

Study on the business model of service industry under the background of sharing economy

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Abstract: As an innovative economic form, the emergence and development of sharing economy provide new ideas for China's economic transformation and industrial structure optimization under the new normal, and find a new supporting point for China's economy to achieve sustained medium-high speed growth. The economic development of Yinchuan city is also faced with such problems as slow growth, single industrial structure and aging business model. It is urgent to innovate business model, and sharing economy provides good opportunities for this.

1. Research background

At present, the economic growth of Yinchuan, the growth continued to slow, the management has the high-speed growth gradually into the Yinchuan economic high growth of the new normal, the new normal is the top priority of the economic transformation and the optimization of industrial structure, economic growth will shift from elements and investment-driven to innovation-driven, so the service of Shared economic model is of great significance.

2. Theoretical basis

2.1 connotation of sharing economy

The essence of sharing economy is the temporary transfer of the use value of idle resources. In this process, both parties conduct transactions through the third-party platform, the resource provider gets a certain amount of economic income, and the resource demanders create value.

2.2 business model

With the rapid development of mobile Internet, more and more business models are emerging." Web celebrity economy" which USES the attention of "Internet celebrities" and the enthusiasm of fans to improve the popularity and sales of products or services; There are wechat stores and wechat business that use social media for commercial operation. There are also second-hand trading platforms based on trust.

3. Sharing economy business model

3.1 business model of sharing economy

Share the core of the economic business model is based on "idle resources regeneration + value + broad participation", products and services suppliers have spare resources or fragments of time, through the temporary transfer of resources to use in a specific time or to provide services, the demand side did not have the ownership of the resources, but by way of sharing use items, platform charge fees.

3.2 innovative elements of the business model of sharing economy

3.2.1 Shared platform

In order to meet some needs of an individual or an organization, redundant value is acquired or

created in an active or passive way. When this part of redundant value can be clearly measured and it is easy to distinguish the ownership and use right, it is the explicit redundant value, such as the spare room and idle toys.

3.2.2 Profit model

Sharing platform for economic profit model mainly has two angles: on the one hand is to supply and demand both sides to collect fees, according to the suppliers and demanders of platform dependency, and the size of the profit, etc., respectively, to charge suppliers or the demand side, Uber company to suppliers every business to generate income for smoke, firm's commission on the demand side. On the other hand, the value of customer resources of both the supplier and the supplier.

3.2.3 Customer stickiness

The customer stickiness of sharing economy is deeper. Some sharing economy platforms often hold offline activities and offer rewards to users who often print pictures on the platform, thus improving user activity and stickiness, cultivating user habits and making them more dependent on the platform.

4. Analysis on the development status of sharing economy in Yinchuan city

4.1 advantages of Yinchuan's service industry in developing the sharing economy business model

Based on the continuous development of the Internet and information technology and the application of big data, cloud computing, Internet of things and other technologies, the service industry's fixed costs such as the cost of information collection and housing rental keep increasing, and its profit space keeps shrinking. With the help of the sharing economy platform, the fixed costs of the service industry can be largely shared and the profit model is clearer. Therefore, the transformation of the service industry to the sharing economy business model in Yinchuan city can effectively reduce transaction costs.

4.2 disadvantages of the service industry in Yinchuan in developing the sharing economy business model

A platform of sharing the service enterprises to join in the form of cooperation, using the platform provide relevant goods or services to the demand side, the sharing of third-party payment platform existence safe hidden trouble, the leakage of personal information, transaction process problem such as opaque, services of Shared economy development mode, may face the lack of customers, the enterprise is an immeasurable loss.

4.3 opportunities for the service industry in Yinchuan to develop the business model of sharing economy

4.3.1 Extensive use of mobile devices

The emergence of intelligent terminal is the necessary foundation to promote the development of Internet economy. In 2018, Yinchuan city has basically realized the full coverage of 4G network in the whole region, and the operation of mobile client has provided the necessary conditions for the development of mobile Internet. At the same time, it promotes the service industry to develop the business model of sharing economy.

4.3.2 Social media development

The rise of social media such as WeChat and weibo not only enhances the communication between people, but also facilitates the sharing of life with others. Many platforms, taking advantage of the power of social media, have built their own social networks, collecting features and essence to create a circle culture. The service industry in Yinchuan can rely on social platforms

to develop business models such as Shared transportation and Shared space.

4.4 threat of sharing economy business model for service industry in Yinchuan city

At present, the sharing economy business model of Yinchuan city is almost a blank market, and there is no mature sharing economy business model. There is no any experience to learn from in terms of operation mode, profit model and trading platform. Therefore, it is difficult to develop the sharing economy business model of Yinchuan service industry.

5. Construc Yinchuan city ction of a new business model of sharing economy for the service industry in

On the basis of studying a large number of related theories on the business model of sharing economy and the operation process of traditional service-oriented enterprises, a new business model of sharing economy for service-oriented enterprises is proposed. The specific framework is shown in figure 1. In the new business model, participants include resource suppliers and resource demanders, enterprise sharing platforms, third-party payment institutions, regulatory departments and relevant Internet technology departments. Enterprises cooperate with social media to release relevant information through mobile APP and PC webpage. On this basis, by cooperating with financial institutions or third-party payment institutions, enterprises can introduce credit evaluation system and establish cooperative relationship with relevant regulatory agencies to ensure the safety of funds.

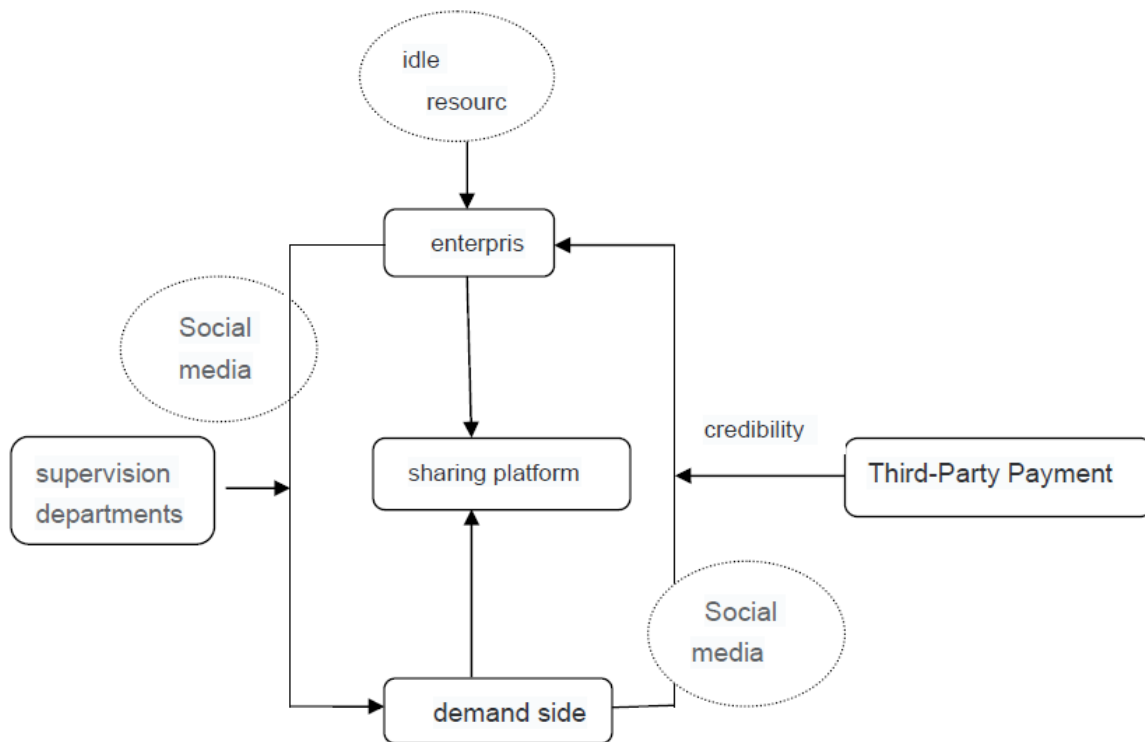


Figure 1. New business model of service enterprise sharing economy

6. Strategies for Yinchuan’s service industry to develop the sharing economy

6.1 strengthen government supervision

First of all, the government should strengthen the coordination among various departments, actively improve the legal system of intellectual property, tax, capital security and other aspects, timely find new problems in the development process of the service industry, and adjust relevant policies in a targeted way to improve the applicability of laws. Secondly, for the sharing economy platform of service-oriented enterprises, a hierarchical and classified supervision mechanism should be established to implement government supervision and management and enterprises' own

management supervision.

6.2 Establish and improve the credit system

In the business model of sharing economy, a good credit system is related to the amount of customer flow, and it is an important factor to measure the customer stickiness of sharing economy platform. On the one hand, the credit sharing mechanism within the industry of sharing economy should be established. The bad credit information records of a certain enterprise should be blacklisted, which is convenient for the management and restriction of the dishonest subjects in the sharing economy system. On the other hand, the construction of service enterprises sharing economy credit system should be included in the construction of social credit system.

6.3 Strengthen fund security management

The sharing economy platform has a huge database, which is of great significance for the personal and property security of the sharing economy subject. Therefore, it is imperative to strengthen the security management of the sharing economy platform. First, all technical units of the sharing economy platform should improve the awareness of network security, and it is strictly prohibited to store and process the information of users of the sharing economy on non-classified computers. Secondly, the sharing platform should verify the identity of users, and strengthen the management by means of real-name authentication and registration of id information.

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