O2O Business Mode Construction Analysis of Tricholoma Giganteum

Jia-Wei CHEN\textsuperscript{a,\textdagger}, Li-Yan WANG

School of Business, Guilin University of Electronic Technology, China

\textsuperscript{a}15577352232@163.com

\textdagger}Corresponding author

Keywords: Tricholoma Giganteum, O2O, Business Mode.

Abstract. O2O (Online to Offline) refers to a new kind of business mode that online resource and offline business opportunity fully interact. The O2O mode will be applied to Tricholoma giganteum development by combining the consumption online and experience offline, which can overcome the problems of circulation by traditional channels and provide tailored services for consumers. The article mainly states the construction of the operating system of O2O Tricholoma giganteum circulation pattern.

Background

Overview of Tricholoma Giganteum

For decades, edible fungi production is mainly in fall and winter in most parts of China. In summer, there is a strong demand for high-temperature type of edible fungi whose introduction will be great supplement of market and can effectively promote the incomes of producers. In Tab.1, there are some typical kinds of high temperature edible fungi. [1]

Table 1. Typical Types of High-Temperature Edible Fungi.

| Types                     | Suitable Temperature (°C) | Average price in 2015 (RMB / kg) |
|----------------------------|---------------------------|----------------------------------|
| Straw Mushroom             | ≥ 23                      | 5 ~ 6                            |
| Oyster Mushroom           | 15 ~ 36                   | 6 ~ 8                            |
| Agaricus Bisporus         | 22 ~ 25                   | 10 ~ 12                           |
| Garicus Bitorgais(Qeul) Sace | 25 ~ 30               | 6 ~ 7                            |
| Agaric                     | 15 ~ 28                   | 6 ~ 7                            |

Tricholoma giganteum is a new kind of high-temperature type of large-scale edible fungi, belonging to Basidiomycotina, Hymenomycetes, Agaricales, Tricholomataceae, Tricholoma. [2]It has good shape and has good taste as well as refreshing fragrance. When stored under the condition of 8 ~ 12 °C, it can keep in good state for at least 30 days without decays. In addition, it can help bolster a person's immune system and prevent people from cancers because of containing abundant Polysaccharide-Protein Complex (PSPC) in it. The main nutrition of Tricholoma giganteum is shown in Tab.2. [3]Since the cultivation techniques aren’t widely-spread, Tricholoma giganteum becomes one of the most expensive kind of edible fungi because the supply isn’t adequate to the demand.
Table 2. The Main Nutrition in Tricholoma Giganteum.

|                | Water  | Crude Protein | Polysaccharide | Cellulose | Fat   | Microelement |
|----------------|--------|---------------|----------------|-----------|-------|--------------|
|                | 37.12% | 36.59%        | 11.59%         | 9.43%     | 4.26% | 1.01%        |

The Rise of O2O Business Mode in Agriculture

O2O (Online to Offline) e-commerce business mode originated from the United States. It refers to the integration of the entity economy and online resources, which can not only promote online consumers to consume offline through a convenient way on the Internet, but also promote the online interaction with consumers. [4] The introduction of O2O mode enables consumers to have first-hand information and quick response on the circulation of commodities and it is conducive to the development of traditional agriculture in our country. [5]

E-commerce in food area will become an important vertical segment of e-commerce market. The channels of agricultural products distribution will begin change into O2O mode. Some of China's agricultural e-commerce enterprises have gradually started to try O2O mode, such as Tmall, Sfbest, Suning and so on.

Take SF’ Best as an example( Fig.1), which is based on the local life services, serving the local consumers groups, and gradually build up its local brands.

![Figure 1. SF’ Best O2O Mode.](image)

The Analysis on the O2O Marketing Platform of Tricholoma Giganteum

Platform Objectives

The mode is targeted at the local community market and distributions of fresh edible fungi. It strives to build a localized edible fungi customized platform which can provide people not only fresh edible fungi delivery service but also experience of ecological agriculture. [6] The business mode, adhering to the purpose of green, healthy, and personalized, will constantly pursue leading services and build up a platform offering fresh and good-quality food.

Main Parties and Targeted User

The O2O marketing platform of Tricholoma giganteum is constituted of the four main parties: edible fungi growers, catering providers, individual consumers and O2O online operators. On the one hand, high value-added Tricholoma giganteum make it possible for consumers have more choices of enjoying food, which totally differs from bulk production. On the other hand, the ingredients orders are not limited to individual consumers, offline catering providers can also order customized raw materials.

Tricholoma giganteum O2O platform is targeted at individual consumers and large-scale restaurants or other catering providers as well.
The O2O Business Mode Construction of Tricholoma Giganteum

Operation Process

As it is shown in Fig.2, the operation process of Tricholoma giganteum O2O mode can start from individual consumers. They transform their needs on O2O platform, where consumers can order ingredients online, make reservation of restaurant, have real-time feedback instantly and so on. Then the O2O platform will pass the needs to offline services providers (catering providers or edible fungi planting bases). They will provide goods or services based on the information receiving from the O2O platform. Consumers can have ingredients delivery or fetch ingredients themselves.

When the whole consuming process of O2O is completed, consumers can make comments and share tips about the goods and services on the platform. When the consumers are not satisfied with the goods and services they got, they can have compensate from the O2O platform, which can be an effective way to ensure the consumers’ interests.

![Figure 2. Tricholoma Giganteum O2O Business Modes.](image)

Products and Services

1. Information Search Service
   Individual consumers can search for information about Tricholoma giganteum on the Internet, including raw materials reservation, planting plan setting, gourmet recipes, planting activities and dining information. The platform can be promoted in different segment areas in the following years. Thus, targeting consumers will be able to search information by category or locations based on the LBS (Location Based Service) techniques.

2. Recommended Shops
   When the consumers are searching for some information, the O2O platform will firstly push the cooperated services providers to consumers according to more than 1,000 related keywords which may be used by consumers. The database will be compiled in more than 1,000 keywords. When users asks questions with keywords, they can have feedback quickly. In addition, the cooperated catering providers can also promote their special cuisines, special activities on the platform which can increase the popularity of their restaurants.

3. Recommended Dishes
   For newly food such as the Tricholoma giganteum, many consumers might wonder how to cook them. The platform will publish some cooking recipes for such ingredients. On the one
hand, consumers can check the recommended recipes on the platform. On the other hand, if consumers do not want their own ingredients for processing, some catering shops will recommend to consumers to satisfy their appetites nearby.

(4) Personalized Experience Planting Activities

Catering providers and individual consumers can customize the ingredients as they like. Individual consumers can participate in activities of picking raw material which are held by suppliers regularly. There is no doubt that this is a good way for people to relax themselves and enjoy the process of ecological agriculture. Besides, individual consumers and catering providers can also customize a small piece land of planting fresh vegetables apart from edible fungi. If there is a great demand, Tricholoma giganteum can also be cultivated in green house to meet the needs of the market.

Profit Source

At present, the main income source of the Tricholoma giganteum O2O platform can be divided into advertising revenue, hot push activities fee, commission from platform customized programs, VIP services.

Core Competence

The core competence of Tricholoma giganteum O2O platform is to provide customized edible fungi and special tasting experience based on localization services. Its development advantages are reflected in the following aspects:

(1) Bring service experience. The O2O business mode can not only complete the transportation of commodities but also bring the concept of healthy to consumers.

(2) Customized services. Consumers can choose the ingredients for dishes, the sources of ingredients, and select the dining place or other services on the platform.

(3) Lower inventory and transportation costs. Tricholoma giganteum as a high-temperature type of edible fungi, compared with the common fresh food, do not rely on cold chain transport logistics, can reduce the costs of transportation and processing [7].

Recommendations

(1) Increase the popularity of Tricholoma giganteum. A variety of ways such as the combination of online and offline advertisements can strengthen the popularity of Tricholoma giganteum. For example, local characteristics and cultural connotation of interesting package of Tricholoma giganteum will be a good way to attract consumers.

(2) Strengthen the cooperation with large catering providers. Large and high-end restaurants often need to purchase a large number fresh goods of edible mushrooms. Keeping good relation with such kind of restaurants can help increase the incomes of producers.

(3) Cultivation enterprises introducing Tricholoma giganteum should have scientific produce methods to improve the ability of resisting risks. [8] As Tricholoma giganteum have strong profitable ability, it will attract more merchants to invest in production. Introduction and selection of new kind of high-temperature type of edible fungi, scientific planting, online activities promotion will be effective ways of increasing the popularity of Tricholoma giganteum.

(4) Try to introduce diverse kinds of edible fungi. Tricholoma giganteum marketing platform can be treated as the starting point, and the introduction of other edible fungi can enrich the sales scale of the platform, which can provide consumers with variety and choice, and enhance user stickiness to the platform.
Summary
O2O business mode can be a good way to make online resource and offline business opportunity of Tricholoma giganteum fully interact. With the development of Web2.0 era whose core services focus on sharing, the promotion and advertisements online will be advantageous. The individual consumers can actually take part in a variety of experiential activities of leisure agriculture, which can better promote the consumers’ understanding of Tricholoma giganteum. As more and more agricultural products distributions will begin change into O2O mode, Tricholoma giganteum O2O business mode can be treated as an example to learn from.

Acknowledgement
This research was financially supported by The College Students’ Innovation and Entrepreneurship Training Project of Guangxi Zhuang Autonomous Region in 2015.(Project No.201510595041)

References
[1] Information on http://www.mushroomnews.net/
[2] MO Meihua, Mian Zhang Qian, Zhou Min etc. The Tenth Strait Symposium on Edible Fungi and the Third Symposium on Edible Mushroom. [J], 2011-07-01.
[3] Information on http://gsz.xazf.gov.cn/
[4] Li Xianghong Research and Analysis of New E-commerce Business Mode OTO of Modern Management Science, 2012, 8.
[5] Ye Weiyuan. O2O Business Modes to Boost the Circulation of Agricultural Ecological Modernization [N]. Lishui Daily, 2014-06-08 (A02).
[6] Christoph Zott, Raphael Amit. The Fit between Product Market Strategy and Business mode: Implications for Firm Performance [J] Strategic Management Journal, 2008, 29.(1).
[7] Zhao Guomi. Brief Talk about the Development and E-commerce of Edible Fungi [J]. Market Modernization, 2012(16).
[8] Zott, C., Amit, R., and Massa, L. The Business mode: Recent Developments and Future Research [J]. Journal of Management, 2011, 37 (4).