

Creation and Operation Management of New Campus E-commerce "Girls Cloud Thinking Dressing Small Shop"

Nana Kong¹, Xiaoyu Wang¹, Tong Wang¹, Min Jiang¹, Deyu Li^{2, *}

¹School of International Trade and Economics, Anhui University of Finance and Economics, Bengbu, 233030, China

²School of Economics, Anhui University of Finance and Economics, Bengbu Anhui, 233030, China

*Corresponding author: Deyu Li (Email: ldy0048@163.com)

Abstract: The survey shows that the common problems in China's clothing wholesale market are incomplete product grade, low product quality, poor sanitary conditions and so on. These problems are urgent to be solved in the garment market. The new campus e-commerce we created adheres to the concept of "every girl can have her own different beauty". Girls with different styles such as handsome, natural and unrestrained, bright and lively, Japanese and Korean can be found in the shop. Firstly, we analyze the pain points of China's campus clothing market. Secondly, introduce the company's philosophy, creative practices and main products. Thirdly, analyze the operation mode and financial data of the company. Finally, we analyze the risks and countermeasures faced by the company's development.

Keywords: Internet plus, Clothing collocation, Sales mode, Financial analysis.

1. Introduction

For girls aged 18 to 22 entering the University, clothing matching has always been a difficulty. Too childish or mature clothing matching is inappropriate. In the choice of clothing types, modern college students pursue the comfort of clothing, not only pay attention to the trend. The survey shows that 63.04% of boys and 65.59% of girls prefer sports and leisure, while only 16.3% and 21.51% of boys and girls pursue fashionable clothes respectively. In terms of places to buy clothes, 58.06% of girls and 47.37% of boys choose to buy clothes in specialty stores. Price is another important factor affecting the purchase of clothing. More than half of the buyers are only willing to accept the clothing price of 50-100 yuan / month. It can be seen that the wind of comparison is gradually spreading on campus, but most young students do not drift with the tide. 33.59% of men and 43.12% of women took style as the first choice to buy clothes. The quality factor ranks second with 29.58%, while the brand factor ranks last with 7.5%. Therefore, manufacturers should pay attention to novelty in style design to meet the different tastes and styles of modern college students [1]. The common problems in today's clothing wholesale market are incomplete product grade, low product quality, poor sanitary conditions and so on. These problems are urgent to be solved in the garment market. This also shows that the requirements of buyers are constantly improving. They hope to purchase clothing in a clothing wholesale market with complete product grade, high product quality, sound financial facilities and comfortable environment. Some shops on the market also have brands for girls of this age. According to incomplete surveys, the style is often lady sweet, narrow and single [2].

The new campus e-commerce we created adheres to the concept of "every girl can have her own different beauty". Girls with different styles such as handsome, natural and unrestrained, bright and lively, Japanese and Korean can be found in the shop. The person in charge of operating the store is mainly girls. The idea of starting the store is also several girls who love life and have different personalities. We focus on the theme of girls' wear and match, "girls know girls best".

We can communicate with each other and find the confidence and vitality of girls by understanding their unique beauty [3].

We have created a new campus retail model - "Internet" cloud operation model (3D simulation fitting mirror), which is based on the development of modern society and scientific and technological progress. We will first buy a 3D simulation fitting mirror, and then look for the relevant local garment origin processing factory and a logistics company. At the same time, relevant technicians are recruited to make minor modifications to the 3D simulation fitting mirror. In addition to allowing customers to choose clothes directly without taking off and changing clothes according to their own ideas, they can also measure the proportion of clothes that fit their body [4]. When the customer decides the final style of clothes he wants to wear, we will send this information to the processing plant, which will deliver the goods to the door after being transferred to the logistics company. In addition, we have the online service of the relevant platforms such as jitter, Xiao Hong and other related tiktok services, forming a network structure. With the help of Internet technology, subvert the sales mode with commodities as the core, reconstruct product production and sales channels, create a new clothing purchase mode combined with intelligent logistics and intelligent supply chain, and provide high-quality services. Out of the ordinary technological innovation and Internet plus innovation, offline shop's artificial wear service is different from campus business.

2. Products and Operations

2.1. Application of 3D Simulation Fitting Mirror

As long as the user stands in front of the large screen and does not need to touch the screen, he can interact with the fitting mirror by controlling it with gestures. With a wave of hand, the selected clothes will be magically and naturally worn on the user. For different styles of clothes, users can easily replace different clothes by switching between the previous page and the next page [5]. In addition, for favorite clothes, the virtual fitting system also provides high-

definition photographing function. The clothes users try on can synthesize photos closely with users in time, and users experience unprecedented shopping pleasure. Our offline store will have an intelligent 3D simulation fitting mirror. When the user is satisfied with the selected clothes, he can click OK. Then the intelligent cloud will transmit the clothes data required by the user to the processing plant, which will then be transported to the logistics company.

2.2. Wearing Concept

2.2.1. Existing Problems

(1) Struggling to find a style to wear. With the improvement of people's living standards, a new generation of young people are constantly pursuing fashion trends. They don't want to be homogenized and try to express their attitude through dressing style. Whenever they use items, they try their best to pursue a unique and unique style. But there are no professionals around to guide, so how to position their own style is what most consumers are confused about.

(2) Choose the right goods. For consumers who have positioned their style, but are in the era of information explosion and receive recommended advertisements from various platforms every day, how to reduce trial and error costs as much as possible and screen out parts suitable for their own conditions from a wide range of markets is not a small challenge for consumers.

2.2.2. Custom Fit

(1) Online one-to-one service. For customers with problems in wearing style, we will answer questions on one to one in WeChat official account, make recommendations and recommend products in their stores. Style includes body shape, facial temperament, hairstyle and internal needs. These characteristics will be systematically answered in online services. For example, ask the other party to provide three dimensional indicators, ask which style they prefer, provide suggestions for them free, and guide the store.

(2) Offline entity try on. For online consulting customers, we suggest the other party to try on clothes suitable for the other party in offline physical stores. First, increase the traffic for the store, and second, cultivate potential users and fixed customers. Our offline physical stores are equipped with 3D simulation fitting mirrors, which are mainly realized through an electronic screen more than one meter high. Through real-time dynamic capture and image recognition of customers' changing gestures and body movements, we combine the 3D virtual clothing models of various colors and styles with their own character images to automatically display the final effect of customers' fitting clothes in real time. If customers are not satisfied, they can easily change clothes by hovering over the button on the screen. The 3D virtual fitting mirror is mainly a set of peripheral products launched for shopping centers and clothing brands, which replaces the cumbersome process of traditional consumers taking off, changing and wearing clothes, and provides consumers with a convenient and fast new offline shopping experience.

(3) Open a vintage buyer's shop. In addition to daily wear, the store also sets up a personalized Vintage buyer's shop. There are many interpretations of vintage, and the three widely circulated interpretations are retro, retro style and ancient works. Vintage also has an explanation for antiques, but strictly speaking, real antiques are called antique, and modern "Antiques" are called vintage (in principle, it should be literally translated as "secondhand goods"). Antique is a collection of historical value in the museum, and vintage is

just a beautifully made second-hand product. In fact, the more popular meaning of "vintage" is "old". It originated and multiplied in cheap second-hand stores, but it does not mean old. It embodies a mature and timeless classic charm. In short, classic clothes are clothes that can be worn in the past, now and in the future. Nowadays, college students pursue personalization and diversification, such as Hanfu, Lolita, JK uniforms, etc., so some niche brands are also sought after, and due to the vacancy in the market, these brands can obtain large profits, such as essentials, welldone, etc. At present, the purchase of vintage clothing is mainly focused on Taobao, but the price of genuine products on Taobao will be more than twice the original price of overseas purchase, and the midway transportation time is long. However, if you choose to buy in cross-border e-commerce, you need to use foreign credit cards, and the process is cumbersome. Taobao doesn't have some highly personalized clothes like those in the buyer's store, because Taobao store can't observe in kind, and people will be extra cautious when placing orders, which is also the reason why the buyer's store can survive.

2.2.3. Weekly Wear

(1) One week OOTD. Good clothes can give others a good impression and increase people's self-confidence. Good dressing and matching can show our style, but dressing and matching does not blindly stack fashion elements on our body. We need to pay attention to a lot. First of all, you should understand your body shape. The standard X-shape is basically reckless in dressing. The H-shaped figure should pay attention to the use of the belt or increase the volume of the upper body, outline the waist, and visually create an X-shaped figure. For Y-shaped figure, attention should be paid to avoiding all styles extending shoulder lines and body close fitting, focusing on weakening shoulder width and strengthening hips to achieve visual balance and beauty. Type a body, also known as pear shaped body, is on the contrary to type Y. we should pay attention to strengthening the shoulder width and weakening the sense of existence of the hips to achieve balance. For example, the upper body uses light expansion color and the lower body uses dark contraction color. The second is the positioning style. Choose different styles according to your looks and preferences, such as simple and capable, fresh and lively, European and American sexy, etc. Then we should pay attention to color matching, try to avoid a large area of bright colors or use a variety of bright colors, and it is best to control the colors on the body at about three. Finally, pay attention to accessories and hairstyle, which should complement the clothes on your body. Launch a OOTD Outfit of the day today, WeChat official account and Xiaohong book, and put on a new dress every week to ensure that the shop product keeps up with the trend, and greatly reduces the rate of bump shirts for the pursuit of individuality. OOTD shows and sells complete sets of clothes and suits a week to promote customers with difficult choices to consume. The matching accessories such as necklaces, handbags and so on can be sold as our peripheral products.

(2) Weekly fashion information. Every week, you will share fashion information with WeChat public official account, Xiao Hong book and other platforms. Cultivate potential customers, let customers recognize us, get familiar with us, and improve customers' dependence on us.

3. Internet Plus Network Structure Operation - Online and Offline Integration

3.1. QQ Operation

3.1.1. Why Take QQ Operation as the Main Body?

(1) Development of QQ space. QQ space is a personalized space developed by Tencent and a QQ subsidiary product with blog function. No matter how the times change, QQ space is still popular and deeply loved by users beyond their age. QQ space has the functions of writing log, writing talk, uploading pictures, listening to music and writing mood. It not only aims at young people, but also carries out characteristic and vertical functional innovation, taking into account all ages. In 2016, QQ space launched the functions of live broadcast and short video, which also met the needs of teenagers to show their personality and publicize themselves, and enriched people's life content. Before short video really became popular in recent years, QQ space has gone deep into the field of playing video. We media was also introduced in the second half of 2016. When people are using a software or a web page, they will be very tired of too many advertisements and too commercialized content, so they abandon this software. However, QQ space is very appropriate to deal with advertising. It is imperceptible and not rigid. Therefore, in this situation of rapid Internet renewal, it is very rare for QQ space to continue to be popular and stand. Product publicity in this regard is bound to get good results.

(2) Characteristics of QQ operation. QQ space attaches great importance to interactivity in advertising publicity. It has the following three characteristics: developing social gene advantages and allowing brands to participate in interaction; Bold innovation and rich experience in cross-border brand marketing; Various forms of advertising marketing, humor and relaxed, full of black technology. In recent years, it can be seen that the promotion of QQ space is accurate and targeted, especially for teenagers and college students, and the promotion here has the advantages of simple operation, zero cost, high efficiency and high applicability. And the promotion of QQ space has the following characteristics: promotion for specific groups and fixed groups; Promotion of low flow indicators; Promote targeted projects; Maintain existing users; Tap potential users. The operation and promotion of QQ space focuses on the diversity of promotion methods. Various forms and functions can not only be used to record beautiful daily life, but also display products while recording life. For example, our girls cloud wants to wear small shops and pay attention to girls' clothes. In the publicity of QQ space, it is easy to attract attention by relying on the wearing videos of models.

(3) Advantages and benefits of QQ operation. First of all, the amount of customer online interaction on QQ is very strong. Tencent QQ has more than one billion users and is growing. It has a wide potential market and strong potential traffic. Even if it affects only one tenth of users, the product market is very considerable. Second, information on QQ spreads widely and rapidly. Tencent QQ has more than one billion users. If only 500 people are affected, half of these 500 people have become target customers or old customers. One is that these 500 people will spread your information for you, then tens of millions of people know your information, and they will spread it for you. It is conceivable. Third, QQ operation promotion is conducive to optimization and saving

resources and costs. Using QQ space for promotion and marketing is almost zero cost, and you don't need to spend a lot of thought and time on Web page maintenance and software maintenance. You can save more time. QQ operation optimization will be much simpler in the carefully produced publicity video and photo copy. Fourth, QQ is highly available. QQ is used by a wide range of people with a wide age span. It is used by children from a few years old to middle-aged people of dozens of years old. The wide dissemination of information, zero cost investment and shortened advertising effectiveness cycle all highlight the strong availability of QQ promotion. Fifth, QQ space promotion is effective and intuitive. The rise of APP makes daily life more convenient and faster. App can also be downloaded and used on mobile phones and constantly upgraded. Tencent also has many apps and has a large user group. This is not only because the software made by Tencent is easy to use and attractive, but also because QQ space has done enough publicity. It can be directly downloaded and used in the advertisements of QQ space. The development of APP makes our life more convenient and fast, and also gives many e-commerce and entrepreneurs great opportunities and challenges. QQ space is more convenient and intuitive for the release of product information.

3.1.2. Brief Analysis of Specific Marketing Strategies

(1) Find partners on QQ platform. By means of exchange links or reciprocal links, the LOGO or website name of the other party's website is placed on their own website, and the hyperlink of the other party's website is set, so that users can find their own website from the cooperative website and achieve the purpose of mutual promotion. The role of exchange links is mainly reflected in several aspects: obtaining traffic, increasing users' impression during browsing, increasing advantages in search engine ranking, and increasing the number of visitors through the recommendation of cooperative websites. More important than the direct effect is the cognition and recognition in the industry.

(2) Talk about viral marketing with QQ group. Through the customer's word-of-mouth publicity network, information spreads and spreads like a virus, and is transmitted to millions of audiences by means of rapid replication. The classic example of viral marketing is that almost all free e-mail providers now adopt similar promotion methods.

(3) Put QQ online advertising. Some studies have shown that the click through rate of online advertising can not fully represent its effect. Online advertising also has an effect on those visitors who browse without clicking on advertising, accounting for more than 9% of the total number of visitors.

(4) Information release. Information release is not only the basic function of network marketing, but also a practical means of operation. Through the Internet, you can not only browse a large amount of business information, but also release information by yourself. The most important thing is to publish valuable information on your own website in time to give full play to the functions of the website, such as new product information, preferential promotion information, etc.

(5) QQ mailing list. In fact, mailing list is also a form of email marketing. Mailing list is also based on the principle of user permission. Users join and exit voluntarily. A little different is that QQ email marketing directly sends promotion information to users, while the mailing list realizes the purpose of marketing by providing users with valuable information and adding an appropriate amount of promotion

information to the email content.

(6) Personalized marketing. The main contents of personalized marketing include: users customize the information content they are interested in, choose their favorite web design form, set the information receiving method and receiving time according to their own needs, etc. personalized service has obvious effects in improving customer relations, cultivating customer loyalty and increasing online sales. According to research, in order to obtain For some personalized services, users are willing to provide limited personal information only when personal information can be protected, which is the premise and guarantee of personalized marketing.

(7) QQ network membership marketing. Develop Xiaopu online members on QQ and release news through them at the same time. Network membership marketing has been proved to be an effective marketing means for e-commerce websites. Many foreign online retail websites have implemented membership plans, which have covered almost all industries. Domestic membership marketing is still in the early stage of development.

3.2. WeChat Official Account Operation

3.2.1. Wechat Official Account Marketing Background

With the continuous advancement of China's network infrastructure construction and the rapid development of Internet technology, especially mobile Internet technology, China's e-commerce environment is becoming more and more mature, the mobile e-commerce market is booming, and new consumption formats are constantly emerging. The marketing mode of the garment industry has also experienced the transformation from traditional single offline store operation to online e-commerce The development process of expanding to the field of mobile e-commerce has gradually formed a "two-way" integrated marketing model of offline and online, PC and mobile. Against this background, the marketing of WeChat clothing official account has emerged.

3.2.2. WeChat Official Account Operation Mode

(1) Daily tweets. According to the new situation of clothing on the general sales platform, we also recommend and update clothing every day, so that consumers can understand our clothing products at the first time.

(2) Easy to buy. There is a link at the bottom of the tweet. If you want to know more or the buyer clicks the link, go to the general platform app.

(3) Activity benefits. Launch Limited sales, coupon collection, turntable lottery and other benefits, so that consumers can gradually trust the company and become our senior users.

(4) Personalized wear. In addition to clothing push, we also set up personalized wear tips to provide targeted services for female college students.

(5) Member registration. The official account is registered as a member, and it is more timely to grasp the latest developments and preferential activities of APP.

(6) Latest trends. Release the latest news about fashion trends in real time, so that female college students can not stop at the current style setting, constantly break through themselves and find the most suitable style.

3.2.3. WeChat Official Account Marketing Advantage

(1) Total marketing. The biggest advantage of WeChat official account in the new retail business is the advantage of full marketing. In the mobile Internet era, every member of our industry can be a marketer and promoter. Internal

members can build their own customer base by establishing Wechat group or grouping through friend tags. Through WeChat group or friends circle, we will export relevant information of WeChat's official account and activity information to the customer groups, enhance the timeliness of customers' access to information and arouse their desire to buy.

(2) Real time interaction. As Wechat is a real-time communication tool, both Wechat groups and circles of friends can realize real-time interaction. Through interaction, we can timely understand customers' needs and provide appropriate products or services according to their needs. Commentary on the official account. In the tweets of clothing new products or wear recommendations, we can directly and quickly reach the real needs of consumers and make improvements immediately through the comments of readers after the tweets are released. Circle of friends and wechat group. When our WeChat official account was forwarded to the circle of friends or WeChat group by the internal staff, when female college students consulted the details, we would provide personalized service for this specific demand, which greatly promoted the realization of customer satisfaction.

(3) Easy to fission. Wechat is not only a real-time communication tool, but also an ecological social circle. Due to the convergence of value orientation and interests among college girls, the resonance is stronger. Internal personnel can manage the operation of wechat group by themselves, or set up administrators to assist the group owners in the management and operation of the group. When the value experience among group members reaches the expected satisfaction of group members, it will bring customer loyalty, that is, from community members to loyal customers. Loyal customers will share the official account content to their social circles because of their trust in products, content or services provided by WeChat official account. In this way, the group will expand, grow and even fission, and finally form an industrial chain on the campus. From the marketing point of view, the word of mouth communication of loyal customers has been completed, thus achieving the continuous profit of WeChat official account.

3.2.4. Traditional WeChat Official Account Operation

Pain Point

(1) Lack of big data support, the establishment of WeChat official account is limited by the characteristics of personal social circle.

(2) Customer stickiness is not enough, customer habits are not formed, and customer satisfaction is not high.

(3) The return and replacement cannot be guaranteed, which is easy to cause problems such as the customer can't contact the customer service, the return and replacement time is long, and the freight sharing contradiction

3.2.5. Marketing Advantage of Our Wechat Official Account

(1) Data support. Complete data support, clear data analysis, and public announcement in WeChat official account will be made public.

(2) Target object. The industry is located on the university campus, and its main service object is college girls, which can well solve the problem of unsalable products caused by insufficient customer stickiness.

(3) The market is clear. The industry adopts a combination of online and offline services. We use door-to-door services such as door-to-door delivery, return and exchange, and there are no problems such as poor after-sales.

3.3. Operation of B Station

3.3.1. User Characteristics

Unlike the Tiktok, B stations prefer the best quality video with longer hours.

(1) Technology flow. Station B is the fastest growing video. It does some things that are more technical and can surprise the audience in its field of expertise, such as tuning ghost animals, difficult food production, game plot adaptation, and innovation of legal stories. The overall acceptance ability of station B is relatively strong. If you are doing what you are good at and properly combine the secondary element for innovation, even if the audience is not interested in this field, they will be attracted by the content and pay attention to it all the time. However, this kind of video requires high professionalism, and because of the characteristics of the Internet, if the update is slow, it will be gradually eliminated. It is difficult to operate this kind of account.

(2) Creative video. Mainly in Chinese traditional culture, innovative videos in fields that are difficult to reach will be more popular. For example, painting on the wall, carving people's favorite characters with traditional Chinese wood carving technology, and making Miao traditional headwear with cans, etc. the popularity of Chinese style makes the users of station B more like the video of the combination of traditional and modern culture. In addition, due to the characteristics of the website, it is necessary to combine the characteristics of two dimensions.

(3) Plot tendency. This kind of video generally needs the ability of excellent creative script. Simple TV drama like plot is not popular in station B. A long video with rhythm and story is more attractive to the audience.

3.3.2. Analysis of up Main Works of Comparative Fire

(1) First of all, few up owners of station B are popular because of the fixed video style. Because the user preferences of station B are relatively diverse, most up owners have released many kinds of videos with changeable styles and creativity, and have more fan base after a long time of accumulation. In addition, the zoning of station B is more detailed. Try to cross the zoning as much as possible in order to really get into the public's attention.

(2) Most up owners with tens of millions of fans at station B are very excellent. The works of such excellent people also have a serious and excellent inertia. After fans understand excellent individuals, they will be more enthusiastic about the works. Therefore, when making a video at station B, you can't imagine that you can rise tens of millions of fans overnight. It takes a long time to accumulate, and the accumulation of many excellent works.

(3) Fashion area up master analysis. The witty Dang Mei is one of the hot up owners in the fashion district. The reason why she is hot is that in addition to her superb makeup technology and skilled clothing matching, what really attracts people is her diversified video content. Although she did not leave the big theme of beauty and popular clothing, she has been actively trying new fields. While putting on different makeup, she integrates the dance and plot very well. Her clothes are mainly Lolita and Chinese traditional clothes. The makeup is always exquisite, which is the main reason for her fire.

3.3.3. Main Content Analysis of Video in Fashion Area

The sharing of clothing in fashion areas is generally inclined to chat, because the students who use station B are generally not economically independent, so the evaluation of

affordable clothing is more popular. Due to the culture of station B, Cosplay, Chinese clothes and Lolita's cheap and good-looking clothes are also more popular. In addition, clothes with personality and not following the crowd will be more popular here, especially clothes that flaunt different self, live an independent self and do not cater to the public's aesthetic will be very popular here. In addition, if you want to have a large fan group, you need to have some innovation on the basis of ordinary makeup, such as plot, vlog and dance. The more diverse it is, the more it can attract audiences with different preferences, and the fan base will naturally rise.

3.4. Tiktok Operation

3.4.1. Marketing Strategy

Tiktok is chosen to promote and publicize this platform. Therefore, we should have a comprehensive understanding of the Tiktok short video software. Ever since summer 2018, Tiktok has been known for its long time. This is not only the software that people use to make friends, but also gradually endowed with many functions of carrying goods, recommending and pastime.

It must be noted that the promotion ability of the platform is particularly striking. Tiktok is a multi stimulus of copywriting, vision, voice and dynamic. It is easier to stimulate the user's senses and trigger the user's emotions. And 15 seconds is not long. After opening, the user can basically see the end. Several explosive points are made in a short time to effectively explain the product characteristics and impress the user. Moreover, the state of Tiktok on users is relaxed, random and unconscious. In this state, it is very easy to receive the information that advertisers want to implant into them. In the early stage of the company's development, through the official voice account of the company, we constantly update Tiktok videos and keep the fans' foundation without lowering the heat of account, so as to prepare for the promotion of products in the middle and later stages. The company's products involve a variety of styles and perspectives, classify products with different styles, and make different videos for release. In the later stage, according to the needs of the company's products, we can expand the consumer group of the company's products and enhance the publicity by setting the plot, fat thin comparison, Festival Promotion and other ways. Good at using live sound to bring the goods to the store, master the live broadcast skills, guide customers to join the company's brand fans, and regularly distribute benefits. During the live broadcast, the welfare benefits are set at certain time to meet the conditions, such as the Tiktok of the live broadcast room, which will enable users to increase their stay time in the live broadcast, and improve the popularity of the live room, so as to attract more users.

3.4.2. Marketing Team Construction

The product promotion videos made by the company have been transmitted to people all over the country and even around the world. Therefore, it is particularly important to have good script editors, photographers, clothing collocationists, models and post editors. The lens is the eye of communication. Being good at using the lens to show the high quality and details of the company's products to the people in front of the mobile phone comprehensively and carefully is the top priority. Script is the core of a video, which determines the content and display mode of the video. Therefore, before making a promotion video, the script should be perfect. In no other case, it must be perfect before shooting. In the product field involved by the company, the clothing collocation

division matches, tries on and tries on the model, so as to show the full picture of the product, and the later editing division is the prominent feature. Therefore, the model's figure and appearance are also one of the reasons affecting the video playback volume and product sales. The live broadcast has not been modified in the later stage. Therefore, the attention of the live broadcast should also be strengthened, which is particularly important for the selection of goods carrying personnel in the live broadcast room.

3.4.3. Promotion Policy Formulation

Tiktok has its own online shop for sale, while its vibrato can be declared to cooperate with the official voice, and it is eligible for sale. The company's product purchase link is attached at the bottom of the promotion video. The products are promoted in the form of irregular coupons. For unsalable products, the publicity and preference of commodities can be strengthened.

3.4.4. New Product Launch Strategy

In the early stage of new products on the market every quarter (about a week ago), product publicity videos are produced and sold in limited quantities. The purpose is to increase consumers' consumption of products, expand demand, set up lucky draw activities under video comments, and draw lucky users, so as to expand the speed of video communication by increasing the amount of praise and comments, so as to expand the publicity of products.

3.4.5. Market Positioning

According to the survey, the tiktok accounts for the highest

proportion of users aged 25-30, and the users under 30 account for 54.79%. This group is relatively young, and the change speed of accepting new things and catching up with the trend is relatively fast. Compared with the gender of the population, the proportion of men and women is relatively average, and men are slightly higher than women. Therefore, the range of operating products is relatively wide, and there is no need to conduct biased marketing for a certain gender. From the perspective of region, coastal areas and first and second tier cities account for a large proportion, and the cultural level and consumption capacity of these users are high. Therefore, in terms of product selection, we should pay attention to quality and characteristics and avoid low price.

4. Financial Analysis

4.1. Source of Funds

It is expected that the initial start-up capital of the company mainly comes from personal investment, bank loans, venture capital and college students' venture capital application. The registered capital is expected to be 1 million yuan, including 300000 personal investment, 200000 bank loans, 400000 venture capital and 100000 college students' venture capital application.

Of which, 200000 is reserved and 800000 is used for various expenses. The estimated initial investment is shown in Table 1:

Table 1. Initial investment structure of the company (unit: 10000 yuan)

Project	Specific approach	Cost
Fixed capital	Electronic equipment	10
	3D fitting mirror	2
	Office equipment	5
Long term deferred expenses	Public expenses	8
	Other	5
Total		30

4.2. Financial Budget

Financial budget is a budget that reflects the cash receipts and payments, operating results and financial status of the company's stores in a certain period of time in the future. The formulation of financial budget table can better formulate the company's future planning and business strategy, better estimate the company's competitiveness through financial budget, formulate risk assessment and avoid risk in advance. Financial budget can make decision-making objectives

concrete, systematic and quantitative. As can be seen from table 1, the store will spend a lot of money on personnel salary and R & D. the fitting mirror is a great innovation of our store, but it will also consume part of the money for purchase and maintenance. We have spent most of our energy and money on publicity, and have good expectations for its effect.

4.2.1. Total Cost Estimation Table

The total cost estimation of the company is shown in Table 2:

Table 2. Total cost estimation (unit: 10000 yuan)

Project	Specific approach	First year	The second year	The third year
Payroll payable	Software technician compensation	5	5	5
	Salary of customer service personnel	4	4	4
	Salary of marketing personnel	4	4	4
	Remuneration of financial management personnel	4	4	4
	Agent compensation	2	2	2
	Remuneration of cargo handling personnel	3	3	3
Selling expenses	Advertising expenses	10	10	10
	Network communication fee	2	2	2
Administrative expenses	Travel expenses	1	1	1
	R & D expenses	20	20	20
	Interest	5	3	1
Financial expenses	Intangible assets	5	5	5
		65	63	61
Total				

4.2.2. Income Estimation Table

Table 3. Income estimation (unit: 10000 yuan)

Project	First year	The second year	The third year
Brand entry fee	10	15	20
Taobao traffic fee	12	17	22
Official account platform revenue	5	10	15
Tiktok returns	10	15	20
Little red book revenue	10	15	20
Commission	15	20	25
Promotion fee	10	15	20
Total	72	107	142

4.3. Financial Statements

Financial statements are accounting statements that reflect the capital and profit status of an enterprise or budget unit in a certain period of time. The financial statements can comprehensively show the financial status, operating results and cash flow of the store in a certain period, help the operation and management personnel better understand the development status of the company, estimate the future development of the company, make response decisions in time, and improve the quality of our operation and management.

As can be seen from the following income statement, the source of goods accounts for a large part of the operating cost. When purchasing goods, we will not only ensure the quality

of products, but also ensure that the price of products is accepted by college students' consumer groups. From the first year to the third year, the sales of our store also increased continuously, and the operating revenue also increased greatly.

As can be seen from the current balance sheet, our store is not only safeguarding the rights and interests of consumers and the company, but also taking into account the rights and interests of store operators and employees.

From the cash flow statement, we can better understand that our store has a strong ability to raise and generate cash, and make up for the lack of information on assets and liabilities.

4.3.1. Income Statement

Table 4. Income statement (unit: 10000 yuan)

	First year	The second year	The third year
1. Operating income	866.00	1076.00	1632.00
Less: operating costs	383.32	464.46	630.60
Including: source of goods	376.21	453.79	690.26
Direct labor	7.11	10.67	21.34
Business tax and surcharges	7.22	8.98	13.68
Financial expenses	0.00	0.00	
Selling expenses	139.93	160.53	196.28
Administrative expenses	142.38	146.48	176.24
2. Operating profit	163.98	248.19	469.47
Plus: non operating income			
Less: non operating expenses			
3. Total profit	163.98	248.19	469.47
Less: income tax expense			46.95
4. Net profit	163.98	248.19	422.52
Less: statutory surplus reserve	16.40	24.82	42.25
Discretionary surplus reserve	8.20	12.41	21.13
Statutory public welfare fund	8.20	12.41	21.13
Add: undistributed profit at the beginning of the year		91.83	203.27
5. Profit available for distribution to investors	131.19	290.38	541.28
Less: dividends	39.36	87.11	162.39
6. Undistributed profits	91.83	203.27	378.90

4.3.2. Balance Sheet

Table 5. Balance sheet (unit: 10000 yuan)

	First year	The second year	The third year
assets			
1. Current assets			
1.1.one point one Monetary Fund	459.54	578.64	703.93
1.2 ,accounts receivable	258.60	321.60	489.60
1.2.1, less bad debt provision	5.17	6.43	9.79
1.2.2, net value of accounts receivable	253.43	315.17	479.81
1.3, inventory	99.09	39.98	29.56
Total current assets	812.07	933.78	1213.30
2. Fixed assets			
2.1. original price of fixed assets	75.64	75.64	75.64
2.2 .less: accumulated depreciation	7.56	15.13	22.69
2.3. net value of fixed assets	68.08	60.51	52.95
Total fixed assets	68.08	60.51	52.95
3. Intangible assets and other assets			
3.1. Intangible assets	144.00	146.00	146.00
Total Intangible Assets	144.00	146.00	146.00
Total Assets	1024.14	1140.29	1412.25
Liabilities and owner's equity			
1. Liabilities			
1.1. current liabilities			
1.1.1. accounts payable	92.84	78.93	135.97
1.1.2. payroll payable	6.67	8.45	12.87
Total Current Liabilities	99.51	87.38	148.84
1.2. non current liabilities			
Total Non-current Liabilities			
Total liabilities	99.51	87.38	148.84
2. Owner's equity			
2.1. paid in capital	800.00	800.00	800.00
2.2. surplus reserve	32.80	49.64	84.51
2.3. undistributed profits	91.83	203.27	378.9
Total owner's equity	924.63	1052.91	1263.41
Liabilities and owner's equity	1024.14	1140.29	1412.25

4.3.3. Cash Flow Statement

Table 6. Cash flow statement (unit: 10000 yuan)

Serial number	Project	Initial year	First year	The second year	The third year
1	Cash inflow		862	1072	1632
1.1	Product sales revenue		862	1072	1632
2	Cash outflow	660	681.680	807.220	1195.600
2.1	Investment in fixed assets	75.639			
2.2	Working capital investment	584.361			
2.3	Operating costs		674.46	798.24	1134.97
2.4	Business tax and surcharges		7.220	8.980	13.680
2.5	income tax		0.000	0.000	46.950
3	Net cash flow (after tax)	-660	180.320	264.780	436.400
4	Accumulated net cash flow (after tax)	-660	-479.680	-214.900	221.500
5	(P/F, 0.12,t)	1.000	0.893	0.797	0.712
6	Net present value	-660	161.026	211.030	310.717
7	Cumulative net present	-660	-498.974	-287.945	22.772

5. Risk Analysis

5.1. Market Risk

The core of campus e-commerce is e-commerce, and large e-commerce platforms such as Taobao, Pinduoduo and Jingdong have occupied the whole online consumption market in China. College students have formed the consumption habit of consuming on major e-commerce

platforms. The main problem of consumption on e-commerce platforms is that there are great differences between buyer shows and seller shows, but the major e-commerce platforms now have a perfect return and exchange mechanism, so that the problem of inconsistency between physical objects and pictures no longer becomes the main problem. In contrast, campus e-commerce started late, the audience was limited, and was vulnerable to the risk of being untrusted in the early

stage. Taobao and other major e-commerce platforms covered all the items required by students. There were more and more students pursuing personalization and diversification on university campuses. In the early stage, we couldn't include all the items required by students like Taobao, Therefore, we are at a disadvantage on the whole e-commerce platform.

5.2. Financial Risk

The most important thing for campus e-commerce to open up the campus market is to create more convenient, efficient and satisfactory services than Taobao and other platforms, which requires a lot of cost. The cost of campus e-commerce includes four dimensions, namely rent, manpower, operation and marketing. At present, in the e-commerce market, the campus e-commerce has not developed, so there is no fixed standard. The campus e-commerce faces few customers, distrust, and the quality of goods is not up to standard. As a result, the closed products are not recognized, resulting in a backlog of goods. It is difficult for enterprises to bear the high cost, resulting in serious financial difficulties.

In terms of price, from the perspective of cost control and profit model, our shop, as an operator, is essentially a two seller model. We earn the price difference by purchasing at a low price from a unique channel and then selling at a higher price. Then purchasing at a low price becomes one of the sources of financial risk, because we have the risk of suppliers raising prices at any time, If we have sold a large number of goods with our unique price advantage at this time, our costs will increase if the supplier raises the price, and we will be forced to raise the price.

5.3. Operation and Management Risks

Campus e-commerce has just started, everything is

unknown, and each way is worth exploring. However, due to a wide range of customers, some goods we provide may not be accepted by customers, which may cause a backlog of goods that cannot be sold, and it is even more difficult to return them to the supplier. Moreover, the location of small stores is very important. There should be a large warehouse to store goods and facilitate communication with the outside world. Our management risk mainly lies in that campus e-commerce is a huge system, which has many branches. At this time, if each branch cannot perform its own duties and cooperate with each other, it will lead to people's distraction, which will cause more problems and bring great pressure to the management, which will affect the normal operation of the small store and expand the service scope.

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