

Research on the Pattern of Pet Fostering Based on Internet Technology

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Abstract: In the post pandemic era, people's social and travel needs have gradually increased, and the concept of pet care has gradually become popular. The demand for pet foster care is also increasing day by day. In this environment, we carry out innovative reforms based on customer needs, supported by big data cloud computing technology and artificial intelligence technology. The core innovation of the "Mingchongwu" project lies in utilizing internet technology to achieve precise integration of resources and needs. By serving both supply and demand simultaneously, utilizing the precise positioning capabilities, powerful information processing capabilities, and data analysis capabilities of internet technology, we can find the most suitable foster care point for the foster care provider and seek additional business cooperation for the service provider, achieving a win-win situation for both parties.

Keywords: Internet plus pets, Market analysis, Technical analysis, Business strategy.

1. Introduction

At present, China is in a period of rapid development, and the demand for high-quality living among the people is becoming increasingly evident. As a part of the improvement of people's living standards, the pet industry has received economic development dividends in recent years, with the industry's scale continuously expanding and the coverage of the population increasing. Moreover, there has been a phenomenon of market scarcity and a surge in service usage.

As a large market with a scale of hundreds of billions, the pet industry has transitioned from simply enjoying pets to obtaining spiritual comfort and companionship from pets. Pets have increasingly evolved from companions in people's lives to playing an indelible role in a harmonious society. Whether it's dogs, cats, birds, or fish or turtles, these small animals that used to watch homes and entertain people have become important members of the family. In the increasingly competitive social environment, the cute and lively nature of pets sends loneliness, adds interest, and relieves stress to humans in the tense modern life. Specially trained dogs can not only serve as family companion pets, but also develop various job potential. More and more people are beginning to come into contact with pets, hoping to provide a good and comfortable environment for their pets. They also need to seek a warm and comfortable environment for pets that they cannot take care of. The pet foster care industry, which has emerged to meet the demand, has received huge support since its inception.

Now, the Chinese pet industry has entered a reshuffle period. Downstream industries lack growth momentum due to a lack of core technical guidelines. The financing of the pet foster care industry continues to flow to mainstream enterprises, and downstream enterprises in the pet foster care industry are about to face a reshuffle. Developing towards standardization and micro customization, the needs of consumers are increasingly valued. At the same time, due to the upgrading of consumption in China, the pet industry is

forced to improve service quality, and personalized demand customization has become the mainstream direction. The pet foster care industry urgently needs to start businesses and promote the entire pet foster care industry to reshuffle. Therefore, the pet industry is facing an increasing demand, but the industry's development momentum and innovation ability are clearly insufficient, leading to the urgent need for innovation and reform in the pet industry. Seeking new business models, continuing to reap dividends from the internet, and meeting the objective needs of innovation in the pet care industry, there is enormous consumer potential and development market in the pet care industry.

As an emerging industry, the pet foster care industry has experienced confusion in the early stages of industry development, such as unclear industry regulations, inadequate market supervision, insufficient personnel and equipment qualifications, and opaque prices. However, in recent years, the country has introduced a series of relevant laws and regulations to optimize and regulate the industry, striving to strengthen supervision of the pet industry and maintain a good business environment. Therefore, the operating environment of China's pet industry has been well maintained, and the industry is also continuously developing in an orderly and healthy manner.

At present, China is in the stage of continuous urbanization and population mobility is constantly strengthening, which has provided a large number of foster care needs for the pet foster care industry. However, the whole industry is also showing a tidal market phenomenon. The market demand can not be fully translated into market value. The demand of the whole industry is erupting in a short time, but most of the time the industry operates in sporadic operation. Due to the tidal market demand, most pet foster care industries are dependent on the pet purchasing industry to maintain its normal operation, and separating the pet foster care industry from the pet industry has become the future development direction of the entire industry.

The pet foster care industry in China is in the stage of

industrial structure transformation and upgrading, with some backward enterprises being eliminated. The entire industry also shows immature technological development, large but not strong industry scale, and a large but not dispersed number of enterprises, making it difficult to gather industry development momentum. China is currently in a period of rapid development of the internet, and the internet dividend is affecting various industries. If the pet care industry is combined with internet technology, the market growth space will continue to expand. Moreover, due to the unique advantage of integrating market resources and facing the phenomenon of complex channels in China's pet foster care industry, the Internet has a unique advantage. Online sales have become a huge driving force for the development of the pet foster care industry. Therefore, the deep integration of pet foster care and the Internet has become the industry development trend, and the pet foster care industry will also transform from the traditional mode to the Internet integration mode. The development prospects of the project are very promising.

The innovation of this article lies in combining the traditional pet foster care industry with internet technology to solve the tidal dilemma of the pet foster care industry, provide significant development momentum for the entire industry, and promote the transformation of the industry from B2C mode to C2C mode.

2. Market Analysis

2.1. Industry background

2.1.1. Political environment

According to authoritative agency data, the scale of China's pet market has exceeded 300 billion yuan, and the pet storage industry has also become an emerging industry with a scale of tens of billions. With the continuous growth of the number of pets, the demand for pet storage is also increasing, which has also driven the development of the pet storage industry. The pet storage industry involves multiple government functional departments such as urban management, animal quarantine, animal health supervision, business management, and public security management. For industry regulatory authorities, their policy environment has a significant impact on enterprise operations. From the perspectives of animal quarantine, business management, and public security management, the country attaches great importance to the pet storage industry and formulates relevant laws to regulate its development.

Starting from May 1, 2021, the latest revised "Animal Epidemic Prevention Law of the People's Republic of China" stipulates that "animal health supervision institutions shall review quarantine application materials, and shall not accept those that do not meet the quarantine application requirements; accept those that meet the quarantine application requirements." This clarifies the animal quarantine application process in the pet storage industry, This is also the content that industry operators must understand clearly before conducting pet storage business. At the same time, the Animal Epidemic Prevention Law of the People's Republic of China also clearly stipulates: "When animal health supervision agencies quarantine animals, if they find that the animals do not meet the quarantine conditions, they shall not issue a quarantine certificate; if they find that animals need to be re-inspected and exceed the specified time limit, they shall be re-inspected in a timely manner. If they still do not meet the

conditions after re-inspection, they shall be deemed as unqualified

At present, the industrial and commercial management departments in the pet storage industry mainly include the Administration for Industry and Commerce and the Market Supervision Administration. The Administration for Industry and Commerce is responsible for registering enterprises engaged in industries such as accommodation services, catering services, beauty and hairdressing, and bathing services. The Market Supervision and Administration Bureau is responsible for supervising and managing the pet storage industry. Its main job responsibilities include supervising and inspecting the hygiene and safety of pet storage premises, proposing rectification suggestions for safety hazards in pet storage premises, and assisting relevant departments in carrying out corresponding law enforcement work.

2.1.2. Economic environment

China is the second largest economy in the country. In 2011, the total economic output of the country was approximately 40% of that of the United States, but the per capita output value is relatively low. The pet industry in China is still in an emerging and rapid development stage. Although the number of pets is large, the awareness of pet ownership among owners still needs to be further improved. At present, the proportion of China's pet economy in GDP is much lower than that of developed countries such as the United States. Compared with the GDP of the pet industry in developed countries, we have found that if China's pet economy's GDP proportion can reach the world's average level, then the pet industry will have ten times the growth space in the future.

Since the reform and opening up, with the establishment and improvement of the socialist market economy system, and the increasing expansion and deepening of opening up to the outside world, China's economic development has maintained a high-speed growth trend. In 2020, China's gross domestic product reached 101.6 trillion yuan, a year-on-year increase of 3%; The per capita GDP was 72000 yuan, a year-on-year increase of 2.4%. The increase in per capita disposable income is also a major factor driving the development of China's pet industry. In the first half of 2021, the per capita disposable income of Chinese residents was 17642 yuan, the per capita disposable income of urban residents was 24125 yuan, and the per capita disposable income of rural residents was 9248 yuan; The per capita consumption expenditure of residents is 11471 yuan, the per capita consumption expenditure of urban residents is 14566 yuan, and the per capita consumption expenditure of rural residents is 7464 yuan. According to the 2021 White Paper on China's Pet Industry, the number of pets raised by urban residents in China reached 79.91 million in 2021, a year-on-year increase of 21.6%; The per capita expenditure on pet care among urban residents was 8381 yuan, a year-on-year increase of 19.4%. In 2021, the number of pet cats in China reached 114.81 million, a year-on-year increase of 15.2%.

From the perspective of market size, it is understood that there are currently over 600 pet storage institutions, and Beijing citizens spend an average of about 1300 yuan per year on pets, of which about 20% is used for purchasing services. From the perspective of market size, there is a huge market space for pet storage in Beijing. Based on the current pet population in Beijing and the annual cost of 1300 Metacomputing per family, the pet storage market in Beijing will reach 13.5 billion yuan. From the perspective of consumption scale in China's pet industry, it is predicted that

from 2021 to 2025, the pet care, food, and product markets in China are expected to maintain a review growth rate of 17.24%, 19.48%, and 13.31%, respectively.

From the perspective of industry development, a considerable number of pet owners in China currently do not have a strong sense of pet storage. Pet owners did not consider later economic factors when choosing a storage location. If pet owners can consider later economic factors when choosing a pet storage location, the market size of the pet storage location will further expand.

2.1.3. Social environment

At present, China has the core elements for the development of the pet industry, and the market is facing rapid growth, including:

(1) Economic foundation: Consumption upgrading. The continuous improvement of GDP level and the development of emotional economy and cute economy are closely related to the pet market in the context of consumption upgrading.

(2) Social needs: Changes in China's population structure. On the one hand, it is the population structure of China - aging, the impact of the one-child policy, and caring for the main young people (the post-80s and 90s generation account for nearly 80% of caring).

(3) Rising consumption power. On the other hand, there are changes in social development - groups such as empty nest youth, empty nest elderly, and DINK families who marry and have children later provide significant growth space for the market.

(4) Objective condition. The per capita living area has increased. Urbanization and larger living space are important conditions for keeping pets, and with the increase in per capita living space in China, the number of pets is also destined to increase.

With the rapid development of science and medical technology in China, the number of elderly people in China is also constantly increasing, and China has even developed into the country with the largest elderly population in the world. With the increase in the number of elderly people, the topics surrounding them are also constantly increasing. The topic of empty nest elderly people remains hot, and in today's society, the emergence of pets has made the problem easier to solve. Many elderly people keep pets to relieve their loneliness and add some fun to their elderly lives. In addition, with the continuous improvement of education level and increasing social pressure, many young people choose to be DINK, and raising small animals is also a way for them to express emotions and add fun. The development of the pet industry has also emerged accordingly. However, it is worth noting that during many holidays, many young people who work and keep pets in other places choose to return to their hometown, and at this time, the fate of pets becomes a problem. Considering many factors, some young people are unable to take their pets with them to various places. Therefore, they urgently need someone or an institution to take care of their pets. Therefore, the rise of the pet storage industry has solved the problem for some young people, and the development of the industry has risen to another height.

2.1.4. Technical environment

At present, there are three modes of pet deposit: pet store based deposit, family deposit and relatives and friends deposit. Among them, pet store care is an important factor in the development of the pet care industry. Pet store foster care generally refers to placing pets in a professional pet store and paying a certain fee to meet their basic survival needs. The

general pet store foster care is in a cage, where pets spend most of their time, greatly limiting their activities. However, in other places, pet shops have launched "amusement park" style foster care, where apart from sleeping in the cage, all other time is spent outside the cage with playmates. Nowadays, many places have also launched unmanned service devices, and pet owners can complete the storage according to the machine prompts, without the need for service personnel to receive the storage. Pet storage is breaking through traditional technical requirements, constantly innovating, and launching new modes of storage.

2.2. Competitor analysis

With the continuous improvement of the consumption level of Chinese residents and the increasing demand for quality of life, pet storage has become the first choice for many consumers to choose pet products. According to a survey, over 80% of consumers nationwide are willing to pay for pet storage services. However, there are numerous competitors in the pet storage industry. In the context of the continuous development of technologies such as the Internet, big data, and artificial intelligence, major sharing economy platforms have launched pet storage point businesses, which has also led to the rapid development of the pet storage industry in just a few years. But with the collapse of numerous sharing economy platforms, how to choose a good storage point has become a challenge for consumers.

(1) Existing competitors. According to data released by major sharing economy platforms, as of the end of May 2019, the scale of the national shared pet storage market has reached 5 billion yuan. From the development of major sharing economy platforms, it can be seen that the only ones that have truly developed well in the industry are Piglet Depository and Petting the World. Although various sharing economy platforms have launched pet storage services, there is currently no enterprise in the market that can achieve nationwide chain stores. According to incomplete statistics, currently only three domestic enterprises have achieved nationwide chain operation. This means that at least 10 or more hosting points nationwide choose the sharing economy platform as their competitors.

(2) Potential competitors. Potential competition refers to enterprises that may enter the industry to participate in competition, which will bring new production capacity, share existing resources and market share, intensify market competition, and reduce industry profits. With the development of the Internet, the rise of smart homes poses a threat to the pet care industry. At the same time, the foster care services included in the listed authoritative pet hospitals are more favored by foster care providers and have had a certain impact on the pet and foster care industry, leading to increased competition.

2.3. Market positioning of STP strategic analysis

2.3.1. Market segmentation

(1) Service object segmentation. The service target of the pet storage industry is mainly the group of people who temporarily keep pets in pet shops, pet hospitals, and other places due to the owner's work or other reasons.

(2) Subdivision of deposit mode. In pet store foster care, different cats and dogs are usually placed in cages and fed and cleaned up by store staff every day. The advantage is that pet shops are widely distributed, and there may be foster care

shops near the community, which is more convenient for owners to pick up and drop off.

(3) High end foster care. High end foster care, similar to summer camps, is mainly based on word-of-mouth communication and selects and filters customers. However, the overall experience is very worthwhile, and you can see photos of your pet playing on your social media, generating a positive word-of-mouth.

2.3.2. Market objectives

(1) In the early stages of development. In the early stages of development, the main purpose was to increase the company's visibility, establish a reputation, and attract more consumer groups.

(2) In the mid-term of development. When the popularity increases, expand the scale and focus on first tier cities.

(3) In the later stage of development. Continuously improving the company's rules and regulations, constantly innovating new operating models, is elevating the pet storage industry to a new level, allowing more customers and pets to receive better services.

2.3.3. Market positioning

Development positioning of the project stage: Bengbu - Part of northern Anhui - Overall northern Anhui - Huaihe River Basin.

The implementation of pet storage services adopts different service methods based on the economic conditions of different regions. For some economically underdeveloped regions, pet storage services are relatively simple, but ensure the physical and mental health of pets. For some economically developed regions, pet storage services tend to be diversified, adopting new service models to allow pets to enjoy happiness.

3. Technical Analysis

3.1. Technical support

3.1.1. Big data cloud computing technology

Big data and cloud computing are rapidly developing fields of information technology in recent years. Big data refers to the processing and analysis of massive amounts of data, while cloud computing is a network-based computing method that centrally manages and deploys computing and storage resources, enabling users to use these resources anywhere through the network. Big data cloud computing technology combines the advantages of big data and cloud computing, achieving efficient processing and storage of massive data. It has the following characteristics: efficiency, flexibility, scalability, and security. With the continuous development of the pet industry in modern society, the pet foster care industry has also flourished.

We use big data technology to help companies improve service efficiency and refined management. By utilizing big data analysis and deep learning techniques, we can better grasp the physiology and psychology of pets, develop more suitable foster care plans and systems, optimize operational processes, save costs, and increase profits.

(1) Health management and traceability of pets. By collecting and analyzing data on pet reproduction, growth, and breeding, one can grasp the health status of pets, detect diseases early, and provide better treatment plans. At the same time, the traceability function of big data technology can also be used to trace the source of diseases and effectively curb the spread of pet diseases.

(2) Information sharing and connection of pet foster care institutions. Pet owners can register and publish information

about their pet needs for foster care. At the same time, pet shops, pet hospitals, and individual pet enthusiasts can also register and provide information on their ability to provide foster care services. By storing and sharing data in the cloud, different institutions can better understand the basic information, medical history, medical examination records, etc. of pets, and provide more efficient and coordinated foster care services.

3.1.2. Artificial intelligence technology

Artificial intelligence technology refers to a technology that simulates human thinking and behavior. The basic principle is to use computers to achieve cognitive functions such as perception, reasoning, learning, and judgment in human intelligence, enabling computers to have the ability to make autonomous decisions and self correction, in order to achieve intelligent data processing, decision-making, and control. The following will discuss how artificial intelligence can be combined with pet foster care from the following three aspects:

(1) Platform appointment and management. Using artificial intelligence technology, we will develop a pet foster care appointment platform that allows users to easily make appointments through smartphones or other electronic devices. Users can query information such as pet foster care location, time, and expenses, and can also set information such as pet health status and dietary habits. Through such an appointment platform, our company can manage and monitor foster pets more efficiently, reducing labor costs and management difficulties.

(2) Security monitoring. When raising pets, it is sometimes difficult to prevent them from adapting to new environments and causing various abnormal behaviors. At this time, the safety monitoring function of artificial intelligence technology can timely detect and prevent problems. Intelligent cameras can be installed in foster care facilities to monitor the behavior of foster pets. We will use the image recognition function of artificial intelligence technology to promptly alarm and process. In addition, artificial intelligence technology can also realize real-time monitoring of pet's heart rate, respiratory rate and other vital indicators, so as to timely detect abnormal conditions of pets and ensure their health and safety.

(3) Pet health analysis. When registering as a foster care service provider, it is necessary to submit relevant documents and conduct identity verification. The platform can also provide user evaluation and complaint mechanisms, allowing users to share their user experience and help other users make wiser choices. By utilizing artificial intelligence technology, it is convenient for us to analyze and diagnose the diet, physical activity, sleep, and other health issues of foster pets, timely detect pet diseases, and provide effective treatment suggestions. For example, an intelligent feeder can be set up to record the pet's diet, analyze the pet's dietary preferences, digestion status, calorie needs, etc. through data analysis, and provide personalized healthy recipes for the pet.

3.2. Utilization of Internet platforms

As a medium for information dissemination and exchange, internet platforms provide vast opportunities for promotion and promotion for pet foster care platforms. Through internet platforms, pet foster care platform services and products can be promoted, enhancing brand awareness and influence. How can the following aspects help promote this pet foster care platform

3.2.1. Increase brand exposure

By advertising on major internet platforms, the popularity and exposure of pet foster care platforms can be quickly increased, attracting more potential customers to pay attention and care about them.

3.2.2. Establishing an online social platform

In each major social media platform (WeChat official account, Tiktok, Kwai and other short video platforms), establish brand accounts, actively carry out online marketing and interactive communication, share the services, products and user evaluations of the pet care platform, and form a good brand image and reputation. Pet owners can browse information on different types of foster care services in different regions and choose the services they are satisfied with. The platform can provide search and filtering functions, making it convenient for pet owners to quickly find suitable foster care services.

3.2.3. Facilitate the company to launch relevant promotional activities

Attract users to learn about and use the services of pet foster care platforms through various marketing strategies such as coupons, discount codes, and other activities.

3.2.4. Content marketing

By writing valuable content on pet foster care, pet health care, and other aspects, we aim to provide pet owners with more beneficial methods and techniques for paying attention to pets, thereby guiding potential customers to establish a sense of trust in the pet foster care platform.

3.3. Implementation path

3.3.1. Mingchongwu APP

After users log in to our company through the app and register with their real name, they can learn about our company's foster care services through the online system. Through customer comments and evaluations, they can experience a high-quality service experience. At the same time, when logging in, we need the customer system to fill in the relevant information of the pet to facilitate our subsequent foster care, ensure the physical and mental health of the pet, and safeguard the pet's foster care process. Provide users with the highest quality service.

(1) User side design. The user end is mainly designed for users who need to foster pets, including functions such as registering and logging in, publishing requirements, browsing services, selecting foster care, payment, and evaluation. In terms of interface design, a simple and intuitive layout and color should be adopted, providing multiple search and filtering criteria, allowing users to quickly find foster care services that meet their needs.

(2) Service provider side design. The service provider mainly designs pet shops, pet hospitals, and individual enthusiasts that provide foster care services, including functions such as registering and logging in, improving information, publishing services, accepting orders, confirming payments, and handling complaints. In terms of interface design, a clean and clear layout should be adopted to facilitate service providers to view and process orders, and improve work efficiency.

(3) Search design for foster care services. This module aims to help pet owners search for foster care services that meet their needs. This module can provide multiple search and filtering criteria, such as region, price range, evaluation level, etc.

(4) User evaluation design. This module is provided for service providers to evaluate and use, enabling communication and communication between pet owners and service providers. Service providers can also update their service information and order status in this module.

3.3.2. Mingchongwu WeChat official account

The WeChat official account of pet foster care can be used as the company's publicity and service platform, which can provide users with convenient and fast foster care booking and management services. The following are the main functions of this pet hosting WeChat official account:

(1) Provide pet foster care information. Publish the basic information, prices, pictures of the foster care environment and other contents of the pet store on the WeChat official account, so that users can understand and choose the foster care service suitable for their pets.

(2) Reservation and management of foster care. Users can make a reservation for pet foster care through WeChat official account, and query the reservation record and order status, so as to manage their pet foster care conveniently and quickly.

(3) Pet health care. WeChat official account can provide daily pet care and health knowledge sharing, such as feeding methods, disease prevention, etc., to help users better understand and take care of their pets.

In the future, we will develop more online channels to help customers better understand our pet house, and use internet technology to continuously upgrade our business model, providing higher quality services to each of our customers.

4. Business Strategy

4.1. Profit model

4.1.1. Early stage of development

In the early stages, the company will promote and let more people understand the characteristics and benefits of this model, so that pets can receive more protection, and thus open up the market for new pet storage methods. So in the early stage, publicity was the main focus, while profits were mainly reflected in investors' capital investment and pet foster income.

(1) Capital investment by investors. In the early stage, our company has shareholders providing financial support to use these funds for the construction and decoration of stores, infrastructure procurement, and other aspects. We also hire relevant store staff and technical talents to establish a comprehensive guarantee mechanism to ensure the effective implementation of all links.

(2) Pet foster care income. Due to the emphasis on promotion in the early stage, pet foster care services use foster care services as a means of profit, attracting most consumers to come to the store for foster care consumption, and launching marketing activities to allow consumers to choose packages and attract consumers at discounted prices. But in the future, other service contents will gradually be introduced to increase the diversity of foster care services.

4.1.2. Middle and later stages of development

In the middle and later stages, our company's system and facility construction have been greatly improved. At the same time, through short-term monthly experiences, customers have gained a certain understanding of our company's services, and through our services, their trust in our company has increased. And through publicity, let more people know about our company and our services. At this point, our profit mainly manifests in the income from pet bathing and beauty

services, pet food and daily necessities, and cooperation project income.

(1) Income from pet bathing and beauty services. According to customer requirements, we will provide bathing and beauty services for pets to keep them in a clean state.

(2) Income from pet food and daily necessities. At the same time, combined with the sales of some pet food and supplies, forming an industry closed-loop can increase the revenue of the store. When customers end their pet storage, they can also purchase high-quality pet food and daily necessities in the store according to their own situation, saving them the journey and time to purchase from other places. This is a time-saving and labor-saving choice for customers.

(3) Revenue from cooperative projects. With the expansion of our company's business scale, we will establish our own brand pet storage stores in other regions and cooperate with local pet food and daily necessities manufacturers to achieve a win-win situation.

4.2. Operational strategy

4.2.1. Business value-added

In order to provide customers with higher level information needs than basic business, our company has developed scientific and reasonable pet care services based on customer requirements. We implement personalized management manuals for pet care, providing customers with more thoughtful services and bringing new experiences to users. Value-added service will be used in the pet storage industry to make our company's services more diversified and have a better foothold in the market.

4.2.2. Customer relations

The core of customer relationship is customer relationship management. As is well known, new and old customers are the main driving force for a company's marketing operations. How to attract new customers and consolidate old customers is a question that a company needs to consider. Customer relationship management is one of the most important issues for enterprises. To manage existing customers well and attract external value customers, it is necessary to develop personalized customer relationship plans to maintain the existing customer base and develop new customers. The key is to pay attention to customer needs and provide meticulous service to customers. Because our company is in the pet service industry, when serving customers, we also need to pay attention to taking care of their pets. Only by feeding the pets to meet the customer's requirements can we retain customers.

Our company focuses on customer needs, improves product and service quality, and aims to win more customers. Our company wants to fully unleash the maximum value of our customers, so that every customer can experience the high-quality experience of our pet storage service, so as to have a good corporate image in their hearts. We also want to use customers to achieve promotional effects, and through external evaluations from customers, our company's corporate image can be well positioned in society, thereby winning more customers for the enterprise and seeking greater benefits. At the same time, pay attention to customers' attention and make them willingly become loyal customers of

our company. Our company focuses on the future, looks at the height of society, and focuses on demonstrating the perfect confidence of our own enterprise construction.

To attract more customers, enterprises need to prioritize their needs, pay attention to their concerns, and provide comprehensive services to customers is our corporate culture. To establish a good customer relationship, we still need to start from the aspect of service quality, and achieving great customer satisfaction is the purpose of our work.

4.2.3. Channel access

Get rid of the single sales model, and adopt the combination of online and offline methods, namely Taobao online stores and self operated stores. In addition, there are other sales channels, such as various pet exchange groups, pet products exhibitions, etc.

(1) Taobao online store. The company has set up an online shop on Taobao, which mainly deals in pet food and daily necessities. See the following figure for specific commodity categories. At the same time, online pet foster care can be carried out, but it is only limited to local areas. When customers place an order, they and customer service agree on a time, and there will be dedicated personnel to provide on-site service to transport the pet to the storage area. The advantages of opening Taobao online stores: to open stores across regions and realize the large circulation of goods. Online merchants can save on the costs of renting and decorating storefronts, recruiting staff, and maintaining inventory, thus achieving lower prices for product sales.

(2) Self operated stores. The self operated store established by the company mainly engages in pet care services, pet food and daily necessities, pet bathing, beauty services, etc. If customers have a need to make an appointment in advance, they can make an appointment with customer service through online WeChat or phone, or make an appointment offline at their own store. At the same time, customers who choose to purchase pet storage services can bring their pets to the store or choose to have professional personnel in the store provide on-site services to deliver the pets to the storage area. Advantages of self operated stores: Setting aside intermediate links, enterprises can directly face consumers and earn higher operating profits. Facing the market directly helps enterprises obtain the most effective market information and understand the characteristics of consumer demand. Because it has direct control, it is easy to operate and manage, and can perfectly reflect and execute the company's marketing philosophy.

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