the packaged sales. The smart home product display area and comprehensive VR experience area can show consumers with the latest home development trends and latest achievements through a combination of physical and virtual. It is estimated that, by 2023, more than 50 related design companies will be introduced, and the transaction amount will be RMB 300 million.

4.2. One-stop Procurement Base

The one-stop procurement base can make up for the lack of the original functions of the market, meet the needs of consumers to eat, drink and play outside the shopping, extend the time for consumers to stop in the market. Through the supplement of market functions, discover the deep potential of consumer consumption, help the market to transform from the single home market into a commercial complex, and attract the residents around the market for daily consumption. It also embeds the home products in the integrated body and extends the home sales channels effectively, which is the main pillar function block for the transformation and upgrading of The Zhejiang Hai-Gang Intelligent Home City.

Planning & construction: it is a commercial complex that satisfies consumers to “eat, drink, and play”. The top brand area is mainly for the middle and high-end home brand gathering area, which manages the middle and high-end brands centrally, and provides the differentiated services to VIP customers. The boutique procurement area is the collection of the middle & low-end brands and small businesses, which forms a more active sector through the uninterrupted business activity; the top-screen cinema area is mainly based on display function; the gourmet street area, children's
play area and gift area meet the needs of consumers in eating, drinking and playing, and realize one-stop shopping for consumers truly. It is estimated that, by 2023, more than 50 brand-name merchants companies will be introduced, and the transaction amount will be RMB 10.5 billion.

5. Professional Market Service Improvement Plan
The Zhejiang Hai-Gang Intelligent Home City will assume the role of general contracting business.

5.1. E-commerce Platform Service System (Virtual Platform)
Copy the entire home store to the Internet, provide consumers with a 24-hour display & trading platform, introduce the new technologies, and set up a 3D real-life exhibition hall on the website, and we call it a 360-degree 3D real-life exhibition hall of the new mode.

Through the use of a new generation of 3D real-life image technology, the store experience-style "scenario" can be "replicated" to the Internet, realize the three-dimensional effect on the Internet, and browse up and down & left and right as you want; consumers online can experience the real effect of the home in the context of the scene, combined with the layout of the shop location map of the tour, consumers online can easily visit the home shopping mall at home; consumers can achieve to "select online & offline, shop online& offline", which makes the online mall and our existing physical store to complement each other; it also provides a 24-hour display platform for products and stores of the settled merchants. It is estimated that the transaction amount will reach RMB 80 million by 2023.

5.2. Market Management Service System (Virtual Platform)
Before the unified settlement: the trading behavior of The Zhejiang Hai-Gang Intelligent Home City is mainly a mode of one customer one order and one merchant, and the value of customers and orders is relatively low. The demand of middle top customers' whole house customization can not be satisfied in the market. The settlement method is for merchants to settle independently and the after-sales service system is not perfect. The merchants settle independently at present, the annual sales of the home city is about RMB 2 billion, but only RMB 10 million are within the scope of tax payment with a large amount of tax loss.

After unified settlement: consumers can purchase separately, achieve the unified settlement and installation, increase the convenience greatly, improve the transaction efficiency of the home city.

6. Conclusion: The Promotion Path of the Professional Market
The Zhejiang Hai-Gang Intelligent Home City needs to construct and upgrade the more function sectors, so there are more resources to be gathered. In general, the resources of the self-operated business segment and the basic services need to be configured by the developers, and other resources can be obtained through external introduction, outsourcing, cooperation, and the like.

Complete before 2019: the appearance renovation of the home city (home city environmental remediation); the division of the home city function block and the gradual mobilization of merchants to migrate to the top brand area and boutique procurement area; determine the location of the intelligent logistics warehouse allocation base.

Complete by 2020: focus on transforming and constructing gourmet street area, gift area, children's play area, top-screen cinema area and LCD screen facade, and complete investment promotion for the corresponding functional blocks; complete the e-commerce platform service system and market management service system, the logistics information service system and the technology investment in VR experience area; complete the infrastructure construction of intelligent logistics warehouse allocation base, and implement the investment promotion to market merchants.

Complete in 2021: complete the construction of the entire software system of the home city, access the daily home city trading activities for trial operation, and improve its applicability; complete the construction of the financial system, and promote among the home city merchants and the furniture supply chain; put one-stop procurement base and intelligent logistics warehouse allocation base into use; complete investment and construction of smart home decoration design & display experience base.

Complete by 2020: the four physical platforms and the three virtual platforms are basically put into
use, the professional smart home market management team has been established to maintain its normal operation; expand the brand effect of The Zhebei Intelligent Home Supply Chain Integration Service Platform, promote to the outside and expand its influence in the Yangtze River Delta; realize the integrated supply chain operations with the unified settlement, procurement and sales, and increase the consumer viscosity.

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