

SWOT Analysis of Agricultural Products E-commerce Live Delivery Platform

——Take Oriental Selection as an Example

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Abstract: With the development of mobile Internet technology and the advent of the epidemic era, the new sales model of on-site delivery with goods is booming and accepted by more and more consumers. This paper takes "Oriental Selection", a live-streaming platform of agricultural products owned by Beijing New Oriental Education and Technology Co., Ltd. as an example, and uses SWOT analysis to study the advantages and disadvantages, opportunities and threats of Oriental Selection at present. In addition, our research puts forward a series of suggestions for the future development of Oriental Selection, such as strengthening personnel and cargo management, strengthening cooperation with local governments, establishing their own supply chains, and controlling the quality of agricultural products. Finally, we describe the limitations of the current research from the perspective of research methods and propose specific suggestions for further research in the future.

Keywords: live delivery, SWOT analysis, agricultural assistance

1. Introduction

In recent years, due to the rapid development of the industry and the rapid development of live video in the industry in recent years, due to the rapid development of the industry and technology. With the new crown pneumonia epidemic since 2020, people have been isolated at home, and the online cloud shopping live delivery with goods that can be realized by seeing is accepted by more and more people. Compared with the traditional e-commerce, consumers can shop online live, listen to the anchor's introduction of product information and product recommendation reasons in detail, and can interact with the anchor and other consumers in the comment area in real time, which is far more than a few simple product introductions, Several product renderings and the sales model full of sellers' shows with unknown authenticity have better shopping experience. From a macro perspective, according to the data released by the Ministry of Commerce in 2019, the online sales of agricultural products reached 397.5 billion yuan, which has successfully driven more than 3 million farmers to increase their income, with a year-on-year increase of 27%. In 2020, the national rural online retail sales will reach 1.79 trillion yuan. From a micro perspective, according to Datong daily, on July 30, 2022, a

total of 177 goods were uploaded by the first township head of Lingqiu County, including agricultural products, 3 kinds of online sales tickets, 33 kinds of handicrafts, 4 kinds of workshop culture and innovation. Daily visits of 12076 person times were conducted during the live broadcast, with a total sales volume of 146726.09 yuan, including 15.38% of users outside the province, and more than 70% of distribution orders. The person in charge said that, from the present point of view, to promote the sales of agricultural products in the form of township head live broadcast with goods and online sales platform, this attempt has achieved initial success, which can be said to have broken out a new way to help farmers increase income. Therefore, whether at the macro level or micro level, live delivery with goods shows its important significance for agricultural products sales and rural assistance. Oriental selection is the only agricultural product brand under New Oriental. Relying on the strong brand endorsement of New Oriental, Oriental selection is committed to becoming the founder of high-quality agricultural products in China.

In March 2020, General Secretary Xi Jinping delivered an important speech at the Forum on decisive victory in poverty alleviation, aiming to further play the important role of radio and television and network audio-visual industry in winning the battle against poverty. In April, President Xi Jinping further pointed out that, as a new media format, live delivery has great potential in helping to resume work and production and accelerating rural revitalization [1].

Academic circles have also carried out a lot of analysis on the marketing mode of live broadcast with goods. Bai pointed out that the emergence of the "live e-commerce" mode is the product of the economic development strategy of e-commerce, and has a promoting role in accelerating the formation of a new development pattern [2]. Meng et al. concluded that online live marketing of fresh agricultural products can solve the problem of unsalable agricultural products of producers and the shortage of fresh food of consumers on the one hand. Compared with the traditional business model, e-commerce mode has great advantages [3]. Li believes that "Internet + agriculture" will become a new engine for the development of modern agriculture in China, and there is a potential market of more than one trillion yuan in e-commerce related to agriculture [4]. Zhu pointed out that under the background of the new era, the network technology platform not only brings convenience to human daily life, but also integrates into the development of the industry and constructs a new product marketing mode. Based on the "Internet +" era, optimizing the original model can not only improve the actual product marketing quantity, but also accelerate the pace of agricultural economic development [5]. Min and Wang pointed out that the e-commerce live broadcast of agricultural products has the characteristics of wide range of participants, low access threshold and easy to learn. It can effectively improve the sales of agricultural products and activate the vitality of local economic development. It has incomparable advantages compared with other poverty alleviation methods, and has great development potential [6]. Xiong et al. found through research that the identity characteristics of live media and online social relationship network attribute make the live trading mode of agricultural products e-commerce have more prominent capabilities in reducing information asymmetry, improving quality assurance and strengthening supply chain management than traditional agricultural products e-commerce trading mode, and the improvement of these capabilities can strengthen consumer trust [7]. Based on the perspective of live e-commerce, Liu studied the basic logic of agricultural product supply chain integration. Live e-commerce mainly promotes the integration of agricultural product supply chain through three effects: drainage, branding and resource aggregation [8]. Wang believes that at present, due to the weak innovation and brand awareness, lack of standardization, unclear division of responsibilities among departments, low professional degree of live broadcast talents, and excessive pursuit of interests by the platform, the live broadcast marketing of characteristic agricultural products still has the problems of homogenization of content, lack of regulatory power, etc. The professional level and authenticity of live broadcast talents are low [9]. According to the empirical study of Huang et al, both from the perspective of objective relative

poverty in rural areas and subjective relative poverty in rural areas, e-commerce live streaming has a significant alleviating effect on rural relative poverty under the background of rural revitalization [10]. Hu and Wang Li, based on the previous literature and practice results of agricultural products live delivery, explore that live delivery can effectively promote the value conversion of agricultural products and promote the revitalization of rural talents. But at the same time, there are also some problems in the development process of this new e-commerce marketing mode, which need to be solved urgently. In practice, it faces challenges from agricultural products themselves, anchor influence, legal norms and government supervision [11].

The remaining part of this paper is arranged as follows: the second section is the research content and significance; the third section is based on SWOT analysis of the recommendations for Oriental selection; the fourth section is the limitations of the study and prospects for the future. Finally, the conclusion of this paper.

2. SWOT Analysis of the Eastern Selection Live Streaming Platform

2.1. Analysis of the Advantages of Eastern Selection Live Streaming

Host broadcast with cargo has advantages in the form and content of live broadcast. The biggest difference between Dongfang Selection and other live streaming platforms lies in its unique way of bringing goods, which is the so-called "knowledge live streaming". In contrast, the live streaming emerging in recent years is usually one-way output of the host, introducing the performance or efficacy of the product one by one, without two-way interaction with consumers. In contrast, almost all of the producers selected by the East are teachers with rich teaching experience, who bring the class into the live broadcast. This new mode of teaching while selling goods not only makes consumers bright, but also can answer the questions raised by the audience about the product at any time, so as to maximize the audience in the live broadcast room into users. On August 13, 2022, the east selection for shaanxi special live, "culture" to promote local agricultural products of good live with special goods, for example, on August 13, new Oriental's agricultural electric business platform selection, east came to shaanxi province for the first time, open the "Oriental line selection of shaanxi" live, recommended to the national consumer northwest features: Rou jia mo, yellow millet, jujube, oil splash noodles..... Dozens of local agricultural products and specialties from Shaanxi gathered in the Oriental selection studio. Oriental Selection once again gave full play to the characteristics of knowledge explanation and cultural goods, attracting viewers across the country to watch and place orders during the nearly 9-hour live broadcast. The livestream room shows that during the Eastern selection tour to Shaanxi, the number of online viewers has maintained more than 100,000, and the livestream room has long been on the top of the popularity list and the list of goods on Douyin platform. Dozens of Shaanxi agricultural products, food, as soon as the shelves were quickly snapped up. During the live broadcast, Oriental selection anchors made Shaanxi oil splash noodles on the spot, so that the oil splash noodles on the broadcast room became the hottest products of the day. In the live broadcast at night, Oriental selection hosts came to the small farm yard at the gate of the cave house, tasted Jingyang Fu tea, stewed mutton and other special food, and talked about reading comprehension and life experience. Through the in-depth explanation of the anchors, the sales of books by Shaanxi writers such as Life and Dust on the Oriental Selection studio rose rapidly. Focusing on the characteristics of "live culture broadcast", Oriental Selection innovated again, introducing the live performance of intangible cultural heritage culture for the first time in the process of live broadcasting and bringing goods, inviting the performers of Ansai Waist drum, Ansai paper-cutting, Yellow River Old cavity and shadow puppet to perform and interact. Local specialty sales combined with local culture display, this unique form of "culture with goods" to attract a large number of viewers online onlookers, spontaneous orders. Many netizens said in the comment section that seeing

the intangible cultural heritage art for the first time in the Oriental Selection studio deepened their understanding of Shaanxi culture. It is reported that the eastern selection of Shaanxi trip, by the eastern selection and Shaanxi local government jointly facilitated. Invited by the Shaanxi Provincial Department of Commerce, Oriental Selection came to Shaanxi to hold this special live broadcast, and established contacts and cooperation with many local enterprises. With the support of Yan 'an Government, Oriental selection fully displays the local characteristics of agricultural products and cultural landscape, and finally brings the live broadcast of both "great river" and "human fireworks" to the national audience. In addition, many provinces and cities have established contacts and discussed cooperation with the Eastern selection. It is expected that the Eastern selection location live broadcast will be launched in more provinces and cities, helping more local specialties to go nationwide.

The price and freshness of agricultural products are more advantageous. The traditional sales model of agricultural products in China adopts the hierarchical dealer model. After various scattered agricultural farmers sell their products to dealers, they finally sell the products to consumers through the circulation of multi-level dealers. Obviously, this traditional selling mode not only makes the transportation time of agricultural products longer, but also indirectly increases the spoilage rate of agricultural products in the transportation process, affects their freshness and increases the selling cost of agricultural products. In addition, the existence of multi-level dealers in this traditional sales model reduces the final income of agricultural farmers, while the price of agricultural products for consumers increases. According to the data of the National Bureau of Statistics, from 2008 to 2012, the contribution rate of rice production, circulation and consumption to the final price was 46.4%, 22.6% and 31.0% on average. The total contribution rate of the circulation and consumption links was 53.6%, which was 7.2 percentage points higher than that of the production links. Similarly, the impact of circulation and consumption links on the final price of pork is also gradually transformed into a major factor. During 2008-2012, the contribution rate of pork production, circulation and consumption to the final price was 60.1%, 14.3% and 25.6% on average, and the total contribution rate of circulation and consumption was 39.9%, which was 20.2 percentage points lower than that of production, but also had an extremely important impact.

In addition, data and other limitations, for convenience of analysis, this article selects regional relatively weak radish as vegetables the research object, using the chongqing commerce to carry out the agricultural product circulation cost of typical survey data, in view of the traditional circulation mode, general supermarkets and farmers and three kinds of main agricultural products circulation mode of price formation analysis as follows. Can be seen from table 1, radish in traditional circulation mode and general supermarkets, farmers and the source of three kinds of mode price (price) difference is very small, only 0.06 yuan/kg, and the final price (consumer prices) is very different, the traditional circulation mode radish price respectively is higher than general supermarkets, farmers and 39.5%, 71.4%, The absolute price difference is 0.34 yuan/jin, 0.50 yuan/jin. Typical survey results show that the traditional circulation mode due to booth fees, intermediary fees, labor costs, etc., resulting in a high cost of other miscellaneous expenses, multiple transportation, loading, unloading, handling and packaging lead to a large amount of logistics expenses, other costs, losses, profits and other circulation costs overlap each other, resulting in a large proportion of wholesale and retail markup. It is generally 13.8 percentage points and 33.6 percentage points higher than the other two models. As a result of these factors, the price of agricultural products from producers to consumers often rises by two to three times. And live with goods such as the Oriental selection platform dealer link is cut off, the farmers of agricultural products and agricultural products consumers directly, greatly reduced the price of agricultural products and the cost of sales, make consumers at a cheaper price to buy the most fresh produce, at the same time also make agricultural farmers with minimal cost of sales faster on the sale of agricultural products, We will solve the problem of unmarketable agricultural products.

Table 1: Production and circulation cost and price formation process of three main circulation modes of radish in Chongqing.

| Unit: Yuan/jin | | | | | | |
|-----------------------------------|----------------------------|------------------------------|--------------------------|---|----------------------------|---------------------------------------|
| link | The cost of items | Traditional circulation mode | General supermarket mode | link | The cost of the project | Agricultural and super-connected mode |
| production | Price of origin | 0.42 | 0.42 | production | price of origin | 0.48 |
| Origin to wholesale market | The wholesale price | 0.75 | 0.64 | Origin to supermarket distribution center | The wholesale price | 0.65 |
| | Among them: purchase price | 0.42 | 0.42 | | Among them: purchase price | 0.48 |
| | The logistics cost | 0.18 | 0.14 | | The logistics cost | 0.16 |
| | Other fees | 0.08 | 0.045 | | Other fees | 0.01 |
| | loss | 0.03 | 0.005 | | loss | 0.01 |
| | profits | 0.05 | 0.03 | | profits | |
| Wholesale market to retail market | The retail price | 1.20 | 0.86 | Origin to supermarket distribution center | The retail price | 0.70 |
| | Among them: purchase price | 0.75 | 0.64 | | Among them: purchase price | 0.65 |
| | The logistics cost | 0.05 | 0.04 | | The logistics cost | 0.01 |
| | Other fees | 0.25 | 0.05 | | Other fees | 0.01 |
| | loss | 0.05 | 0.05 | | loss | |
| | profits | 0.10 | 0.08 | | profits | 0.03 |

2.2. Disadvantage Analysis of Eastern Selection Live Streaming

Lack of standardization of agricultural products and personnel carrying goods live. In many remote areas of our country, due to the backward economy and technology, production and processing of agricultural products have not fully realized the standardized management and operation, and lack strict product safety inspection standards. The quality of agricultural products sold in this way is likely to be uneven, which seriously affects consumers' shopping experience and the credibility of livestreaming platforms. In addition, live delivery is a new industry in our country, which lacks relevant targeted training and education for live delivery personnel. For example, many anchors

cannot fully present the advantages and values of agricultural products within the specified time, which greatly reduces consumers' desire to buy, gives consumers a bad brand impression, and is not conducive to the long-term development of the live-streaming platform with goods.

There is a lack of relevant regulatory systems and laws and regulations in the live streaming industry. So far, the live stream with cargo belongs to a rising industry and a new industry in our country. The improvement speed of relevant laws and regulations can not keep up with the development speed of the live broadcast and cargo industry, and there are still some loopholes in the supervision of relevant government departments. This phenomenon will inevitably lead to some businesses to exploit the loopholes of the law, exaggerated publicity of their products, and even fraud, false publicity behavior, which not only greatly damaged the rights and interests of consumers, but also greatly affected the credibility and development of the industry.

2.3. Opportunities Faced by East China to Select Live Streaming and Cargo Platforms

First of all, agricultural products live with goods by the state to encourage support. The "No.1 Central" document released in early 2020 pointed out that rural markets should be effectively developed and the coverage of e-commerce should be expanded in rural areas; Since the epidemic, CCTV has launched a number of agricultural products live with goods activities to help the sales of agricultural products around the country. To sum up, under the encouragement, support and guidance of the national policies, the direct delivery of agricultural products has developed into a new marketing model that helps economic development and has broad development prospects.

Secondly, in the context of the epidemic era, live streaming has obviously become a trend, which has greatly changed the consumption habits of Chinese people. At the same time, live broadcast with goods to sell agricultural products is encouraged and supported by the national government, so in terms of policy, Oriental selection will not encounter policy obstacles. At the same time, it should be noted that due to the recent rise of live streaming, there are a large number of live streaming platforms in the market, and there will inevitably be mixed phenomenon. The East Selection live streaming platform is endorsed by the reputation and reputation of New Oriental Education & Technology Group Co., LTD., which has been accumulated for decades in China. In addition, it has a certain amount of official endorsement through the active cooperation between East Selection and governments across the country. Therefore, Oriental selection has more advantages in the minds of consumers than other live streaming platforms.

2.4. Threats to the East Selection Live Streaming Platform

Founded in 2021, Oriental Selection lacks operational experience compared with live-streaming platforms such as Douyin and Kuaishou, which have been operating for many years. According to statistics, in 2021, the transaction volume of Douyin e-commerce has reached 1 trillion yuan, and Kuaishou is about 700 billion yuan. It is very difficult for Dongfang Selection to gain competitive advantages with these platforms with a certain scale of operation. In addition, it must be noted that the birth of Oriental selection originated from the implementation of the "double reduction policy" by the Education Bureau. New Oriental Education and Technology Group Co., LTD. 's main business has been greatly hit and then promote industrial transformation aiming at the live broadcast and cargo industry launched the Oriental selection live broadcast and cargo platform. Therefore, as the brand launched by the company in the stage of revenue decline, whether it can have sufficient funds to maintain the marketing model of Oriental Selection remains to be discussed. Moreover, is not only a new Oriental to incoming live with cargo industry, other Internet companies are also in the field of broadcast with goods are layout, such as tencent live broadcast and curriculum platform combining mixed open teaching mode, then try to use as early as 2014 rural taobao ali power electricity out of

poverty, as well as the level of total registered users of billions, Its next popular APP Douyin has more than 400 million daily active users, such as ByteDance, and these Internet giants have their own traffic, which New Oriental Education & Technology Group does not have. Therefore, these potential competitive products are more competitive than Oriental Selection, which is a threat to Oriental Selection.

3. Limitations of the Research and Prospects for the Future

In this paper, SWOT analysis method is used to analyze the selection of Oriental live delivery platform of New Oriental Education Technology Co., Ltd., but this method is limited to the level of analysis, and the results are often not deep enough. In addition, part of the analysis is lack of data support, which makes the analysis slightly shallow. The future improvement direction is to find the annual financial reports of New Oriental Education and Technology Group in recent years. Through the analysis of relevant financial data and financial indicators, further in-depth discussion of the impact of the Oriental selection platform on the financial, through the research and analysis of data to further show the research results, Or we can use the relevant economic theory as the support of the argument to make the conclusion more convincing.

4. Conclusion

With the rise of China's live with goods industry, Oriental selection, as a brand launched by New Oriental Education Technology Group Co., Ltd., has also emerged in the trend of live with goods. In this paper, SWOT analysis method is used to analyze the advantages and disadvantages, opportunities and threats faced by Oriental selection, and gives some suggestions on its shortcomings, including not limited to strengthening the training of live delivery personnel, strengthening the cooperation with local governments, strengthening the spelling standards for agricultural products selection, establishing its own supply chain, controlling the quality of agricultural products from the source. Strengthen the management of anchor with goods. At the same time, the limitations of the current research and the future of the research are discussed. Based on the above research, we puts forward the following suggestions for the relevant industries: 1. Strengthen the training of live delivery personnel; 2. Strengthen cooperation with local governments; 3. Strengthen the quality standards of agricultural products selection; 4. Establish their own supply chain to control the quality of agricultural products from the source; 5. Strengthen the management of anchor with goods.

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