Preliminary Discussion on the Application of Internet in Tobacco Monopoly Retail License Management

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Abstract: It is expounded that the background and necessity of tobacco monopoly retail license online processing, is analyzed that the advantages and functions of Internet technology to solve tobacco monopoly retail license processing, and is put forward the development and application strategy: the construction of Wechat communication module of the application link of business households; establishing retail license processing module and carry out extensive publicity; establishing the feedback module of retail license handling, and promoting the interaction between government, enterprises and business households.

1. Introduction
As a regulation and service provider of the tobacco market, the tobacco monopoly administration department should actively adapt to and lead the development trend of "Internet plus", make good use of "Internet plus" thinking and means, strive to promote the in-depth integration of the Internet and business registration, and actively explore and practice reform and innovation to optimize services. In recent years, the application conditions for tobacco retail licenses have been lowered, and the number of major applications has increased substantially. As the number of applications increases, the pressure on grassroots registration window personnel is increasing day by day, and the public is increasingly not satisfied with the amount of business handled by the existing window mode. Everyone expects that a more convenient and efficient application method will emerge. For the monopoly administrative departments, the implementation of one-stop online acceptance, on the one hand, can save administrative costs; On the other hand, it can improve work efficiency and service quality. Acceptance of applications is no longer subject to the constraints of time and place, and the subject can submit applications anytime and anywhere. Examination and approval are gradually transformed into specialized assembly line operations, and daily examination and approval volume has room for improvement.

2. the background and necessity of tobacco monopoly retail license online application
In the current era of rapid development of Internet, the tobacco monopoly administration, through online bidding for tobacco retail license, promote the transformation of management idea. The administration transforms passive service into active service, implementing of "make data run more, make less people running errands" requirements proposed by the state, and optimizing "let people handle affairs only run a road" service concept [1]-[3]. The administration changes the application for
licensing business submitted by the masses to active door-to-door service, so as to let people get a tobacco monopoly retail licenses never leave home. The administrative examination and approval process, through docking with the tobacco monopoly management information system, realizes complete transparency and verifiable processing progress. Based on the position of the applicant, it carries forward the spirit of "small shop second", focuses on the service subject, and considers for retail households. The applicant's objective evaluation information is collected timely, so that the number of document handling and the quality of service could be gotten by the superior administrator. It not only completes the basic data collection for the daily supervision in the future, but also can benefit the enterprise and facilitate the people to the greatest extent, and actually makes it easier for the enterprise and the masses to do things and do not obstruct them. We will promote and support the in-depth promotion and implementation of the "Internet +" e-government work in the tobacco industry, and make innovations in tobacco monopoly services and management at the grass-roots level [4].

By optimizing the process of examination and approval, and solve through service enterprises "last one kilometer" of the "bottleneck" problem, not only helps improve two-thirds the business efficiency, but also eliminates invalid early conditions by applying pretrial screening, and increases the approval number of the valid applications, improve administrative efficiency useful work, improve the efficiency of monopoly regulation and administrative license management. Sending the application information to the subordinate units in the form of positioning list can enable the special managers to optimize the route and reduce unnecessary consumption of human and material resources in the field assessment. Through the implementation of online documents, the closed-loop service system, of the "application to the assessment of the door - mobile office - on the spot examination and approval granted to accreditation service on the spot, the follow-up evaluation feedback", can be formed, so as a lot of labor cost and time consumption can be saved, and the management services can be extended [5].

The management system will be conducive to improving the standardized and scientific management of tobacco monopoly administrative licenses and promoting administrative efficiency improvement. In this way, it can not only facilitate the operation of households and tobacco enterprises, but also facilitate the tobacco monopoly management.

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3. the advantages and effects of tobacco monopoly retail license processing based on the Internet technology

Based on the overall requirements of accelerating the implementation of "Internet+" e-government proposed by the industry at present, in the spirit of streamlining administration and delegating power, strengthening regulation and serving the masses, and based on the practical needs of tobacco monopoly supervision and retail license management, three major problems are mainly solved.

3.1. Solve the problem of poor information communication in the application process of business households

In view of the reality of enterprises in the bidding for the retail license for bidding information consult inconvenience caused many times, the progress is not learned in time, monopoly management department license problem such as poor publicity process, based on the existing enterprise micro
letter public platform, extended to increase tobacco monopoly retail licenses licensing web hosting business module class items, the contents and the tobacco monopoly law rules and regulations, tobacco retail license permission class matters to deal with the related knowledge, application process, the bid conditions, prepare material requirements, schedule, and need to inform the matters related to enterprises, through the enterprise show told enterprises public platform. After the application is submitted, the system will conduct preliminary examination based on the application materials provided and in combination with the negative list of tobacco monopoly retail license. After the application is approved, the system will assign the business address filled in by the applicant to the department of tobacco administration in its jurisdiction for handling.

3.2. Solve the problem of upgrading and optimizing the current tobacco monopoly retail license business process under the thinking of "Internet+"

According to the newly promulgated detailed rules for the implementation of the measures for the administration of tobacco monopoly licenses (for trial implementation), the tobacco monopoly administration shall, within 20 days from the date of acceptance of the examination and approval for the issuance of tobacco monopoly retail licenses, make an administrative licensing decision. The current "measures on the administration of tobacco monopoly licenses" stipulates that the tobacco bureau shall, within 10 days from the date of making the decision to issue the tobacco monopoly retail license, serve the tobacco monopoly retail license to the applicant [6], which is, it takes 30 working days for the new office to receive and approve the service. By optimizing the examination and approval process and combining with the "Xi'an cigarette certification and network access management rules", the research group constructs a review group to investigate the applicant's business premises on the spot, verify the content of application materials, confirm whether it meets the requirements of retail license application and whether the location of business premises meets the requirements of reasonable layout, etc., feedback the results of auditing in real-time, the leader shall examine and approve immediately, complete the examination and approval work of cigarette retail license on the spot, make a decision on whether to approve the administrative license, and serve the retail license. Through process optimization and hardware transformation, the time from acceptance to approval delivery is shortened to 10 working days.

3.3. To solve the problem of "the last mile" of exclusive administrative licensing management services

In tobacco monopoly administrative license to handle work, manage door for permission class matters put forward the application cannot be transferred on the spot, the bottleneck lies in: lack of can carry out the on-site application in review, country monopoly information system, geographic coordinates acquisition software and office software, on-site photos, GPS positioning[7]-[8], information entry, document production, printing, as well as the real-time data transmission, online examination and approval for the site office terminal and the corresponding software and hardware equipment. Therefore, it is necessary to adapt to the current requirements of "Internet+ government services", comply with the relevant specifications of tobacco monopoly retail license application, and realize the solution of on-site office of the monopoly.

If these three problems can be properly solved, the service quality of the grass-roots monopoly management window departments will be improved, the efficiency of the examination and approval of the monopoly administrative license will be improved, the progress process transparency will be enhanced, and the satisfaction of the business households with the tobacco industry management services will be further improved.

4. the development and application of Internet technology in tobacco monopoly retail license

4.1. Wechat communication module construction of the application link of business account

The retail license laws and regulations module should be established, to achieve the convenience of access to license-related information, so that applicants can access license-related content at any time
and anywhere [9]. The platform, should be selected, Wechat public account, and be added a certificate application module under the regional Wechat public account. It should be conducted that a questionnaire survey on the relevant content that the applicant most urgently wants to consult, so as to set up relevant publicity and explanation modules. It should be collected and confirmed that the accuracy of tobacco monopoly laws and regulations and relevant policies, and open up relevant laws, regulations and policies columns for business households to consult and learn. A module for access to information should be made, actively explaining to the applicant the specific access method of relevant materials in the public account.

4.2. Establish retail license module and carry out extensive publicity
It should be created that sub-modules such as "new office, change, continuation" and "material submission" to facilitate the operation of business households. The applicant applies for licensing matters through the "certificate processing" module, fills in the corresponding matters, such as store name, business address coordinates, etc., and uploads id card, business license and other documents pictures in the "material submission" module. System by contrast "tobacco monopoly license management method" and "negative list of tobacco monopoly retail license, registration application for review, will be eligible to apply for, in combination with the tobacco monopoly bureau jurisdiction diagram [10], through map coordinates and information in the form of a list, send to the core positions in each district and county, convenient units path planning one-stop service. If the location of the handover site of the jurisdiction is unclear and the information delivery is inaccurate, the internal transfer procedures shall be set up. The first transfer application shall be submitted by the dispatched unit and verified by the municipal bureau background, and the information shall be timely adjusted and redelivered to the competent department of tobacco monopoly administration with jurisdiction. It should be created that the sub-module of "progress query" to connect the module data with the data of tobacco monopoly management information system, so that the applicant can see the progress of the application in real time. The specific telephone number should be specified at the bottom of the inquiry progress page to facilitate the applicant to make telephone inquiries.

4.3. Establish the feedback module of retail license handling, and promote the interaction between government, enterprises and business households
The sub-module of "service evaluation" is set up, so that the applicant can evaluate the transaction process and service attitude of the tobacco monopoly administrative department, and evaluate the use and experience of the public account, so as to optimize and improve in the future. The "internal supervision" sub-module in the mode of internal network is set up, so as to facilitate the municipal bureau to conduct timely and effective remote supervision of all grass-roots windows and facilitate mutual supervision among various units.

5. Conclusion
Internet application technology can simplify the tobacco monopoly retail license application and management process, improve the credibility and transparency of permit, let people rush less run road, to the service platform of administrative examination and approval system reform, increase the applicant apply for tobacco monopoly retail licenses directly uploaded on the Internet related application materials and deal with the results of examination and approval of text messages to remind function, realize regional full online apply for tobacco monopoly retail licenses. Cigarette enterprises as long as login micro letter number public platform for the tobacco monopoly licensing by web, tobacco monopoly license can apply for to deal with the new office, continue, change, fill do, closed, as usual, closed seven items, such as online examination and approval by fast delivery, after real tobacco monopoly retail licenses for "don't let people run road" for the convenience of model.
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