



ABX CENTURY MANAGEMENT CONSULTING

BY

HAN GUO

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)

SOUTHEAST ASIA UNIVERSITY

ACADEMIC YEAR 2022

COPYRIGHT OF SOUTHEAST ASIA UNIVERSITY



ABX CENTURY MANAGEMENT CONSULTING

BY

HAN GUO

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION (INTERNATIONAL PROGRAM)


SOUTHEAST ASIA UNIVERSITY


ACADEMIC YEAR 2022

COPYRIGHT OF SOUTHEAST ASIA UNIVERSITY

Independent Study Title ABX Century Management Consulting
Author Han Guo
Program Master of Business Administration (International Program)
Advisor(s) Asst. Prof. Xiang Xiao, Ph.D.


Graduate School, Southeast Asia University, was approved as partial fulfillment of the requirements for the degree of Master of Business Administration. (International Program)



 Dean, Graduate School
 (Puttithorn Jirayus, Ph.D.)


 Director, Master of Business Administration
 (Assoc.Prof. Napaporn Khantanapha, Ph.D.) (International Program)

Independent Study Committees


 Chairman
 (Assoc.Prof. Thanakorn Thanathanchuchot, Ph.D.)


 Committee
 (Assoc.Prof. Napaporn Khantanapha, Ph.D.)


 Advisor
 (Asst. Prof. Xiang Xiao, Ph.D.)

Independent Study Title	ABX Century Management Consulting
Number of pages	50 pages
Author	Han Guo
Program	Master of Business Administration (International Program)
Advisor	Asst. Prof. Xiang Xiao, Ph.D.
Academic Year	2022

Abstract

The existing background promotion platforms in the market basically only take international students as the target customers, and the number is small, and the information provided is not comprehensive enough. Even if the relevant information is obtained, the lack of a collective platform is not conducive to the comparison and make the optimal time arrangement. Therefore, college students urgently need a centralized platform to sort out the project information of various channels and make personalized time planning. The sea sail - undergraduate background enhance workplace customization platform, will integrate the existing information, giving vast amounts of information cluster, diffusion, magnification, and according to the different needs of individuals, positive and effective help for personalized university career planning, and give the optimal project schedule, create conditions for students enriched the contents of the college experience and resume. It provides a convenient path for promoting postgraduate insurance, postgraduate entrance examination, employment and overseas bonus.

Keywords : Information platform, University students, Background Enhancement.

Acknowledgement

Without the help of several educators, this business plan would not have been achievable. I'd like to thank my advisor, Assoc.Prof.Dr. Napaporn Khantanapha, Dr.Supot rattanapun, Asst..Prof. Xiang Xiao, Ph.D., for their advice throughout this business plan, who read my multiple modifications and helped me make sense of it all.

I'd like to express my gratitude to my chairman and committee members of the independent study, who provided guidance and support.

Thank you to Southeast Asia University, Graduate School, and International Program for offering me an independent study completion fellowship, which enabled me to attend the International Conference and finish this business administration degree. Finally, I'd like to thank my parents and numerous friends who supported and loved me throughout this long journey.

Han Guo

Table of Contents

Abstract.....	IV
Acknowledgement.....	V
Table of Contents.....	VI
Section 1 Executive Summary.....	1
Section 2 Company Description.....	4
Section 3 Industry Analysis.....	6
Section 4 Marketing Plan	13
Section 5 Management Team and Company Structure	46
Section 6 Operations and Production Plan.....	49
Section 7 Financial Projections.....	63
References.....	83
Biography	94

Section 1

Executive Summary

1.1 Project Introduction

1.1.1 Background analysis

In recent years, with the gradually increase of the college student base, the competition pressure among college students has intensified and increasingly formed severe employment situation. More and more college students are willing to choose to enrich their background and life experience by attending undergraduate school and studying abroad as a basis for their future sustainable development. If college students want to stand out from the peer competitors, they need to equip with the experience of participating in various projects and the honors they have received. However, there are few and fragmented ways for college students to obtain information about such programs, which leads to many students who want to pursue undergraduate school or study abroad and have clear plans for their future missing out on information about important competitions and training due to lack of information, and the process of finding information is time-consuming and laborious.

1.1.2 Industry defects

The existing background enhancement platforms in the market basically only take a very small group of international students as the target customer, and the information provided is not comprehensive enough. Even if they get the relevant information, the lack of a pooled platform is not conducive to comparing and making the best time schedule. Therefore, college students urgently need a centralized platform to organize the information of programs from various channels and make personalized time planning.

1.1.3 Product advantages

HFUN - a customized platform for college students' background enhancing, integrates the existing information, endows the massive information collection, diffusion and amplification functions, and actively and effectively helps to carry out

personalized planning of college career according to different needs of individuals, and gives the optimal project schedule, creating conditions for students to enrich their college experience and resume content. It also provides a convenient path to enhance graduate school, undergraduate school, employment and extra points abroad, effectively filling the blank of the pooled platform in the domestic industry.

1.2 Business Scope

Target group: HFUN - College students' background enhancement customization platform takes college students as the main target customers, and further divides them into four tendency groups according to their different future planning: apply for graduate school; recommended for graduate study; employment and study abroad.

Business scope: Provide project information to college student groups with background enhancement needs; Provide personalized and customized solutions and exclusive university timeline according to the time relationship of the project ; Provide a platform for exchange between holders of relevant experience and skills and those in need.

1.3 Products

Based on the seven principles of wholeness, practicality, synergy, distinctiveness, participation, continuity and realism, the team has discussed together the company's core product: HFUN - a customized platform for college students' background enhancement (hereinafter referred to as "HFUN") with the following functions and features:

1.3.1 Provide modular information to users

On the home page of the platform, the information applicable to the four categories of people with high universality will be listed, so that each user can roughly browse the corresponding information before entering their own "exclusive area" to ensure that users are not limited to the targeted information pushed by the platform and to increase the user's information reception. In the "exclusive areas" divided by different needs, the platform will push exclusive content to users, which improves the time utilization rate and enhances the user experience.

1.3.2 Customize the exclusive university timeline

Once the user has selected and created a "project library" in the shopping style DIY planning platform, the user can finally select the projects they want to participate in according to their timeline and importance, and pull such projects bar to form a college timeline of their own. The platform will provide users with relevant information based on that. According to this timeline and related information, the users can adjust their time planning in time and start preparing in advance, so as to ensure that all kinds of projects can be carried out well.

1.3.3 Community-based communication platform

HFUN provides users with a community-based interactive communication platform, where users can communicate and post relevant information, while also enhancing the vitality of the platform. Information questioners can also ask questions in the community by way of bounties, and holders of relevant experience, skills, etc. can earn bounties by answering questions (the platform will take a certain percentage of commission from the bounties with the knowledge of the questioner). After a certain period of time, there will be some high quality and productive responders, and the platform will reward them with corresponding experience value and award them with honorary titles, and a certain amount of experience value can be exchanged for money, so as to motivate them and maintain the update speed of high quality answers, forming a triple-win approach for questioners, responders and the platform. The official platform will also collect some experience posts and Q&A with high universality, and the responders will also receive bounties, while the questioners only need to pay a small fee to view.

1.3.4 Provide consultation channels for professional institutions

With the continuous development of the platform, it will have a relatively large scale of users. On this basis, the platform will actively contact relevant institutions to reach an agreement and open institutional consultation channels to provide users with more professional information services and enable them to choose whether to conduct relevant training according to their own needs, so that they can obtain better results in using the platform.

Section 2

Company Description

2.1 Company Profile

Established in 2015, HFUN (Xiamen HFUN Century Management Consulting Co., Ltd.) is committed to allowing newcomers to the job market who have been working for about 3 years to achieve precise employment through refined and customized counseling services. With the integration of HRD and HRM resources from well-known enterprises around the world, and their rich workplace experience, combined with scientific and systematic analysis tools, we provide consultation, counseling and job hunting services to indicate the direction of career development, master job hunting skills, quickly change career mentality, understand the rules of the workplace, find a suitable job position, gradually improve the quality of workplace survival, obtain a balance of career and family, and achievement and happiness.

2.2 Existing & Potential Technical Advantages

The platform operation is a business activity that realizes data circulation through information network technology, and the business system must have strong technical support. In addition, the clustering analysis focuses on the final product, eliminating the influence of intermediate pages on mining, thus replacing the traditional detection and tracking system, avoiding the redundancy and inaccuracy of the records of each circulation link, realizing the automation of user access data and digital detection and tracking, ensuring the authenticity and traceability of data.

Based on THE link relationship of the page, HITS algorithm is used to improve the link structure, and the quality of the web page is evaluated by the content authority and link authority, and the high-quality information is obtained comprehensively. In addition, the data analysis as a potential technical support, for all information collected by the platform, employment information, analysis of large amounts of information, according to the nature of the game, suits the crowd, value, etc., to different users recommend the most optimal scheme before, to

extract the time and place of important information, such as manufacturing easy reading experience to users; According to the different competitions selected by users, recommend the appropriate tutoring institutions to users.

2.3 Business Scale

At the beginning of the team, HFUN team is composed of college students from key universities. As the team's growth and operation, we will consider whether to recruit external staff and expand the scale of the organization. At present, the team relies on the core members' leadership to collect the opinions of other members and control the direction of the team's development. Based on the principle of promoting team development, the team will initially adopt a linear-functional organizational structure. Each base organization is relatively independent from each other to minimize the delayed process of decision making in time and space. There is a clear division of labor and centralized voting of opinions. There is a high degree of centralization and a strong ability to coordinate strategic research and internal transactions.

2.4 Core Competitiveness

There are three parts of core competence of "HFUN team": information integration; user customization ;community forum.

In terms of information integration, we distinguish between common and differentiated boards, and after users fill in the information, big data pushes user preference information, which is more accurate in the face of different users and has a higher probability of clicking.

In terms of user customized planning, a combination of system pushed routes and advanced route planning (in packaged services) is adopted, to which users can add their own. For races located on user-planned routes, the system will prompt registration when the registration time is approaching.

In the community forum, set up unpaid Q&A and reward Q&A, experienced answerers to a certain value with monetary returns.As user stickiness increases, the number of active people will gradually increase.

Section 3

Industry Analysis

3.1 Macro-environmental Analysis

3.1.1 PEST analysis

1. policy environment (Politics)

With the rapid development of China's economy, the country's requirements for the comprehensive quality of talents are also increasing. The improvement of education quality is an inevitable trend and a hard requirement of the state. On the whole, the current policy environment is suitable for the development of "HFUN" information integration platform.

On September 12th, 2021, Guangming Daily, quoted by the website of the Ministry of Education, published an article entitled "Improving Quality: The Eternal Theme of Education in China", which mentioned "encouraging students to enter the social classroom, carrying out colorful extracurricular practice and innovative entrepreneurial practice activities, and making efforts to cultivate students' social responsibility, innovative spirit and practical ability". College students' participation in various background promotion projects is not only conducive to the overall growth of their own abilities, but also conducive to adding more competitive chips for themselves, so as to achieve sustainable development in the future.

2. Economic environment (economic)

The general trend of knowledge payment: China's knowledge payment industry is developing rapidly, which arose a variety of knowledge payment products. These products have gained explosive reputation communication and economic returns, providing new profit growth points for enterprises, not only promoting the formation of specialized knowledge trading platforms, but also cultivating more knowledge consumers. According to the estimation of China Sharing Economic Development News 2021, the market turnover of knowledge and skills in 2020 will be about 61 billion yuan, up by 205% year-on-year; The number of users is about 300 million. For this platform, there are a large number of producers and

disseminators of relevant experiences, skills and suggestions in the market. They have the flexibility of time and master Internet tools, which lays a good foundation for the good development of the platform's reward communication platform.

The popularity of education industry: most of the information integrated in this platform is related to the education industry, and the popularity of this industry also provides a good environment for the good development of the platform. According to the data of the National Bureau of Statistics of China and the Ministry of Education, the total revenue of the academic education industry in China increased from 2,865.5 billion yuan in 2012 to 4,194.2 billion yuan in 2021, with a compound annual growth rate of 7.92%. It is estimated that the market size of academic education industry in China will exceed 4.5 trillion yuan in 2022.

3. Social environment (Society)

The employment situation is becoming increasingly severe: in the latest statistics on the number of postgraduate applicants since 2015, the number of applicants has increased from 1.65 million in 2015 to 2.9 million in 2021. Due to the pressure of college students' employment and the integration of part-time postgraduate examinations into the unified examination, the total number of postgraduate candidates is increasing year by year. From 2017 to 2021, the number of people increased by more than 300,000 every year, especially in 2021, when compared with 2.38 million in 2020, the number of people increased by over 500,000. In 2021, the total number of overseas students in China was 662,100. Among them, there are 30,200 public employees from the state, 35,600 public employees from units and 596,300 overseas students at their own expense. According to statistics, from 1978 to the end of 2021, there were 5,857,100 overseas students. Among them, 1,533,900 people are studying and researching in related stages abroad; 323,200 people have completed their studies, and 3,651,400 people choose to return to China after completing their studies. According to the latest survey, over 70% of undergraduate graduates choose to pursue further studies for personal development and employment prospects.

The improvement of the employer's requirements: for job seekers, good image and decent conversation, the recruiters value education most. "985, 211"

(General name of key universities in China) and returned students have great advantages in the process of job hunting. Moreover, recruiters tend to prefer to see the diversity, difference, uniqueness and applicability of applicants, as well as their adventurous and challenging spirit, extensive involvement in a certain field, in-depth research and so on. While "HFUN" helps students to further their studies, it enables them to exercise and develop in various projects. Further more, it proves that background promotion is not only the need of college students' personal growth, but also the need to sharpen their talents.

4. Technological environment (Technology)

The advent of the era of big data: The concept of big data was first put forward in 2001 by Garther, the authoritative organization of IT. It was not until 2009 that the term big data was gradually popularized in the Internet industry. In the past 20 years, the big data technology has gradually matured. McKinsey Global Institute pointed out in its report "Big Data: The Next Leading City of Innovation, Competition and Productivity" that the society we live in has entered the era of big data, and data has penetrated into our lives for a long time. Every industry and every field can't do without the support of data. Data has become an important production factor in today's society, which indicates that productivity will increase again and people's consumption level will improve again. This report points out that the era of big data has arrived.

The lack of collective information platform: As far as background promotion projects are concerned, some existing university planning agencies and intermediaries are just theoretical, only telling students that they should take part in competitions and obtain certificates, but there is no actual project information, and students are actually still confused, which makes it difficult for students to understand and generate strong interest, thus making the four-year university planning imperfect. Therefore, students urgently need to sort out the project information of each channel and plan their personal career according to the individual collective platform, and the shopping personalized background promotion planning platform for college students has a broad market.

The popularity of online shopping mode: With the rapid development of

Internet and information technology application in China, people are gradually accustomed to shopping and spending on the Internet, and this business mode has been greatly popularized in China. Because online shopping is convenient and fast, online shopping is increasingly favored by people, and people have gradually formed the habit of online shopping. On the other hand, "HFUN" provides DIY planning service on the basis of collecting a large amount of information, and presents DIY planning interface in a shopping-like way. Time acts as money, and projects become commodities, which makes students easy to accept and happy to accept. And the platform provides a reward-type question-and-answer environment, so that information demanders can conveniently, quickly and efficiently get the information they want through a way similar to online shopping.

3.1.2 Evaluation matrix of external factors: (EFE matrix)

Key external factors (KEF)	Weight	Grade	Weighted average
Opportunity			
1. The national policy is open and suitable for project development.	0.1	4	0.4
2. The market gap is obvious and the development potential is huge.	0.15	4	0.6
3. The competitors in the target market do not constitute a scale.	0.1	3	0.3
4. Located in Beijing, it is conducive to field research and publicity.	0.05	3	0.15
5. Information service companies in the market have poor information accuracy and high delay.	0.05	3	0.15
6. China's Internet economy is active.	0.1	3	0.3
Threaten			
1. The external income is unstable at the beginning of the venture.	0.05	3	0.15
2. Users feel uncomfortable with the new mode of the platform.	0.05	2	0.1

3. Lack of industry influence, and it is urgent to promote the project.	0.1	3	0.3
4. It is easy to be imitated and copied, leading to the rapid saturation of the market.	0.05	2	0.1
5. Customers have doubts about the credibility of emerging platform information.	0.1	2	0.2
6. There are difficulties in collecting project information.	0.1	2	0.2
add up to	1		2.95

Evaluation of score of EFE matrix.

The total score of EFE matrix is 2.95, which is higher than the average level of 2.5. It shows that HFUN team can respond to external opportunities and threats and can make use of favorable opportunities and avoid unfavorable threats in appropriate ways. Good development prospect and broad market.

3.2 Natural environment analysis

3.2.1 The influence of natural environment on college students

1. lifestyle changes:

For office workers, their working mode has changed from face-to-face communication in offices and conference rooms in the past to wireless connection and screen interaction today, this change is more obvious for college students. First of all, students' learning style is changed from physical teaching to online teaching, and students and teachers are connected through the network, which is the epitome of the whole lifestyle. Network has become the most important medium for students to study and work during the epidemic.

2. The grim employment situation:

The number of college graduates in 2020 is expected to reach 8.74 million, an increase of 400,000 over the same period of last year. The number of graduates has hit a new all-time high, and the employment situation is still grim. Affected by the epidemic, the overall economic situation declined, and the number of school recruitment positions opened by various enterprises decreased to some extent.

According to the data of "Talent Trend Observation in 10 Days after the Spring Festival in 2020" released by BOSS, the scale of new jobs for fresh graduates

dropped by 49% in the ten days after the holiday (2.3-2.12). As the creative subject of fresh graduates' jobs, the demand for fresh graduates in small and micro enterprises with less than 100 employees dropped by 60% year-on-year. Under the dual influence of economic downturn and epidemic situation, the employment and entrepreneurship of fresh graduates are facing a complicated and severe situation.

3.2.2 Connection between the natural environment and the platform

1. The information sources of college students are concentrated on the Internet:

Be affected by epidemic situation, most students are studying at home, with little contact with the outside world, and the corresponding information sources are also concentrated on online access. Especially for graduates, it is more important for the network to obtain relevant information when there are no relevant institutions to provide consultation after leaving school. As for the employment groups, according to a survey of 1923 fresh graduates, 92.2% of the interviewed fresh graduates applied for jobs online, and 69.8% of them thought that online job hunting could break the geographical restrictions and cover a wider area. 73.1% of them indicated that they should debug the required network and equipment in advance, and 65.6% of them suggested collecting more recruitment information.

During the epidemic period, the network information platform is undoubtedly indispensable for college students, which also provides sufficient space for the further development of "HFUN". Based on the Internet, "HFUN" can update relevant information anytime and anywhere, so that college students can get the information they want without leaving home. It provides a larger buffer for this group and prepares for the further planning of the university.

2. Increase of potential customers:

As the epidemic lasted for a long time and had a certain impact on the economy, the pressure of employment competition will be great this year, and it will be difficult to find an ideal job. It will lead more fresh graduates to choose to continue their postgraduate studies or study abroad for further study, so as to enhance their self-competitiveness or shift employment pressure, and the group with this choice is the potential customers of "HFUN". At the same time, this year,

the enrollment of graduate students has been greatly expanded. On February 28th, 2020, the state announced the enrollment expansion of 189,000 postgraduate students, and the admission rate was reduced from 3.6:1 to 3.1:1. These environmental conditions have provided more stable customers for HFUN, which is conducive to the development of the platform.

Section 4

Marketing Analysis

4.1 Market Demand Analysis

4.1.1 The market capacity of information integration websites is large.

(1) The development of information integration industry has accelerated.

With the continuous development of China network market, the scale of network information integration market is also expanding.

The information will be scattered on the Internet, and the information that takes time to see will be put together and provided to users.

Information integration can help users save time. Users are willing to pay for services that help users save time. More and more people realize that information integration can make money, which gradually accelerate the development of the industry.

(2) The large demand for network integration information

The information asymmetry between colleges and universities and students, the confusion of competitions and summer camps, and the information asymmetry between recruiting units, which results in a shortage of talents in recruiting units and is difficult for job seekers to find suitable positions. Modern college students' awareness of using the network to search for information is enhanced, and the demand for information integrated by the network is increasing.

Therefore, HFUN will take that as the market entry point, and strive to build an information integration platform with improved background and provide users with customized services to fill the market gap.

4.1.2 The target customer base is huge.

1. Target customers-college students

(1) Postgraduate groups:

Due to the pressure of college students' employment and the integration of part-time postgraduate examinations into the unified examination, the total number of postgraduate applicants has been increasing year by year. From 2017 to 2021, the

number of people increased by more than 300,000 every year, especially in 2021, when compared with 2.38 million in 2021, the number of people increased by over 500,000.

As far as the single postgraduate entrance examination market is concerned, according to the latest statistics of the Ministry of Education, in 2021, the number of national postgraduate applicants will reach about 2.9 million, while the total number of college graduates nationwide will reach 8.34 million. Leaving aside the group of postgraduate students and doctoral students, the proportion of postgraduate entrance examination among fresh graduates is close to 1/4. Behind the amazing big data, the postgraduate entrance examination market is extremely hot.

The characteristics of the postgraduate entrance examination crowd are that they will start planning the postgraduate entrance examination review in their junior year, and most of them will sign up for training classes or look for review materials and listen to online classes by themselves. This kind of people's demand for competition information is far less than that for graduate school information and postgraduate entrance examination materials, and they are very inclined to exchange experience with experienced people or peers.

(2) Exempt graduate students' group

Basically, when they were in their sophomore year, the exempt graduate students decided that they had the tendency of exempt exam. In order to strive for the conditions of exempt exam, they had the greatest demand for competitions, and they had a strong demand for the summer camp information of their favorite institutions and the experience of successful exempt exam. Therefore, the exempt graduate group had the greatest demand for information integration websites. The information provided by most information integration platforms in the market is too extensive, so many people can't accurately identify the information that is beneficial to them and miss many opportunities. This kind of people are characterized by their preference for timely, comprehensive, and targeted information, their strong desire to win the competition, and the people who are most willing to pay for it and receive relevant training.

(3) Groups studying abroad

With the economic globalization, China's economic growth, the promotion of its international status and the pressure of domestic school competition, the number of people studying abroad is increasing year by year. In 2021, the number of students studying abroad in China was 662,000, an increase of 8.88% over the same period of last year. Among them, 30,200 people were sent by the state, 35,600 by the unit and 596,300 people were studying abroad at their own expense. In 2021, the number of students studying abroad will be around 710,000. In 2021, H1 The United States and Britain are the main destinations for Chinese students studying abroad.

(4) Employment groups:

Among the 2021 fresh graduates, 80.22% of college students choose to work directly after graduation, which is basically the same as that in 2021; 8.00% of college students choose slow employment (slow employment is a new phenomenon, which mainly refers to the phenomenon that college students do not intend to get employment immediately after graduation, nor do they intend to pursue further studies, but temporarily choose to study abroad, teach as a teacher, start a business, and slowly consider their life path), up by 1.01% year-on-year; 7.11% of college students choose to continue their studies in China, up 2.13% year-on-year. Although the vast majority of fresh graduates are actively involved in job hunting, the proportion of graduates who choose to escape employment pressure is also slowly rising.

In addition, the proportion of college students who choose to start a business is 2.40%, down 2.38% year-on-year; 1.05% of college students choose to go abroad for further study, down by 1.58% year-on-year. It can be seen that college graduates are more cautious about their future career planning, and employment is still the first choice for 2021 graduates.

2021 fresh graduates thought that the main factor of successful offer/employment notice was "having relevant internship experience", accounting for 57.66%, followed by "having a clear job-seeking goal" and "having rich social practice experience", accounting for 50.39% and 49.69% respectively. Compared with 2021,

the top three factors have not changed, and the proportion has increased. Having relevant internship experience and rich social practice experience, coupled with a clear job-seeking goal, makes it easier for graduates to obtain an offer.

According to the survey data, among the 2021 graduates, 54.49% of the sophomores and juniors started to pay attention to job hunting, and 31.49% of the seniors started to pay attention to job hunting. Compared with 2021, the proportion of students who began to pay attention to job hunting from sophomores and juniors increased slightly; The proportion of students who began to pay attention to job hunting from their senior year declined slightly. The main reasons for the decline of senior students' attention to job hunting lie in their confusion about the future, unclear career planning, waiting for the results of postgraduate entrance examination or directly choosing slow employment.

(5) Summary

To sum up, the people who take the postgraduate entrance examination usually define the path of postgraduate entrance examination in their junior year, and then the heat of participating in the competition is lower than that of preparing postgraduate entrance examination materials. People who are employed usually don't plan for themselves too early but look for social practice and internship in their junior year and senior year. On the contrary, people who study for insurance and go abroad will plan earlier, have higher demand for competitions and training, and pay more attention to competition results.

It is the core of "HFUN" to locate the main target market in the postgraduate and overseas groups, consider both postgraduate and employment groups, provide a comprehensive and targeted information platform for students to arrange competitions and other background enhancement projects, and build an information sharing SNS community for free teaching of postgraduate and overseas study experience.

2. Target users-training institutions

In the preparation process of the competition, in the process of postgraduate entrance examination, internship and job hunting, many students need targeted counseling, and our website has gathered many students who need to improve their

background, and they are potential users of training institutions. Therefore, training institutions are also our target customer groups.

Almost every competition has students who want to find training and exchange, and a large number of "HFUN" with strong demand for competitions and even awards are gathered, with target users who are highly coincident with training institutions. If the training institutions cooperate with the "HFUN" platform during enrollment, it will reduce a lot of market enrollment costs, gain higher revenue and increase profits. And it can be used for cross-industry of merchants. Our platform can show products to training institutions, and training institutions can also help us carry out publicity. Making good use of the brand publicity of cross-industry cooperation of merchants can also make a great contribution to providing resources. The two sides are mutually beneficial and win-win, and constantly expand users, thus forming a virtuous circle.

4.2 Market Competition Analysis

4.2.1 Market competition environment

The comprehensive information websites that can be upgraded in background can be divided into four categories: websites for examination-free graduate, websites for postgraduate entrance examination, websites for studying abroad and recruitment websites. The specific classification is shown in the following figure:

Table 4-1 Classification Table of Information Integration Platform

Type	Classification basis	Development characteristics	Typical platform
Postgraduate entrance examination platform	Face the postgraduate students	Provide exam preparation, information and experience sharing, courses and training for postgraduate	Kaoyanbang; kaoyanpai; China postgraduate entrance examination forum; Kevin's postgraduate entrance examination, New Oriental postgraduate entrance examination, Zhonggong postgraduate entrance examination, Haiwen postgraduate entrance examination.

		students.	
Examination-free graduate platform	Facing the postgraduate students.	Summer camp, competition information, school information provision and experience sharing.	Baoyantong ; EEban; Yibaoyan; Kaoyanpai; Baoyan net(qq)
Study abroad platform	Facing students studying abroad	Study abroad planning, document writing, school application guidance, examination training.	New Oriental, Yanqu, Qidao Education, Tengmen International, Bailitianxia Education, IDP Professional Study Abroad
Employment platform	Facing the employed students	Find internships and job hunting, and provide a two-way platform for students and enterprises.	Zhiwen;Shixiseng;Qiancehngweuyou ; Zhilian;Boss;Synet,Ciweishixi; Lagouwang;Haitouwang
Integrated platform	Face all the crowds.	Comprehensive information provision	Zhihu and Douban

At present, the main channels for college students to obtain background promotion information are various scattered websites, while many students who want to study abroad miss the information of important competitions because of

the lack of information, and the information searching process is time-consuming and labor-intensive. For this group of people, websites based on comprehensive integration of competition information and campus recruitment information have innate advantages. Compared with some existing information integration websites, such as exempt exam, study abroad and internship recruitment planning of postgraduate information training institutions, this website has the characteristics of large amount of information, detailed classification, common module and difference module, high timeliness and low cost, and can be planned by users themselves.

4.2.2 Analysis of Industry Competition Environment-five forces model

(1) the threat from potential competitors - HFUN has advantages in market, technology and other aspects.

Potential competitors include the postgraduate help, postgraduate school, China postgraduate forum, practical monks, BOSS direct employment, etc.

Due to the background promotion, the market attraction of information integration is great, the information technology develops rapidly, and the threshold for potential competitors to enter the market is not high. HFUN's workplace is mainly based on exempt exam and people going abroad, focusing on the field of user customization. With strong specialization and high concentration, it is the first to enter the niche market and has a first-Mover advantage. Even if competitors keep entering, the workplace in HFUN has the advantage of market brand; HFUN's workplace constantly develops new products and technologies, which have strong technical advantages and are not easy to catch up with. Therefore, the threat of potential competitors is low.

(2) The threat of substitutes-the threat of question-and-answer community is small, but that of training institutions is big.

Substitutes are: Zhihu, watercress; Future New Oriental overseas consulting, job consulting, Yi Bao research, Haiwen postgraduate entrance examination and other training institutions.

HFUN focuses on college students (undergraduates) in the workplace, and its main business is organizing competitions, customizing users' self, and communicating with the community. It not only avoids the positive competition with New Oriental,

but also forms a cooperative relationship with such industry giants. Compared with vocational training institutions, such as Yi Bao Institute, it has considerable competitive strength.

HFUN's workplace has the advantages of a wide range of users, efficient execution, and low cost. The trend of simplification of information integration market is inevitable, and the threat of substitutes is small.

(3) The bargaining power of suppliers is weak.

As a product of information technology company, HFUN has a single upstream supply service, and its suppliers are mainly server operators, providing hardware operation services for Haitou. Telecom operators charge uniformly for the whole country and will not raise prices because of the development and growth of the workplace in HFUN; On the other hand, server operation and maintenance accounts for only a tiny part of the whole workplace operation circle in HFUN, so the bargaining power of suppliers is weak.

(4) The bargaining power of customers-the student group has changed from strong to weak, and the employer is strong.

HFUN's clients in the workplace are students, training institutions, competition institutions and employers.

HFUN's workplace is in a stage of development and expansion, and it takes a certain time to establish influence and publicity among college students. At this stage, the bargaining power is weak. When Haitou.com has enough college students, competition institutions, training institutions and internship institutions are willing to pay to publish information through the company's platform. At this time, the bargaining power of the company is enhanced. However, in the employment sector, customers have recruitment websites. As the employers of enterprises are mainly the expenses for enterprises to publish recruitment information for obtaining resumes, the expenses are uniformly formulated according to industry standards and regional standards, and are fixed, so the bargaining power of the company is weak.

(5) Competitors in the industry-medium

At present, the market competition of information integration customization is

moderate. According to the company scale and main business, the competitors of HFUN mainly include comprehensive information websites such as Saikryon, Baoyantong and EEban;

Existing competitors in the industry are all websites, and their businesses include information integration and forums.

For the three major competitors in the industry, a detailed analysis will be made in the next section.

(6) Analysis summary:

According to five forces model's comprehensive analysis, there are many potential entrants, but the threat is moderate, the threat of substitutes is great, the bargaining power of sellers is weak, and the bargaining power of buyers is strong at present, but it will be weakened in the future. With the technical advantages and flexible company strategies, HFUN's workplace has a strong competitive strength in the medium competitive environment.

Five force influence degree as shown in the figure below:

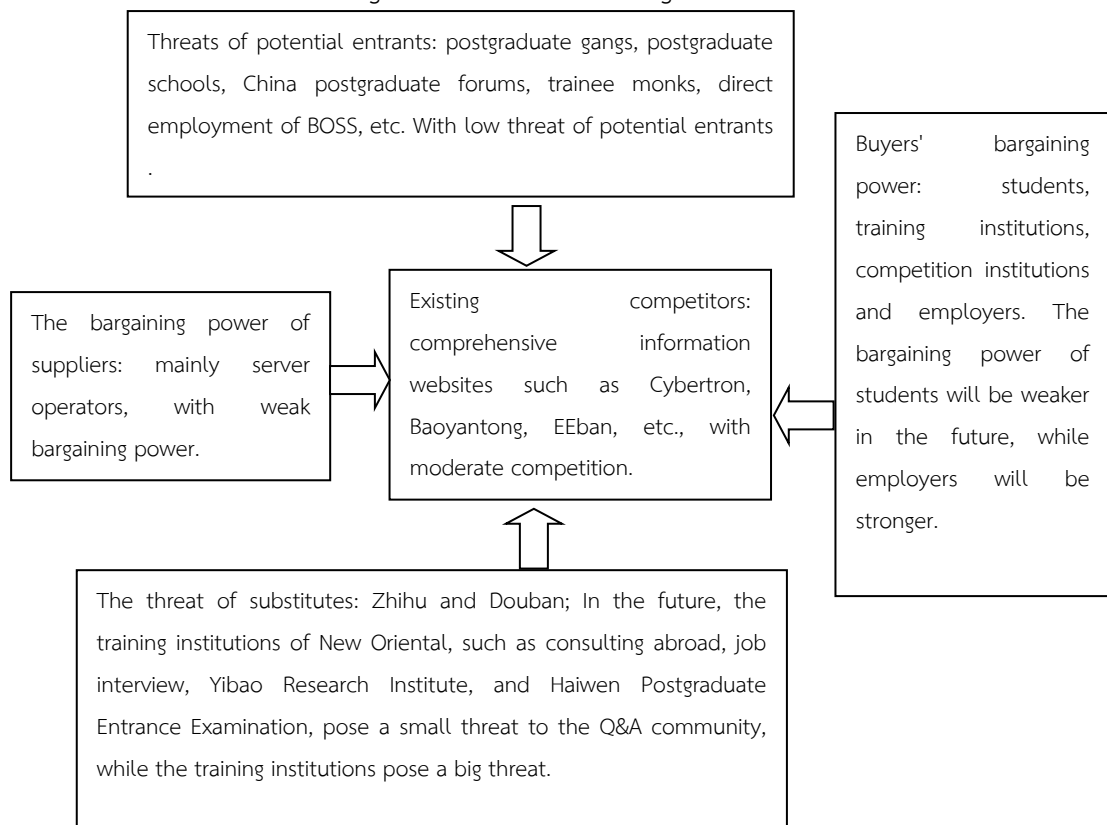


Figure 4-14 Analysis of Workplace Competition Environment in HFUN

4.2.3 Analysis of Main Competitors

Through the analysis of the competitiveness of the current information integration market, excluding competitors who basically do not have threats, the competitors in HFUN's workplace are mainly divided into the following two categories:

- (1) direct competitors-such as Krypton;
- (2) Other competitors-such as EEban and Baoyantong.

1. Analysis of direct competitor competition

- (1) Types of opponents

The direct competitor is Sai Krypton, whose main business is competition and voluntary information integration. This enterprise has star business overlap and market competition with the workplace in HFUN, and is a direct competitor. For this kind of enterprises, the key to competition lies in the hard strength of enterprises including product user experience and technical level, and the differentiation strategy should be carried out. Only by gaining an advantage in the hard strength of enterprises, can we take the lead in the game with direct rivals.

Krypton focuses on being an event platform for high-quality college students, communicating with the community online and offline, and will launch online courses in the future.

The main functions of Krypton are as follows:

1. Essential information recommendation: Select high-quality articles that can help college students' future growth, covering competitions, people, postgraduate entrance examination, exempt exam, recruitment, film and television, life, science and technology. Listen to people's ideas and see the outside world. Recommended only for college students who are willing to struggle.

2. Competition Registration: Collect the most worthwhile subject competitions, so that students can keep abreast of the latest developments of the competitions they participate in, and make sure that the schedule is not missed, so that the cumbersome registration process can be relieved in convenient services.

3. One-click sharing: events and articles are shared on social platforms, and friends are invited to team up to participate in the competition and grow together.

4. Communication: For information articles, talk about your own opinions, get to know other people's views, emerge more valuable methodologies in the collision, and find like-minded partners.

(2) Characteristics of opponents

Technical advantages: perfect database structure and database index

After long-term accumulation of user data, the competitor's database structure and content are perfect, and the index function of itself and the external network is powerful.

With a wide range of events and exclusive agency rights:

Krypton has gathered more than 31,000 events in 33 categories across the country on the platform, including engineering, science, business, comprehensive and stylistic fields. According to Lin Haizhuo, they have basically included all the national competitions. Among these 31,000 events, most of them are captured from journals, school journals, school websites, industry association websites and other sources through big data analysis and screening. Sai Krypton acts as an information aggregation platform, and more than 2,800 events are in-depth cooperation offline. This kind of in-depth cooperation means that the registration link of the competition is exclusively represented by Sai Kr, and the platform becomes the official designated registration entrance of the competition. The competition is naturally exclusive, that is, the entrance of a serious competition can't appear in two places, Otherwise, it will become a local exclusive agency mechanism.

Competition ignores user characteristics:

Krypton attaches importance to the development of competitions, emphasizing the development of all-round multi-service projects. Compared with the workplace in HFUN, which focuses on user customization, Krypton doesn't pay attention to user characteristics, and the division of user needs is unclear. Users receive a huge amount of information, so they can't quickly find the information suitable for their majors and higher education requirements, and the level of adaptation between competitions and users is low.

Low community activity and outdated information:

Krypton's community adopts two forms: group (questions and answers, posts,

materials) and journal. Topics include ACM, mathematical modeling, construction machinery, postgraduate entrance examination, even thinking about life and so on. However, the top information is the experience of four or five years ago, and the latest question and answer is also "82 days ago", with few responses. It is unrealistic to realize the so-called "group recruitment of elites".

Offline development:

In order to do a good job in "high-quality college students' community", they also extended the community construction to offline. Now, there is the first "Krypton Coffee Shop" in Ximen, Tsinghua (see caption). It is not only the office space of Krypton team, but also a space for college students to exchange ideas, interact and prepare for competitions. Of course, you can also drink coffee. Next, Cykrypton will open more than 10 coffee shops in 4 or 5 cities across the country, and the second Cykrypton coffee in Beijing will soon open near China Petroleum University.

(3) Competitive strategy

Pay attention to user characteristics and make user customization a competitive advantage;

Because of the characteristics of direct competitors, it is the primary strategy for HFUN to compete with such enterprises in the workplace by gaining advantages in hard power such as user experience and product quality. Only by improving product quality and user experience, increasing user's viscosity and gaining the favor of users can we gain an advantage in the hands of direct competitors.

Pay attention to the development of user community, and the number of users will increase the number of enterprises;

Once the community is formed and users interact positively before, stable users will be formed, and having more loyal users is the key to the profitability of HFUN's workplace and direct competitors, and the competition organization is for users. Therefore, it can be said that to seize users is to seize the market. In response to direct competitors, Haitou. com's strategy can be summarized as: using the user experience of good products to grasp users, and using users to grasp the market.

Ideas for absorbing excellent products:

The biggest core competitiveness of direct competitors is that they often have novel product ideas and unique product ideas. In the face of challenges, the best way is to keep pace with the times, absorb each other's excellent product ideas, learn from each other's strong points, make every effort to master new technologies and thinking of the times in the fierce competition, and walk at the forefront of the times.

Online cooperation is preferred, with complementary advantages:

HFUN has the exclusive competition agency right in the workplace, has a high reputation and reputation among enterprises, and has great competitiveness offline, while community communication is easy to become its development shortcoming; HFUN is committed to community communication, user customization and personalized recommendation, which has a leading technical level, good user experience and unique Internet development mode, showing obvious advantages. At the same time, as a start-up Internet enterprise, HFUN needs a large number of user groups and corporate prestige to accelerate its development. The complementarity of advantages and needs naturally makes win-win cooperation the best strategy to cope with competition in the industry. For this reason, HFUN is constantly looking for opportunities for online cooperation with such enterprises.

2. Analysis of other competitors

(1) Types of opponents

Representatives: Baoyantong and EEban

Other competitors are mainly the websites of research institutes whose main business is research institutes summer camps or forums. These enterprises have some overlapping business and market competition with the workplace in HFUN. It is a small-sized enterprise, which starts with the subdivided exempt exam business, such as focusing on the collection of exempt exam information from summer camps and schools or sharing the experience of senior students. Such enterprises often have flexible market adaptability, but their small scale and low capital have also become the bottleneck of their development. For this kind of enterprises, the key to competition lies in the expansion of user interface and the optimization of user experience, so as to take the lead in the competition.

(2) Opponent characteristics

Technical advantages: excellent concurrency and security

Every year, there is a peak period of website visits, and they have achieved excellent user concurrency and passed the actual test. At the same time, the website will occasionally be attacked by malicious users, and the database of the website is at risk of being altered and backed up. The competitors have passed the security test in their long-term operation.

Technical disadvantage: backward interface.

At present, as far as the large-scale Baoyan website with a large number of users is concerned, being satisfied with the status quo and not innovating products has become the drawback of this kind of enterprise's development. Because of its early development, the product development time is relatively long. Compared with the workplace in HFUN, this kind of platform or product is often backward in technology, and its interface lacks innovation and creativity.

Poor user experience:

Compared with the HFUN's internet thinking of "focusing on products and users, putting users first, and paying attention to user experience", at present, most competitors don't have internet thinking or fully understand this important concept, and they don't pay enough attention to user experience and product research and development, and the information on the pages is complicated and confusing, so users can't screen effective information. In the past, the user experience has been declining for a long time, the product quality is difficult to meet the user's expectations, and the user's viscosity has decreased, resulting in the loss of users.

Single core product:

Compared with the platform-level, multi-sector, multi-directional market strategy of HFUN's workplace, most competitors have adopted the market strategy of single core product. Due to the single product and small user face, most competitors' products show the disadvantages of high market risk, narrow functional coverage and small market capacity.

Low brand awareness:

Generally, the biggest problem faced by such enterprises is low popularity,

lack of enough users and popularity, and inability to develop rapidly or meet the needs of most ordinary users.

(3) Competitive strategy

Quickly seize the student market:

As information integration is the main business, it is an important strategy to seize student users and increase the coverage of student users. As the members of the company are mostly students, close to students' thoughts, knowing the preferences of students and users has become a unique advantage in HFUN's workplace. Closer to the usage habits of student users, making them use more conveniently, and getting support from student users has become a major strategy to deal with direct competitors.

Pay close attention to whether it will transform:

For other competitors, it is essential to pay attention to whether they will transform and become our direct competitors. Knowing each other's market positioning, grasping each other's next development direction and goal, and judging the market situation as soon as possible are the core strategies to deal with industry competition.

Due consideration can be given to cooperation:

Research websites are generally small in scale and lack of resources. In order to meet their own development, such enterprises tend to win-win cooperation rather than direct market competition. Therefore, while dealing with the competition brought by such enterprises, win-win cooperation and reducing direct competition and positive conflicts of interest are the priority strategies to solve the problems.

Section 5

Marketing Strategy

5.1 Enterprise marketing strategy (STP model analysis)

5.1.1 Market segmentation

Market segmentation, that is, value proposition and consumer target group division. First of all, according to the age and occupation, the market subject of this platform is college students. Furthermore, according to their needs and psychological state, they are subdivided into college students with information integration needs, college students with information planning needs and college students with information exchange needs. Finally, in the field of information integration, according to the behavior preference, it can be subdivided into the intention to go abroad, the intention to study for insurance, the intention to obtain employment, the intention to take the postgraduate entrance examination, and the college students who have no intention of going abroad for the time being. The specific diagram is as follows:

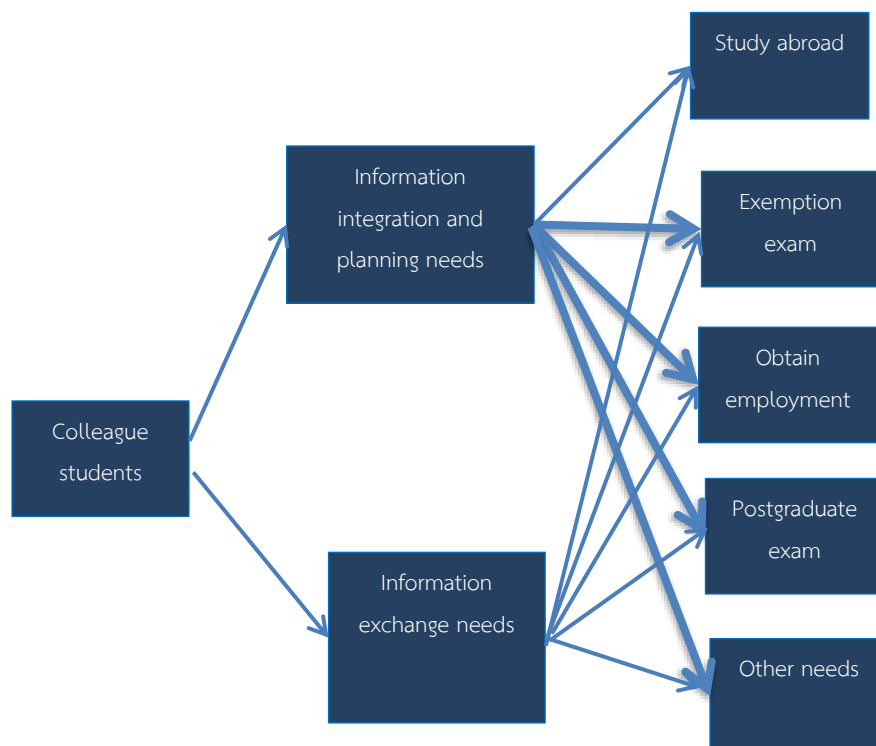


Figure 5-1 Market Segmentation

College students who need information integration and planning for going abroad and studying for insurance.

Compared with those students who are interested in postgraduate entrance examination and employment, those who study for insurance and go abroad will plan earlier. However, these students often miss many valuable experiences such as competitions and internships because of the difficulty of self-planning information integration and the inability to find enough and reliable information. For example, exempt exam requires hard and long efforts. On the basis of excellent academic performance, it also requires individuals to have rich extracurricular activities and social practice experience. For example, in addition to the hard conditions such as high GPA and good language ability, the application materials for going abroad also attach great importance to the soft conditions such as internship practice and various competitions. In this process, the information platform with planning nature is very attractive to them.

College students who need information integration and planning for postgraduate entrance examination and employment.

This group accounts for the largest proportion of college students: for example, among the 2021 graduates, 80.22% of them choose to work directly after graduation; In 2021, the number of applicants for master's degree in China reached about 2.9 million. Thus, the competition between the job market and the postgraduate entrance examination market is extremely fierce. In this social background, people need more competitions and internships to gain more opportunities, so as to increase their success chips. For example, the fresh graduates of 2021 think that the main factor of successful offer is "having relevant internship experience", accounting for 57.66%. According to the relevant survey, when paying attention to this information, college students are often seniors, and it is difficult to expand their experience in a limited time. Therefore, a platform with information integration function and guiding users to plan in time is also very attractive to them.

College students with no clear goals for the time being. The reason why these students have no clear goals may be that the information is not enough or complicated, so they are hard to choose and their goals are confused. Therefore,

what they need is an integrated and comprehensive information platform and services with planning functions, and they are still our potential customers.

5.1.2 Selection of target market

Main service groups: college students who have information integration and planning needs for going abroad and exempt exam; College students with background to improve information exchange needs

Secondary service group: college students who need information integration and planning for postgraduate entrance examination and employment.

Potential service group: college students who have no clear goals for the time being.

The market is like the sea, changing rapidly. In order to closely integrate the company's strategy and market development, FONE decided to choose different target markets in different strategic periods.

Expansion period-strive for the main service groups, especially for college students who have information integration and planning needs for going abroad and exempt exam.

Transition period-further consolidates the main service groups, and include college students with background to enhance information exchange needs into the main service groups; Explore and transform potential service groups.

Outbreak-Consolidate the main service groups and spare no effort to serve the secondary service groups.

5.1.3 Market positioning

Day and night--The customized platform of college students' information integration planning provides soft background information in addition to standardized results, such as integrated information of various subject competitions, internship experiences, overseas exchanges, summer camps of summer schools and prestigious schools, scientific research experiences, etc., for students who are willing to go abroad, take the postgraduate entrance examination, guarantee research, etc. Solve the "pain point" of students' missing unpopular competitions or internship information with high gold content.

At the same time, "Day and Night" is different from the later specialized

information websites in the market, such as Baoyan.com. By adding DIY customization function of future planning, students can add interesting or highly relevant items to shopping cart, which can make the platform intelligently analyze and avoid time conflicts or similar meanings. The end user can determine the competition items according to the actual situation (similar to settlement). According to the key information such as time selected by the platform, drag all the projects to form a university timeline of your own. Thereby making self-planning more visual and operational. So as to create a strong and distinctive personality of "Day and Night", and vividly convey its image to customers, so that this product is strictly distinguished from other products and occupies a special position in the minds of target groups.

5.1.4 Marketing development strategy

According to the comprehensive SWOT analysis-strategy chart and the market segmentation, combined with the company's short-term, medium-term and long-term development strategy, the marketing development of the platform company is as follows:

Initial stage: strategy to overcome threats

The competition in the information integration market is not saturated, but the homogenization is serious. Because the essence of the background upgrading industry is a diversified strategy related to the bilateral market, it gradually develops the postgraduate entrance examination and internship job search information to attract more users. Facing the increasingly severe market competition situation and the increasingly powerful competitors, the new background promotes websites to enter the market and occupy a place mainly by unique positioning. Under the current situation, we must seize the bright spot of user customization and optimization recommendation and take this opportunity to insert into the market efficiently and quickly, and constantly optimize our own technology.

First of all, further develop the product development strategy, improve the reward mechanism, further improve the user's stickiness, and form a positive cycle of user publishing information-user reply and utilization; Second, lock in the number of users through functions such as planning tailored for users, and take advantage of

the platform; Third, provide users with professional competition information, do a good job in recommendation algorithm, update information in real time and other simple and efficient performance, and establish the user's reputation of the website which is convenient and easy to use.

Profit at this stage is not the main goal, but the important thing is to lay a good foundation and gain a firm foothold. Find out the defects and deficiencies of the platform on a certain customer base, make timely improvements, and enhance the user experience. Prepare for the long-term development after that.

Medium-term: another approach strategy

This kind of development strategy refers to avoiding strong competitors, gaining comparative advantage according to one's own conditions, that is, publicizing one's own distinctive features and taking the leading position in some valuable product attributes.

After gaining a firm foothold, how can you stand out from many competitors? Although all kinds of information platforms for exempt exam are rich in information, such as China Graduate Admissions Information Network, the information provided only stays at the "goal", and the information about competitions and internships to be participated in as to how to obtain exempt exam qualifications is not integrated; Some information sharing forum platforms, such as Baoyantong and Postgraduate Entrance Examination Help, only stay in the integration stage of experience posts, and do not plan the promotion function according to the customers' own goals; As for specialized planning and training institutions such as New Oriental Online and Haiwen Postgraduate Entrance Examination, the high consulting costs discourage most students. Therefore, in the face of these mature platforms, the information integration planning and customization of college students should "attack the enemy's rear", solve the market pain points, and publicize their own product features to the target customer groups. For example, continue the website mode of obtaining information efficiently, combine with WeChat WeChat official account, cooperate with other platforms, and provide publicity support to each other, thus reducing costs and improving publicity effect.

At this stage, brand development and profitability are two-pronged. The main

task of this period is to further accumulate the information of target customers and platforms and lay the foundation of customers and funds for later expansion of new functions.

Later stage: positive development strategy

With a stable profitability and a certain scale of customer groups, Day and Night Platform can speed up the pace, seize the opportunities of national policy development, and rapidly expand the market in places where colleges and universities gather in Guangdong, Jiangsu, Zhejiang and other places, so as to lay out the future. At the same time, increase the investment in campus creative publicity, mobilize all kinds of resources, cooperate with influential societies or groups on campus, expand online and offline influence, and make use of the reputation and brand of their own services to have a deeper impact. Finally, "keep hungry" and actively carry out product innovation and R&D, especially the weak "postgraduate entrance examination" and "employment" sectors in the early stage, which can be inclined to develop. Seize the opportunity to develop the postgraduate entrance examination and internship employment sector and reach cooperation with a number of websites for mutual publicity and mutual benefit.

At this stage, there will be a relatively large user scale, an increasingly perfect and diverse project information base and an active user communication community. On this basis, the platform will actively contact relevant institutions to reach an agreement, open institutional consultation channels and issue relevant advertisements. Because of improving the user experience, the revenue of the platform is increased, and the frequent question reward and answer also provide a considerable commission for the platform. At this time, the source of funds tends to be stable, and a good ecological environment and sustainable development of the platform can be realized.

5.2 Enterprise marketing strategy (4Cs model analysis)

With the further development of knowledge-based economy and the increasing number of highly educated talents, the unique market of personalized university background customization platform on campus has been formed. Personalized university background customization shows a huge consumption space

for the further development of students such as postgraduate entrance examination and job hunting, which has aroused the common concern of the market and the society. It is of great significance to study the characteristics of campus marketing and vigorously explore the market of customized platform for students' personalized university background, which is of great significance to personalize the customized platform for university background and improve economic benefits.

5.2.1 Customer needs (Consumer's Needs)

Customer mainly refers to the needs of customers. Enterprises must first understand and study customers and provide products according to their needs. At the same time, enterprises provide not only products and services, but also the resulting Customer Value.

According to the previous market analysis, it can be seen that the platform of collective information and individual planning is lacking. As far as the background promotion project is concerned, some existing university planning agencies and intermediaries are just theoretical, only telling students that they should take part in competitions and obtain certificates, but there is no actual project information. At the same time, the information of postgraduate entrance examination and exempt exam in universities is very scattered, which makes it difficult for students to obtain and plan their own competitions. In the market, there is an urgent need for a platform that can centrally, accurately and timely display competition and training information, college enrollment requirements, company presentations and recruitment information. Therefore, students urgently need to sort out the project information of each channel and plan their personal career according to the individual collective platform, and the shopping personalized background promotion planning platform for college students has a broad market.

Improve the degree of correspondence between products and needs, and provide high-quality products or services with characteristics or uniqueness that conform to customers' characteristics and personalities. The specific approach is to divide service products into three levels: basic products, core products and additional products, and demand into three levels: use demand, psychological demand and potential demand. The platform matches the levels of products and

requirements day and night. The more accurate the correspondence, the stronger the correlation. As shown in the figure below:

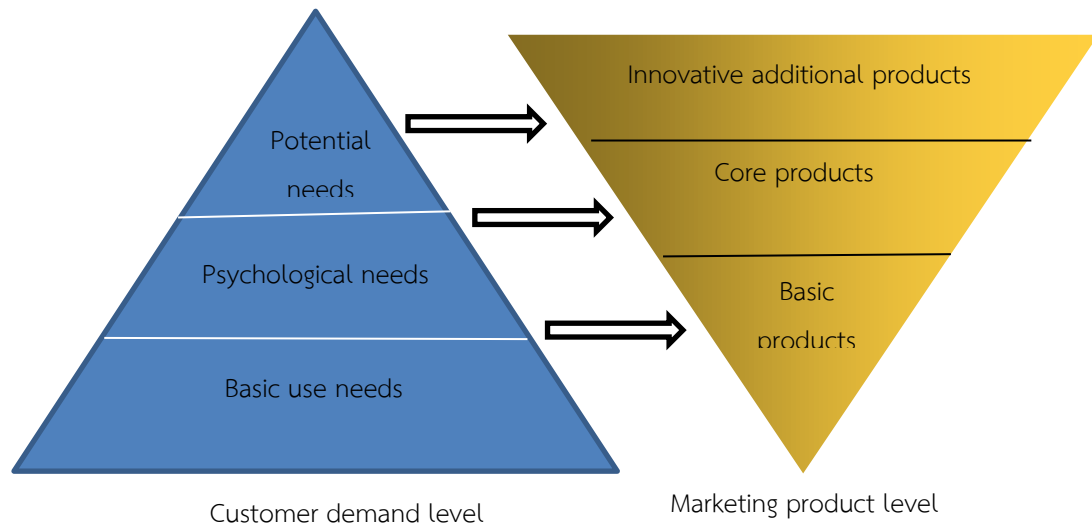


Figure 5-2 Corresponding Figure of Product Demand

Customer demand level is also one of the bases for market segmentation. What level of demand is met directly determines the choice of target market positioning. According to Maslow's hierarchy of needs theory, customers' needs develop from basic product needs to higher psychological needs. Therefore, FONE should not only make products, but also make brands for the future. By creating brand core values and creating new learning methods, it can meet customers' needs in social identity, life taste and other levels. Therefore, Day and Night Platform is no longer a simple information platform, but also a planned attitude towards life. Here, customers not only have a world for information search, but also find a safe haven for the future. These are two different realms, and thus the added value of the product itself is quite different.

Moreover, after the market segmentation in the previous part, it can be noticed that for the students who have no definite goals for the time being and whose parents have definite plans for their children's future, these two groups are unlikely to use our services at present. However, because the future plans of the students are rigid demands for most people, the potential customer groups should

not be completely abandoned in the product marketing process, but innovative product functions should be added on the basis of the core products, so that these vast potential customer groups can also enjoy our intimate services.

5.2.2 Customer Cost (cost)

This requires FONE to first know how much money (cost) the target customers are willing to pay for platform services, instead of pricing their own services first, that is, how much money they want from consumers. This strategy points out that the service price of the platform is closely related to the customer's willingness to pay. When the customer's willingness to pay for the platform is very low, and a logistics enterprise can provide it with very substantial benefits but it is higher than this willingness to pay, the service transaction between FONE and the customer will not be realized. Therefore, only on the basis of analyzing the price willingness of target customers, the specified price will be more acceptable to customers.

Customer cost includes customer's purchase cost, and it also means that the ideal situation of product pricing should be lower than customer's psychological price, and also make the enterprise profitable. In addition, the purchase cost of customers in the middle includes not only their monetary expenditure, but also their time, physical and energy consumption, and purchase risk. Therefore, the total customer cost includes money cost, time cost, mental cost and physical cost.

Table 5-1 Pricing Status of Similar Services of Market Competitors

Platform name	Reward articles	Community posting	Experience courses	Package service
Krypton	Random reward	be free of charge	① Time-limited free course: the national college students' mathematics competition award-winning experience sharing course.	\
			② Free courses: college	

			students' English contest and experience sharing series open classes.	
Baotong	Free of charge, you can express "flowers" or "throw eggs"	Gold coins can be obtained by doing tasks.	be free of charge	9.9 yuan important information push package
EEban	without	EE currency, which can be obtained by recharging or doing tasks.	One-on-one, one-to- many and other consulting courses For example: 199 yuan for exempt exam policy information consultation. Personal orientation consultation course is 199 yuan.	\

As can be seen from the table:

1. The price of the reward article mainly depends on the customer's satisfaction with the content of the article. This price platform should not be over-limited, otherwise it will violate the general consumption habits of platform users.

2. Community posting is usually "free" posting. However, the cost of customer posting is not only the monetary cost, but also the time cost according to 4Cs theory. Among them, the posting of Baoyantong and EEban needs to be obtained through gold coins and EE coins. These virtual currencies need to be obtained through the platform to do tasks. This way, customers can post in a limited number without obvious money, which is beneficial to improve the quality of posting. Because customers always want to minimize the related costs, including money, time, spirit and physical strength, so that they can get maximum satisfaction, therefore, Daylight Platform must consider the "total customer cost" that customers are willing to pay to meet their needs. Reduce the time expenditure of customers,

reduce the mental and physical consumption of customers, and strive to reduce the total cost of customer service. This is partly related to the chapter of "convenience".

3. Experience courses/excellent big V articles generally charge a certain fee, depending on the value of experience sharing in the course. Although experience curriculum in Baoyantong is free, the content is not as good as that of Krypton and EEban. Krypton balanced the relationship between profitability and promotion, and launched a time-limited free strategy. After the price is restored, the value ranges from 30 to 200 yuan. However, the sharing of high-quality experience on the Day and Night platform is different from the courses with long class hours, and customers who share high-quality experience are not willing to pay. Therefore, it is suggested that the price of excellent experience sharing should not exceed 19.9. In the early stage, you can learn the promotion strategy of "limited time free" and "limited free" of Cykrypton.

4. Packaging service is currently only carried out by Baoyantong, and this service is the only one among the four businesses of Baoyantong that requires customers to pay monetary cost. According to the strategy of overcoming the threat in the early stage of the market, the price should be lower than the competitors who entered the market first, and at the same time, the tail difference strategy should be adopted, and it is more appropriate to price 9.9 yuan.

5.2.3 Customer Communication

4Cs marketing theory holds that enterprises should establish a new type of enterprise-customer relationship based on common interests through active and effective two-way communication with customers. This is no longer a one-way promotion and persuasion of customers, but a way to achieve their respective goals at the same time through communication between both parties. Therefore, we should take the customer as the center, implement the marketing strategy, and integrate the services of Day and Night Platform with the needs of customers through interaction and communication, so as to integrate the interests of both customers and enterprises invisibly, establish an organic connection, form a relationship of mutual needs and benefit sharing, and form a new pattern of

common development.

The main customer group of the day and night is college students, so we should choose the promotion mode of campus characteristics that college students love to see and live alone. And the marketing communication focuses on content marketing, rather than simply advertising, focusing on creating, stimulating, sharing and displaying marketing content. Therefore, combining with the company strategy and referring to POES, the specific customer communication strategies are formulated as follows:

1. Expansion period-paid media communication and private media communication.

The user DIY information integration mode launched day and night has broken the traditional separation of information collection and background planning. Therefore, at this stage, it is necessary to do more publicity and promotion on user acceptance, and pay attention to getting feedback, increasing customers' understanding of products and improving product functions.

Hold personalized lectures on improving university background.

Objective: Open the popularity and reach out to the main consumer groups. Lecture is a common form of campus community sponsorship with university characteristics, which can carry rich contents and forms of expression. If properly applied, the depth of communication generated by the lecture is incomparable to that of roadshows.

Main content: Potential consumers who are deeply aware of the products and have a good impression, and these people will become spontaneous word-of-mouth communicators. The biggest problem among students is the lack of knowledge about personalized university background promotion, which leads to many students' consumers not knowing how to use it. At the same time of lectures, publicity spots should be set up frequently on campus, where on-the-spot explanations should be given, attractive products should be provided for consultants to enhance their personalized university background, and feedback from users should be collected face to face at the publicity spots, so as to solve users' problems in using the Day and Night Platform.

Sponsor community activities

Objective: To build a stable campus propaganda platform. As one of the most important forms of social communities for college students, colleges and universities have become an effective platform for campus publicity and communication because of their large number of members, strong information communication ability and fast word-of-mouth spread.

Main content: Sponsor community activities with campus influence. For example, essay writing activities about future planning, debate contests about college students' future choices, and all kinds of innovation and entrepreneurship competitions, by sponsoring such campus activities, the intimacy and brand recognition of college students' products will be enhanced, and the brand of Morning and Night will be rooted in students' hearts. On the other hand, it is necessary to achieve marketing purposes with the help of community forces. You can organize your own marketing activities day and night through the power of associations to achieve your own goals. As a part of campus marketing, it is a special concern in day and night marketing activities. If we can get the support of the community and the cooperation of students or student organizations, combine the characteristics of students and community activities to formulate personalized university background promotion plans and guide students to focus on the consumption-oriented background promotion, we will achieve twice the result with half the effort.

Project	Sum of money
Salary and bonus of promoters	20000
Promotional materials	2500
Interactive prize	7500
Community sponsorship fee	20000
Paid media advertising fee	20000
add up to	70000

2. Transition period-paid media communication and winning media communication.

At this stage, we already have an initial customer base and have formed a certain brand influence in the campus. Therefore, the marketing communication

mode should be changed from the marketing team owned and managed by FONE to the public relations media channel. But at the same time, there is still a certain gap between the day and night customer groups and competitors, so paid media communication is still indispensable.

Sign up on campus net red

Objective: As a special living environment, campus is built into a special cultural atmosphere. According to the definition of society, campus can be understood as a narrow society, which has its own mode of existence. Compared with the outside society, the inside society is more simple and inductive. As a small circle of college students, universities also have "campus network popularity" represented by "learning hegemony" and "learning spirit". They originate from the college students' group, are grounded among college students, and have a natural attraction to college students. The influence of these people's speech and manners on college students is usually greater than that of social stars, and it is easier to drive the trend of the whole school. Using this kind of media marketing will get twice the result with half the effort in campus promotion.

Main content: Through offering or giving away the products and services of "Campus Net Red" platform; Make the use experience or promotion video of Campus Net Red in the form of signing a contract, so as to promote the promotion of the company's new products.

Project	Expense
Product use concessions and gifts	10000
Community sponsorship fee	15000
Signing fee	15000
Paid media advertising fee	40000
add up to	80000

3. Outbreak period-sharing media communication and winning media communication.

At this stage, we already have a large number of loyal customers, so we should rely on the communication media between customers. This "word-of-mouth" influence

can better influence the potential customer groups. At the same time, the influence of Day and Night Platform has penetrated from individual universities in first-tier cities to the whole group of college students in second-and third-tier cities, thus gaining more favor from the media.

Establish brand community

Objective: To show the content of the daily platform, attract customers, and establish normal communication channels with customers.

Main content: Instead of selling products and services, it mainly provides rich platform information, campus online publicity, related topic discussion of endorsements, topic discussion of college students' career planning, etc.

Project	Expense
Community establishment and management costs	20000
Community sponsorship fee	15000
Signing fee	15000
Paid media advertising fee	60000
add up to	100000

In a word, it emphasizes the communication with the target customers during marketing, and emphasizes the customer participation, so that customers can fully receive information and generate memories in the process of interaction. In the process of experience, students learn about the fit between products and their own needs, find out the value of products, and realize the platform of the day and night invisibly. Brand culture, in a subtle way to achieve psychological touch. In the process of experience, customers' voices are accepted by our platform and become the direction of the next product optimization and innovation.

5.2.4 Convenience (convenience)

That is, to provide customers with the greatest convenience for shopping and use. 4Cs marketing theory emphasizes that enterprises should pay more attention to the convenience of customers than the convenience of enterprises themselves when formulating distribution strategies. Through good pre-sale, in-sale and after-sales service, customers can enjoy the platform service day and night, and at the

same time, they also enjoy convenience. Convenience is an indispensable part of customer value. The user DIY background promotion platform launched by this platform has specific convenience construction measures as follows:

Pre-sales-establishing convenient and quick jump links; The webpage design is concise and convenient.

In order to facilitate customers' quick access to websites, FONE should actively cooperate with websites related to the future development of college students, such as New Oriental, Learning and Thinking, China University MOOC massive open online course, etc. Most of the users of these websites are college students who have the intention of future planning and further study. By setting up jump links in these websites, it can greatly facilitate customers to use them day and night, thus increasing the number of website views and achieving the marketing effect.

The design and layout of the web page should consider the convenience for consumers to enter and leave, get on and off, visit, browse and select, and pay and settle accounts. Firstly, according to the different needs of users, information is divided into two modules: general information and non-general information. The information provided not only has the text content, but also has different types and richer information content such as related pictures and hyperlinks. On the homepage of the platform, information with high universality applicable to four groups of people will be listed, so that each user can roughly browse the corresponding information before entering his own "exclusive area", so as to ensure that users are not limited to the targeted information pushed by the platform, and increase the information receiving surface of users. In the "exclusive areas" divided according to different needs, the platform will push domain-specific content to users, which improves the time utilization rate and the user experience. Furthermore, "Day and Night" creatively puts forward the shopping planning interface. In this interface, students' four years in college are regarded as money, and all kinds of projects are regarded as commodities. Projects are classified according to discipline, purpose (such as going abroad, guaranteeing research) and level (such as international competition and national level), which is similar to the

classification of commodities according to their uses and attributes. Users can add interested or highly relevant items to the "shopping cart" as their own exclusive "project library".

Sale-Web page task to help users get started as soon as possible.

The user DIY consultation integration mode launched by this platform breaks the traditional separation of information collection and background planning, and is a brand-new application platform for information search and background planning. How to make students make better use of many functions of the platform as quickly as possible? First of all, you can use the "novice guidance task" on the web page to help new users quickly get familiar with the main functional sections of the platform within one minute. Secondly, the form of "sign-in task" can be adopted, so that users can perform specific functions such as posting inquiries, purchasing tasks, replying to posts, searching information, etc. on the spot while completing tasks and receiving experience values. Finally, after the user selects and generates the "project library" on the shopping DIY planning platform, the user can finally select the projects he wants to participate in according to the time relationship and importance of the projects, and drag these projects to form his own university timeline. The above operation is unfamiliar to users and difficult to operate. You can edit the two-minute tutorial video next to the corresponding section, so that users can easily plan their own background platform after adding the competition.

After-sales-cooperate with campus organizations to facilitate customer feedback.

4Cs theory holds that enterprises should consider how to give users convenience to use and exchange our services from the perspective of users. The main users of the platform are in schools. In order to facilitate the users to obtain implementation information and consultation, the platform decided to cooperate with the student associations and learning departments in schools. The first is to cooperate with school associations. It is an important part of campus marketing and a special concern in corporate marketing activities. If we can get the support of the community and the cooperation of students or student organizations, and combine the characteristics of students and community activities to formulate personalized

university background promotion plans and guide students to focus on the consumption-oriented background promotion, we will achieve twice the result with half the effort. The second is to cooperate with the learning department of the school. Learning departments of universities often gather students with the strongest willingness to learn. First of all, cooperating with these students can get the first batch of most loyal customers. Moreover, the learning department often has a fixed push opportunity in the WeChat official account platform of the school, which can win the marketing assistance of student organizations and increase the associated customer groups on a large scale.

Project	Expense
Management fees for website production and optimization	5000
Cooperation fees placed on other platform links	25000
New hands-on video production	5000
after sales service	15000
add up to	50000

Section 6

Team Management and Corporate Structure

6.1 Team management

6.1.1 Organizational form

At the beginning of the establishment of "HFUN" Entrepreneurship Team, the team members were composed of college students from key universities. With the development of the team, and according to the operation effect, we will consider whether to recruit outsiders and expand the organization scale. At present, the team relies on the leadership of the core members, collects the opinions of other members and controls the development trend of the team. Clear division of labor and centralized voting. It has a high degree of centralization, strong ability of strategic research and internal transaction coordination.

6.1.2 Team Advantage

Cross-discipline: Members of this team cover different professions and disciplines. Each has his own strengths and duties.

Professionalization: Team members have the learning background of data management and information collection, and all team members have undergone rigorous training and theoretical study, so they are the best in their major and have a high ability to master the professional knowledge they have learned.

Efficient: Team members have a clear division of labor, perform their duties and work closely together. And full of enthusiasm for work, high work efficiency.

Brainstorm ideas: the opinions of team members are voted in a centralized way, and the team adheres to the principle of "combining incentives with constraints", and extensively collects the opinions of members, which is conducive to finding the best plan for team development.

6.2 Corporate structure

6.2.1 Organizational form of the initial team

In the initial stage of starting a business, because the team is composed of college students, the capital stock is small, and there are few team members, in

order to fit the reality and in line with the principle of promoting the development of the team, the organizational structure of linear function system was implemented in the initial stage of the team. Grass-roots organizations are relatively independent, so as to minimize the delay process of decision-making in time and space.

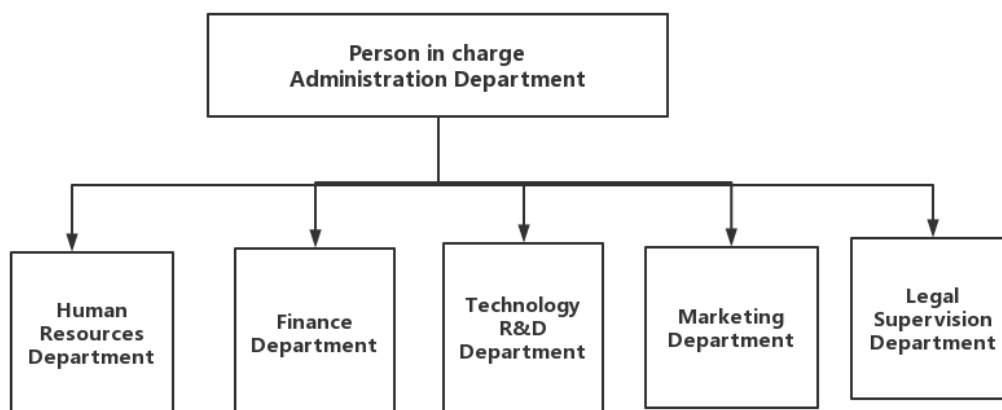


Figure 6-1 (initial) organizational structure diagram

6.2.2 Long-term organizational form of the team

With the development of the entrepreneurial team, the core team members will decide whether to recruit and expand the organization scale according to the team operation, development degree and capital reserve. With the expansion of the company's scale, the technical department set up its own R&D department, and mobile is the future development trend. In the later period, the technical department subdivided the mobile department. The organizational structure of the business division system is more conducive to the development of enterprises. The following is the envisaged long-term organizational structure of the team. Under the unified leadership of the core personnel, the daily management is managed at different levels, and three departments, namely, the technical department, the general department and the financial department, are established to achieve a reasonable division of labor and a unified responsibility and power, so as to ensure the efficient operation of the company's business activities in a timely, accurate, capable and flexible manner.

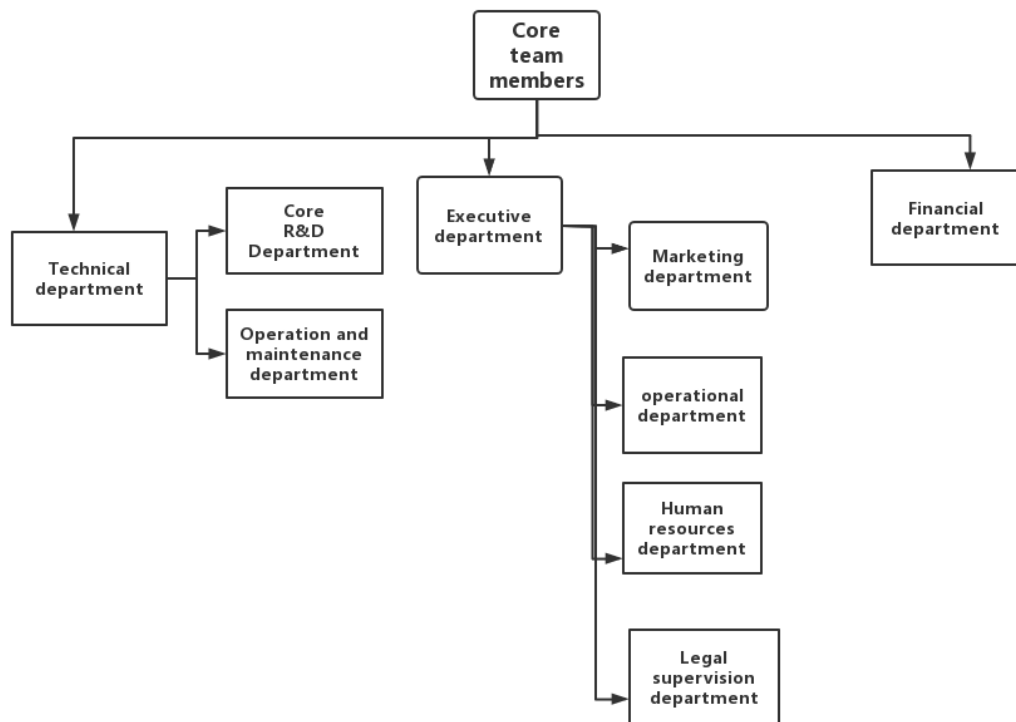


Figure 6-2 (long-term) organizational structure diagram

Section 7

Operation Plan

7.1 Business Model

HFUN, a customized platform for college students' background improvement, integrates the existing information, endows massive information with the functions of clustering, spreading and amplifying, actively and effectively helps to make individualized college career planning according to individual needs, and gives the optimal project schedule, which creates conditions for students to enrich their college experience and resume content, provides a convenient path for promoting postgraduate study, postgraduate entrance examination, employment and extra points for going abroad, and effectively fills the gap of the collective platform in the domestic market.

7.2 Operation strategy

Based on the seven principles of integrity, practicality, synergy, characteristics, participation, persistence and seeking truth from facts, the team has made the following plans for the future development of "HFUN" through joint discussion:

At the initial stage of the market: a decentralized and collective customized platform for college students' background promotion-"HFUN" was developed and put into the market, and the number of original users began to accumulate gradually. At the initial stage of operation, the platform will integrate textual data as its main business, supplemented by a community-based communication platform for customers to communicate. Then, on the basis of certain customers, the defects and deficiencies of the platform are found out, and improvements are made in time to enhance the user experience. Users can get the relevant project information they want to know through the platform search engine, and present DIY planning interface in a way similar to shopping, which makes students easy and willing to accept. On the platform, students' four years in college are regarded as money, and all kinds of projects are regarded as commodities. Projects are classified according to discipline, purpose (such as going abroad, guaranteeing research) and level (such as international

competition and national level), which is similar to the classification of commodities according to their uses and attributes. Users can add items of interest or high relevance to the "shopping cart" and finally select all the items they want to participate in according to the time relationship of the items (similar to settlement). Drag all the projects to form your own university timeline.

Medium-term investment in the market: the main task of this period is to further accumulate the information quantity of target customers and platforms.

During this period, the platform should have a certain amount of user base and sufficient textual data of the project. On this basis, the platform will introduce different types and richer forms of information such as pictures and hyperlinks, which will help users have a fuller understanding of related projects and enhance their product experience. At the same time, the communication community of the platform will also have a certain amount of user traffic, and users can communicate and post in the community to enhance the vitality of the platform. Information demanders can also ask paid questions in the community by offering a reward. Holders of relevant experience and skills can earn a reward by answering questions, and the platform will draw a certain commission from the reward with the knowledge of the questioner. After a certain period of accumulation, there will be some high-quality and high-yield respondents, and the platform will give them corresponding rewards and honorary titles, which will motivate them in this way, thus maintaining the update speed of high-quality answers. In this way, the questioner, the respondent and the platform have a win-win situation.

The later stage of market investment: at this stage, the platform will have a relatively large user scale, an increasingly perfect and diverse project information base and an active user communication community. On this basis, the platform will actively contact relevant institutions to reach an agreement, open institutional consultation channels and issue relevant advertisements. On the basis of improving the user experience, the revenue of the platform is increased, and the frequent question reward and answer also provide a considerable commission for the platform. At this time, the source of funds tends to be stable, and a good ecological environment and sustainable development of the platform can be realized.

7.3 SWOT analysis

7.3.1 Factor analysis

(1) Internal environmental factors/competitive strengths (S)

- Integrating information into distinguishing common plates and differentiated plates, which are mainly concentrated in the fields of exempt exam and going abroad, with strong specialization and high concentration;
- Good customer service, timely reminding users to sign up for competitions, and big data pushing user preference information to serve a larger customer base;
- Take the lead in occupying the customized market of campus planning, with obvious market advantages;

The company relies on colleges and universities to start businesses, and most of the team members are from colleges and universities, so it is more accurate to locate the needs of students who are enrolled in research and go abroad.

Set a reasonable bounty mode, with high user stickiness and gradually increasing number of active people.

Easy daily operation and maintenance.

The data acquisition cost is low.

Sufficient preliminary research and feasibility analysis.

The unique data collection method can efficiently screen, count and analyze the data online in real time, with high data credibility and wide data coverage and audience.

(2) Internal environmental factors/competitive weaknesses (W)

Lack of funds and investment.

At present, only the information of competitions and summer camps is mainly promoted, and it is concentrated in research institutes and people going abroad. It is impossible to achieve multi-dimensional locking of users and meet the needs of users for all-round background improvement.

The popularity is not high, and the brand image needs to be improved.

Some data are trivial and difficult to integrate, and some technical problems remain unsolved.

The team members are all college students, with no entrepreneurial

experience.

(3) External environmental factors/opportunities (O):

National environment and policies are suitable for project development: the Ministry of Education and relevant departments have issued documents for many times to improve the quality and diversity of education. Moreover, the Internet industry is flourishing in China, with a strong momentum, which provides a good ecological space for the development of the platform.

The market gap is obvious and the demand is large: some existing platforms in the market have a single positioning and can only provide some vague and messy information, which makes students feel in a hurry and it is easy to miss related projects. Therefore, there is a gap and demand for collective customizable platforms in the market. The market demand is growing strongly, and the customer base is expanding, which can expand rapidly.

The popularity of related industries: under the current social background, the information integration industry and the education industry are both popular, and "Day and Night" is positioned in the information integration market around the background promotion, which can share the industry dividend.

Almost all the summer camp information of information service companies in the market is manually entered, with poor information accuracy and high delay, which makes it difficult to respond to changes in time, and can't meet the information needs of college students.

The company is located in Beijing, where colleges and universities gather, with a superior location, which is conducive to field research and publicity.

(4) External environmental factors/threats (T):

Threat of potential entrants: The innovation of "Day and Night" mainly lies in the customizable DIY timeline and the community-based question-and-answer exchange method. The existing platform of the market either has a single positioning or the information is cluttered. In this case, the unique idea of "day and night" can easily be imitated and copied, thus resulting in the compression of the living space and the rapid saturation of the market. The existing websites mostly adopt the "Monster" mode, that is, turning the background promotion website into an

intermediary platform, first obtaining a large number of registered users and information to attract paying employers to publish competition information. This mode has low threshold and serious homogenization.

Customer's influence: As a new project platform, the novel style and mode may make users feel unaccustomed. And because it has just entered the market and has no certain user base, users may have doubts about the authority and credibility of platform information.

Strong competitors and substitutes: Some existing institutions or platforms have gained huge user scale and industry influence through the accumulation of time. The services they provide are often considered to be more credible and easier to expand the market. The intensification of competition leads to the dispersion of students' target groups and the narrowing of the commercial profit margin of this platform. In contrast, "Day and Night" needs to open up the market, improve the influence and popularity of the industry, and keep close to the core business of the platform, so that the platform can be developed gradually and steadily.

7.3.2 Strategic analysis

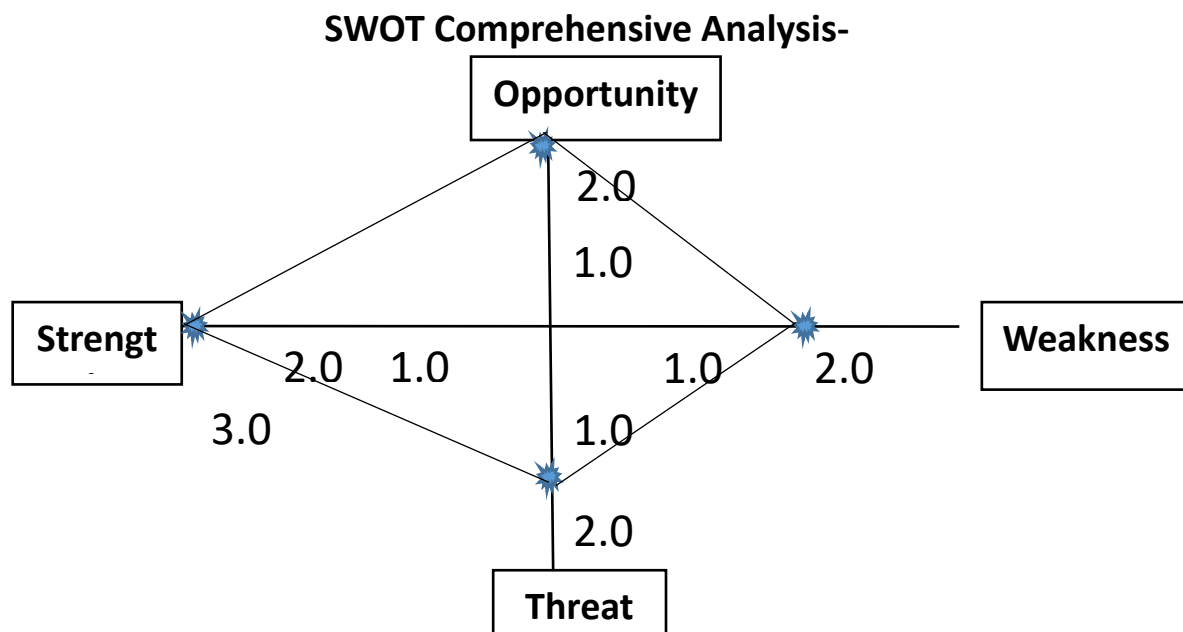


Figure 7-1 SWOT comprehensive analysis strategy chart of the day and night

According to the SWOT comprehensive analysis-strategy chart, we choose SO strategy and ST strategy as the main strategic layout.

(1)SO intensive growth strategy-positive development strategy

Increase the investment in creative publicity on campus, mobilize all kinds of resources, cooperate with influential societies or groups on campus, expand online and offline influence, and pave the way for opening up a broader campus market;

Use newspapers, internet and other media to increase publicity and promotion;

The multi-dimensional expansion of the website can be realized through the investment of activity funds to meet the needs of wider users;

Under the current situation that the market competition is not fierce, we should use the market penetration strategy, attract a large number of users' attention through comprehensive competitions, summer camps and experience information, and make full use of college students' pursuit of fast and accurate background information to develop user habits, speed up the expansion of users and increase brand influence.

Seize the opportunity of national policy development, speed up the pace, and rapidly expand the market in places where colleges and universities gather, such as Beijing, Guangdong, Jiangsu and Zhejiang, except Wuhan, for the future layout.

(2)ST diversified business strategy-overcoming threat strategy

Relevant diversification strategy, gradually develop postgraduate entrance examination and internship job search information, and attract more users;

Further product development strategy, perfect reward mechanism, further improve user stickiness, and form a positive cycle of user publishing information-user reply and utilization;

Lock the number of users through functions such as planning tailored for users, and take advantage of the platform;

Provide users with professional competition information, do a good job in recommendation algorithm, update information in real time and other simple and efficient performance, and establish the user's reputation of convenient and easy-to-

use website;

Continue the website mode of obtaining information efficiently, and combine it with WeChat official account;

Cooperate with other platforms to provide publicity support to each other, so as to reduce costs and improve publicity effect;

Make use of the company's membership service and advertising to make profits and improve the capital situation.

(3) Analysis summary:

The competition in the information integration market is not saturated, but the homogenization is serious. As the background upgrading industry is essentially a bilateral market, our company adopts a differentiated management strategy. Differentiation strategy can promote customers' brand loyalty, weaken customers' bargaining power, bring premium and high profit to enterprises, effectively deal with substitutes and form strong barriers to entry. But it may also face the high cost of differentiation, the increasingly mature customers and the imitation of competitors. Facing the increasingly severe market competition situation and the increasingly powerful competitors, the new background promotes websites to enter the market and occupy a place mainly by unique positioning. Under the current situation, we must seize the bright spot of user customization and optimization recommendation, and take this opportunity to insert into the market efficiently and quickly, and constantly optimize our own technology. At the same time, we should seize the opportunity to develop the postgraduate entrance examination and internship employment sector, and reach cooperation with a number of websites for mutual publicity and mutual benefit. Only by recruiting and cultivating our own sales teams in various places and launching our own competitive product portfolio can we win our own customer base in the future.

Section 8

Product Design and Technology Development

8.1 Product Status

8.1.1 Product overview

This project plans to write a complete business plan and design a complete development route for the project before the project is completed. At the same time, we have developed a complete personalized customized platform for upgrading university background-"HFUN", and put this platform into trial operation, which can be put into marketing at any time to expand the user base of this platform.

At that time, the platform will integrate all kinds of background improvement projects-that is, it can improve students' soft background besides standardized scores, including various subject competitions, internship experiences, overseas exchanges, summer schools and summer camps of prestigious schools, scientific research experiences, professional certificates, etc. The platform aims to significantly enhance students' competitive soft power when they apply for postgraduate studies, go abroad and apply for jobs. After the information collection is completed, the project information will be presented in a way similar to a shopping website, so that students can choose their own projects and customize them, help students to plan their college career individually, and provide a clear way for students to enrich their college experience and resume content, and improve their extra points for postgraduate study, going abroad and working. In addition, the platform also provides a forum for users to discuss relevant information and provides an exchange platform for holders and demanders of relevant experiences and skills.

At the initial stage of the platform operation, it will focus on integrating textual data. When the platform develops to the middle and late stage, it will improve the breadth and depth of data. At the same time, different data forms, such as pictures, are introduced corresponding to different data to realize the reliability, diversity and professionalism of data sources.

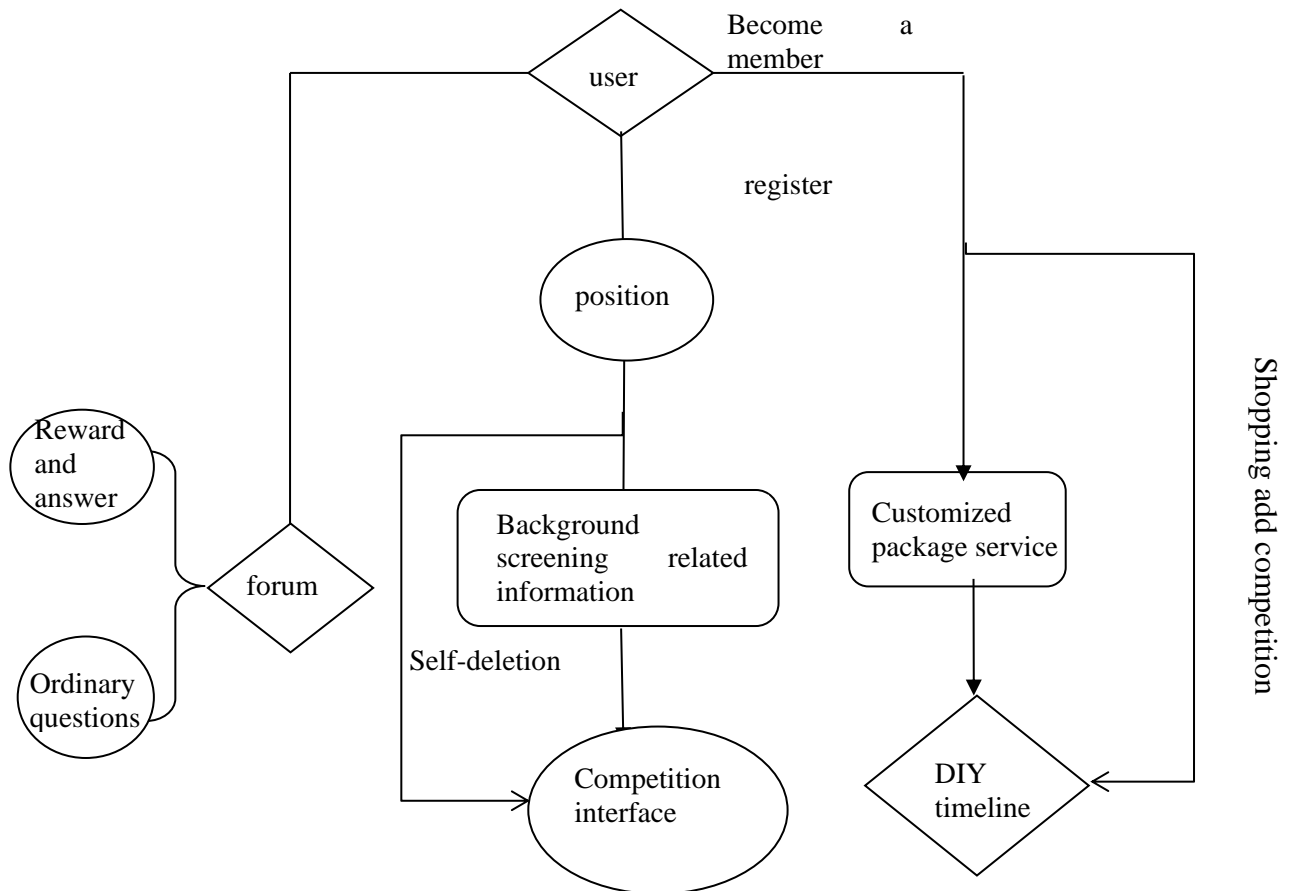


Figure 8-1 Background Management Use Case Diagram

8.1.2 Product features

Efficient and comprehensive. Taking competitions of various disciplines as an example, this website makes up for the problems faced by college students-at present, all kinds of competition information are scattered on the websites of competition organizing committees, and the information provided by the academic affairs office of the school is not comprehensive, which makes it difficult for students to obtain information, and even if they do, it is not conducive to making comparison and making the best choice for competition because of the lack of a collective platform. "HFUN" adopts blockchain thinking, decentralizes, publishes information on a centralized platform, and shortens the data collection.

Openness and communication: Users are encouraged to upload and share their successful experiences in the forum while customizing the shopping personalized university background. These users will increase the corresponding experience value, and the platform will be rewarded after reaching a certain

experience value. The forum is set as a free question and answer, but considering the special needs of individual users, a special reward question and answer is offered. You can choose whether to answer and receive a bonus according to your own ability.

8.1.3 Research on platform operation scheme

After the platform is built, it will be promoted online and offline at the same time, advertised on the web page, and promoted in the micro-training institutions. After the platform has been operating stably for a period of time, it will gain a certain popularity, which will also bring more trainees to the training institutions. During the operation of the platform, users should also regularly complete research reports, always feed back vulnerabilities, publish articles and sum up experience.

8.1.4 The core issues to be solved

First of all, because the market-related fields are relatively blank, competitors' market influence (determined by economic decisions such as enterprises' advertising) and competitors' pricing are unknown. At the same time, the difference in information and acquisition ability between enterprises and competitors will also lead to information asymmetry and market uncertainty risks. "HFUN" should make effective use of the conditions such as the demand ratio of each market given by the simulation platform, and reasonably estimate the bonus amount after the task is completed. At the same time, WeChat official account marketing can expand its influence and broaden the market constantly, so as to reduce the risk of the market and avoid its losses.

Secondly, in terms of finance, there are some financing problems in the early stage. Because this project team is an independent innovation and entrepreneurship team of college students, there is a serious shortage of funds. Moreover, in the process of project operation, it is necessary to continuously increase capital investment. At the beginning of the project, the investment ratio is large, but the income is relatively small. "HFUN" should devote itself to cost saving, establish a professional financial management team, formulate financial management plans and strengthen financial supervision. Actively broaden financing channels, quickly raise funds, and provide limited guarantee for the source of funds.

Finally, "HFUN" should carry out effective management of human resources, eliminate risks related to human resources, use various training and development plans to improve the level of innovative personnel, develop their potential, and cultivate more competitive talents with high quality.

8.2 technical overview

8.2.1 Technology research and development stage

Time	Stage	Content
February 2020	Preparation	<p>According to the product functional characteristics and service tenet, before the platform development, a total of 105 questionnaires were conducted and analyzed horizontally and vertically. From the actual point of view of users, according to the market environment, revise the product trend and functional design. The questionnaire involves basic information such as the current state of college students and whether they have a clear plan for the future. Whether you know the requirements for students in research institutes/big enterprises/foreign colleges, whether it is important for college students to gain competition experience, and what difficulties they encounter when looking for competition or training, etc., are the problems aimed at the function of this platform. The results of the questionnaire are basically in line with our expectations. Students have a great demand for information acquisition and consultation with professionals and seniors, and they can't find their own personal promotion plan. Combined with the preliminary work and questionnaire survey, the research report and preliminary technical scheme are obtained.</p>

March 2020	Technical feasibility analysis	According to the market conclusion and preliminary research report from the previous stage, combined with the existing technical resources, such as development platform, development framework, database technology, etc., analyze the feasibility of the technical scheme, and find out the best technical support that meets the functional characteristics of the product.
April, 2020	Technical perfection	A technical expert group composed of external experts and the core personnel of the company's technical center conducts demonstration and analysis, corrects problems according to the expert's modification opinions, re-audits, timely submits the problem reports that need to be submitted, keeps the problems to be further confirmed, and makes detailed follow-up observation.
May to June, 2020	research and development	According to the revised technical report, the technical department conducts research and development.
July 2020	Internal measurement	Test the robustness of the platform under multi-user conditions. Testers test and modify bugs according to test cases and user manuals, and then write test result reports or weekly test reports.
August to November 2020	maintain	After the official operation of the platform, the whole development process has not ended. After that, the research department also needs to further improve the product according to user suggestions, market development, competitor analysis, etc., that is to say, product innovation and bug repair on the basis of the original design. After being perfected again and again, users are informed to upgrade their

		products so that they can get a better experience.
--	--	--

8.2.2 Technical feasibility analysis

Development platform	HBuilder
Development framework	Front end: Bootstrap back end: SSH
Database	MySQL
Backstage	Nodejs
Server	Alibaba Cloud Server
Development language	HTML CSS Javascript
Search engine algorithm	HITS algorithm
Recommendation algorithm	Optimization recommendation based on genetic algorithm

1. HBuilder development platform is adopted to greatly improve the development efficiency, including the most comprehensive grammar library and browser compatible data.

2. Bootstrap framework is adopted in the front end, which has strong expansibility and better integration with the actual web development projects; The processing is concise, and it is easy to use in the process of building the Blog system.

3. Nodejs adopts v8, the fastest browser kernel at present, as the execution engine to ensure its performance and stability, and its development is efficient, its code is simple, and its community is constantly growing.

4. HITS algorithm

It is a typical algorithm to mine the link structure of Web, and its core idea is to improve the link structure based on the link relationship of pages. Through the content authority and link authority to evaluate the quality of web pages, we can get high-quality information comprehensively.

5. Real-time personalized recommendation based on genetic algorithm.

The system adopts the method of clustering mining user access patterns based on genetic algorithm. The advantage of clustering based on genetic algorithm is that there is no need to input parameters such as initial clustering center and the minimum distance between clustering centers, which avoids the problem that other clustering algorithms are very sensitive to parameters such as initial clustering center, and improper parameter setting will affect the clustering results. It has the ability of real-time recommendation, and constantly adjusts the recommendation set with the change of the user's current access sequence. The system can capture the user's access sequence in real time, and then dynamically divide the user into a certain type of access mode. Even if the same person visits the website, his access interest and purpose may change constantly, so different products should be recommended. In the process of analyzing users' browsing behavior and recommending products in real time, the system does not need users' active participation. No matter whether users register personal information or log on to the website, they can make personalized recommendations, thus realizing "zero input" personalized service. In addition, the cluster analysis focuses on the final product and eliminates the influence of the middle page on mining. Furthermore, WP=5 takes into account the sequence characteristics of interviews, which reflects a kind of interest of users and helps to improve the recommendation results.

Section 9

Financial Forecast

9.1 Operating Revenue Budget

By analyzing the operating advantages and characteristics of HFUN college students' background promotion platform and the data statistics of current market competitors, we estimate the income from advertising affiliate fees, information packaging service fees, consulting services, reward question and answer commissions and advanced planning in the next three years, as shown in Table9-1:

Table 9-1 Forecast of Operating Income of "HFUN" in the Next Three Years

Project		First year	Second year	Third year
Advertising of competition and training institutions	Number of competition institutions	20	20	25
	Income	120000	120000	150000
	Number of training institutions	6	8	10
	Income	30000	40000	50000
Exclusive information	Person-time	3000	4000	5000

packaging service	Income	30000	40000	50000
Consultation, reward question and answer commission	Person-time	4000	4800	5500
	Income	40000	48000	55000
Advanced planning service	Total number of people	40	50	60
	Income	480000	600000	720000

9.2 Operating Expenditure Budget

According to the operating form and strategic objectives of the background improvement platform for college students in HFUN, as well as the company's own current situation, while estimating the operating income of HFUN in the next three years, the budget estimates of operating costs, sales expenses, management expenses and other expenses generated by the operation in the next three years are made.

Table 9-2 Budget Table of Operating Expenditure of "HFUN" in the First Three Years

Cost item	First year	Second year	Third year
Cost of operation			
Domain name server	10200	10200	10200
Salary of R&D operation and maintenance personnel	168000	168000	240000

Total operating cost	178200	178200	250200
Management cost			
Charge for water and electricity	24000	24000	24000
Salary of administrative and financial personnel	144000	144000	192000
House rent	40000	40000	40000
Travel and office expenses	12000	12000	12000
Computer depreciation	4000	4000	4000
Total management expenses	224000	224000	272000
Cost of sales			
Online promotion	40000	60000	70000
Offline promotion	40000	40000	50000
Total sales expenses	80000	100000	120000
Financial expenses	4800	4800	4800
Total annual expenditure	487000	507000	647000

9.3 Basic financial statement

Table 9-3 Balance Sheet of the Company from the First Year to the Third Year

Property	line no.	First year	Second year	Third year		line no	Final meal	Final meal	Final meal
Floating assets					current liabilities				
Monetary capital	1	406470.00	656,010.75	950,204.75	short loan	31	100,000.00'	100,000.00'	100,000.00
Temporary investments	2				Notes payable	32			
Notes receivable	3				Accounts payable	33			
Accounts receivable	4				Deposit received	34			
Prepayments	5				Payroll payable	35			
Dividends receivable	6				Taxes payable	36	4, 979. 25	12,526.00	14136.00
Interest receivable	7				Interest owed	37			
Other receivables	8				profit payable	38			

Goods in stock	9				Other accounts payable	39			
Including: raw materials	10				Other current liabilities	40			
Work in progress	11				Total current liabilities	41	101,919.25	112,526.00	114,136.00
Goods in stock	12								
Turnover materials	13				non-current liability				
Other current assets	14				Long-term loans	42			
Total current assets	15	406,470.00	656,010.75	950,204.75	Long term payable	43			
Non current assets:					Deferred income	44			
Long term bond investment	16				Other current liabilities	45			

Long-term equity investment	17				Total Non-current Liabilities	46			
Original price of fixed assets	18	20,000.00	16,000.00	12,000.00	Total liabilities	47	104, 979.25	112,526.00	114,136.00
Less: accumulated depreciation	19	4, 000. 00	4,000. 00	4, 000. 00					
Book value of fixed assets	20	16,000.00	12,000.00	8, 000.00					
Construction in progress	21								
Engineering materials	22								
Disposal of fixed assets	23								
Productive biological assets	24				Owner's (shareholder's) equity:				

intangible assets	25				Paid in capital (or share capital)	48	200,000.00	200,000.00	200,000.00
Development expenditure	26				Capital reserve	49			
Long term deferred expenses	27				Surplus reserve	50	11,749.08	35,548.48	62,406.88
Other non-current assets	28				Undistributed profits	51	105,741.68	319,936.28	561,661.88
Total non-current assets	29	16,000.00 16,000.00	2,000.00 12,000.00	8,000.00 8,000.00	Total owner's (shareholder's) equity	52	317,490.75	555,068.75	824,068.75
Total assets	30	422,470.00	668,010.75	938,204.75	Total liabilities and owner's (shareholder's) equity	53	422,470.00	668,010.75	938,204.75

Table 9-4 Profit Statement of the Company from the First Year to the Third Year

Project	line no.	First year	Second year	Third year
Operating income	1	679,611.65	823.30037	1,024,271,.84
Less: operating costs	2	226,920.00	226, 920.00	319,800.00
Business tax and additional	3	50.00		
Including: consumption tax	4			
Business tax	5			
Urban maintenance and construction tax	6			
Resource tax	7			
Land value tax	8			
Urban land use tax, real estate tax, car tax and stamp tax.	9			
Additional education fees, mineral resources compensation fees, sewage charges	10			

Selling expenses	11	80,000.00	100,000.00	120,000.00
Including: commodity maintenance cost	12			
Advertising fees and business promotion fees	13			
Management cost	14	256,760.00	256,760.00	327,680.00
Including: start-up expenses	15			
Business entertainment	16			
Research expenses	17			
Financial expenses	18	4,800.00	4,800.00	4,800.00 [^]
Among them: interest expense	19			
Add: investment income	20			
Operating income	21	102,081.65	225,820.97	251,991.84
Plus: Non operating income	22	20,388.35	24,699.03	30,728.16
Including: government subsidies	23			

Less: Non operating expenses	24			
Including: bad debt loss	25			
Unrecoverable long-term bond investment loss	26			
Unrecoverable long-term equity investment loss	27			
Losses caused by force majeure such as natural disasters	28			
Tax late fees	29			
3. Total profit (total loss expressed with "-")	30	122,470.00	250,520.00	282,720.00
Less: income tax expense	31	4,979.25	12,526.00	14,136.00
4. Net profit (net loss expressed with "-")	32	117,490.75	237,994.00	268,584.00

The above table shows the company's good net profit growth rate. After various online and offline promotion activities, the company gradually opened the market, the user scale steadily expanded, and the net profit increased year by year.

Table 9-5 Cash Flow Statement of the Company from the First Year to the Third Year

project	Line no.	2023	2024	2025
Cash flow from operating activities:				
Cash received from the sale of finished products, commodities and services.	1	700,000.00	848,000.00	1,005,000
Receive other cash related to business activities.	2			
Cash received from purchasing raw materials, commodities and providing labor services	3	10,200.00	10? 200.00	10,200.00
Paid workers' remuneration	4	402,480.00	402,480.00	557,280.00
Paid taxes and fees	5	50.00	4, 979. 25	12,526.00
Pay other cash related to business activities.	6	156,000.00	176,000.00	196,000.00
Net cash meteor from operating activities	7	131,270.00	254,340.75	278,994.00
Cash flow from investment activities:				
Recovery of short-term investment ,cash received from long-term bond investment and long-term equity investment	8			
Cash received from investment receipts	9			

Net cash recovered from disposal of fixed assets, intangible assets and other non-current assets	10			
Short-term investment , cash paid by long-term bond investment and long-term equity investment	11			
Cash paid for the purchase of fixed assets, intangible assets and other non-current assets	12	20,000.00		
Net cash contribution from investment activities	13	-20,000.00		
3. Cash flow from financing activities:				
Get the cash received from the loan.	14	100, 000.00		
Absorb the cash received from investors' investments.	15	200,000.00		
Cash paid to repay the loan principal	16	4,800. 00	4,800. 00	4,800. 00
Cash paid for repayment of loan interest	17			
Cash paid for profit distribution	18			

Net cash meteor generated from fund-raising activities	19	295,200,00	-4,800.00	-4,800.00
Net increase in cash	20	406,470.00	249,540.75	274,194.00
Add: opening cash balance	21		44,561.00	
Closing cash balance	22	406,470.00	294,101.75	274,194.00

9.4 Financial Analysis and Evaluation

1. Net Present Value of investment (net present value)

NPV = 1,170,500 yuan

Compared with the average rate of return in the same industry, and taking into account the opportunity cost of capital and the risk of investment, we set the company's capital cost, that is, the discount rate, at 15%, and the calculated net present value reached 1,170,500 yuan, far greater than zero. From the NPV value, it can be seen that the profitability is good during the calculation period, and the company's projects are worth investing in.

2. Internal Rate of Return (IRR)

When the net present value = 0, i is the internal rate of return.

$$\sum_{t=0}^n \frac{I_t}{(1+i)^t} - \sum_{t=0}^n \frac{Q_t}{(1+i)^t} = 0$$

In the process of IRR calculation, successive calculations are carried out, and it is calculated by interpolation method.

IRR=74%

According to the IRR, the IRR of this project reaches 74%, which is much higher than the discount rate of 15% when calculating NPV, so this project is feasible.

3. Payback period of investment (C)

Average annual net cash inflow = $(10.647+20.4101+27.4194)/3 = 224,900$ yuan.

Payback period (C)= original investment amount/average annual net cash inflow =1.4 years

According to the payback period, the company expects to fully recover the initial investment of 300,000 yuan in 1.4 years, and the payback period is relatively short and acceptable. Moreover, according to the changes of graduate enrollment and other situations, and with vigorous promotion, the payback period of HFUN college students' background promotion platform may be shorter, which shows the company's strong profit management.

4. Analysis of financial indicators

For the analysis of the company's important financial indicators, we analyze them from four aspects: operating ability, profitability, short-term solvency and growth. For details, see 2.3.1 Financial Status Analysis in 2.3 Internal Environment Analysis of the Company.

Table 9-6 Analysis Table of Financial Indicators

Project	Index	First year	Second year	Third year
Operation capacity	Main business cost rate	33.39%	27.56%	31.22%
	management fee rate	39.1%	32.28%	31.99%
Profitability	net profit margin on sales	17.29%	28.91%	26.22%
	Rate of Return on Common Stockholders' Equity	37%	42.84%	32.89%
Debt paying ability	liquidity ratio	3.87	5.83	8.15
	Interest coverage ratio	26.51	53.69	59.9
Growth	Sales revenue growth rate		21.14%	24.41%

Appendix

10.1 Questionnaire

1、 What grade are you in?

- A. freshman
- B. Sophomore
- C. junior
- D. senior
- E. postgraduate
- F. other

2. What is your discipline category?

Philosophy, law, education, literature and history

Science of engineering, agriculture, medical management, art

3. As a college student, what is your current status?

- A. Playing games and chasing dramas, I am confused about the future.
- B. Have the idea of improving yourself, but have no specific plans and actions.
- C. Have a clear future plan, and be able to make full use of leisure time to improve yourself.

4. Have you made conscious plans for your future?

- A. Yes
- B. No

5. When did you start planning your development after graduation?

- A. freshman
- B. Sophomore
- C. junior
- D. senior
- E. Go with the crowd and start when you feel urgent.

6. What is your specific intention for the future?

- A. Employment after graduation

B. Bao Yan

C. postgraduate entrance examination

D. Going abroad

E. both are interested, depending on the specific situation.

7. Do you know the requirements of exempt exam institutions/major enterprises/foreign institutions for students if you are employed/going abroad?

A. I know very well and have consulted carefully.

B. Know better

C. Not very clear

D. Never understood it.

8. Do you think it is important for college students to gain competition experience for the future?

A. very important

B. More important

C. Generally important

D. Less important

E. it depends

9. Is it easy for you to get competition information?

A. Very simple

B. It's relatively simple

C. There are obstacles

D. More difficult

E. Very difficult

10. Have you ever had the experience of looking for a competition or training?

A. Yes

B. No

11. What difficulties have you encountered in finding competitions or training?

[multiple choices]

A. Can't find a way, can't start.

B. I can't find a project that suits me.

- C. Too much information, too long search time
- D. The authenticity and reliability of the data are in doubt, and I feel that it is not authoritative enough.
- E. The cost of obtaining effective information is too high.
- F. There is a conflict in the schedule of the items that can be found.
- G. Other

12. In what form do you prefer to search for information about competitions and activities? [Multiple choice questions]

- A. website
- B. WeChat Official Account
- C. Go directly to a training institution.
- D. qq group
- E. Ask seniors, seniors and other experienced people.
- F. Follow the notice of the school
- G. Other forms

13. Are you willing to pay for your own competition materials?

- A. with great pleasure
- B. I'd like to
- C. as the case may be
- D. Be more resistant
- E. Very resistant

14. How clear are you about the competitions and training programs you participated in during your college years?

- A. Very clear, the plan is specific to every point in time.
- B. It's clear, not sure about the specific time.
- C. Only partially understand
- D. It's vague. I only know the general direction.
- E. Very vague, never planned.

15. Do you have enough time at your disposal during college?

- A. Very abundant
- B. Sufficient

C. it depends

D. Busy

E. Very busy

16. What do you like to do in your disposable free time? [multiple choices]

A. study

B. surf the web

C. hang out

D. sleep

E. do part-time jobs

F. be in a relationship

G. Other

17. Is it possible to obtain information related to the competition in time and reasonably arrange time to participate in the competition?

A. Be able to accurately obtain registration information of most competitions and reasonably arrange time to participate.

B. Be able to arrange time reasonably to participate in some competitions.

C. You can't arrange the time reasonably after the competition.

D. I often miss the registration because I don't know all kinds of competitions.

E. Often can't find the relevant counseling materials, and finally rushed into battle.

F. Never participated in a competition.

18. What abilities do you think are more important for college students [sorting questions]

A. Scientific research ability

B. Intercultural experience

C. Organizational power

D. leadership

E. Social responsibility

F. Communication and coordination ability

19. What do you think of the current business model of some platform knowledge and information payment?

- A. Very much. This is an era of knowledge payment.
- B. Compare and agree, reasonable charge is beyond reproach.
- C. All acceptable.
- D. Resistant, unwilling to get information by paying.
- E. Very resistant, knowledge and information should be completely free.

20. Are you willing to consult your own questions with strangers online?

- A. Very willing
- B. Willing to compare
- C. it depends
- D. Comparative resistance
- E. Very resistant

21. Which of the following ways would you prefer to solve your doubts

[multiple choices]

- A. Consult with professionals.
- B. Discuss with netizens through the internet.
- C. Ask the seniors around you for advice.
- D. Collect relevant information and try to solve it yourself.
- E. Get relevant information through the information integration platform.
- F. Other

References

- Dai Feiming, & Shu Liangrong. (2020). Construction of integrated practice teaching system for Higher vocational mechanical innovation based on business plan module. *Scientific and technological innovation and Productivity* (6), 6.
- Lu Maozhong. (2021). Preliminary Study on business plan preparation based on equity financing -- A case study of z Company. *China Business Situation · Theoretical Research*, 000(010), 85-87.
- Li Yunfeng, & Meng Feiping. (2020). Business Plan of Yi "Electric" convenient travel sharing service platform. *Marketing (Theory and practice)*.
- Meng Fan-Ling. (2020). The essential "2h6w" in business plan. *Success and Employment* (10), 2.
- Mo Jingling. (2017). Review of Business plan writing skills training for college students. *Modern Economic Information* (13), 2.
- Ma Jiangshan, Zheng Bingqing, Wei Houxuan, Xu Tianyi, & Hu Zhaoli. (2021). Research on business plan of college students' entrepreneurial project based on marketing strategy. *Review of Science and Technology Innovation*, 018(026), 182-185,198.
- Rui ChangYong. (2019). China foreign exchange earning project business plan. (Doctoral dissertation, south China university of technology).
- QuTingXia. (2019). The KC education training institutions business plan. (Doctoral
- Scker, F. J. & Jin, F. . (2018). Farewell to the concept of the demand-side-substitutability: the concept of business plan as a new approach. *Competition Policy Research*.
- Wetherill, A. . (2018). Steps to a Successful Business Plan: Knowing who you are and who you want to serve builds a strong foundation for private practice success.
- Wilhoite, J. , Skelley, J. W. , Baker, A. , Traxler, K. , & Triboletti, J. . (2018). Comparison of Web-Based Platform and Traditional Written Business Plan.

Biography

name-surname	Han Guo
Date of birth	
Place of birth	
Workplace	
Position	-
Education	MBA Southeast Asia University



THE ICBTS 2022

International Academic Multidisciplinary Research Conference London 2022

London, United Kingdom
15 – 17 November, 2022

CERTIFICATE OF PRESENTATION

Handed to

Han Guo

For outstanding research paper presentation

ABX CENTURY MANAGEMENT CONSULTING

**Organized by ICBTS Conference Center & IJBTS International Journal of Business
Tourism & Apply Sciences at London UK**



Professor Dr. Kai Heuer
Academic Program Chair

