



RESEARCH ON CULTURE COMMUNICATION IN CHINA
BASED ON HANGZHOU YIPINXUAN CASE

BY
ZONGSHENG LIU

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

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Independent Study Title Research on Culture Communication in China Based on Hangzhou Yipinxuan Case

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Program Master of Business Administration (International Program)

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



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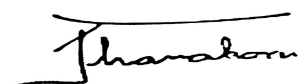
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Abstract

This research aim to study on Hangzhou Yipinxuan Culture Communication E-commerce. This study was qualitative methodology via in-depth interview, and content analysis. The study found: 1) Market segmentation were customer who have demand in bamboo and wood craft on platform E-commerce, Target customer's mainly who have demand in bamboo and wood craft on platform E-commerce. 2) Management Plan with management advantages overall quality of the company's management team is high, with a good knowledge structure, age structure, full of passion and innovative spirit, Production plan focus on cost advantage, company hired experts to guide the business, shorten the process of product development, reduce the risk of product development, improve the quality of products, and greatly reduce the cost, Operation plan establish uniqueness: by development momentum of ethnic handicrafts is very good. With the continuous expansion of Hangzhou's tourism market. 3) Financial 5 years projection, initial investment 13 Ten thousand Yuan, ROI average per year 31.00 %, NPV =7.153Ten thousand Yuan % and Breakeven point or Payback Period on 3 years and 1 months respectively.

Keywords: Bamboo wood craft, platform E-commerce.

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Zongsheng Liu

Table of Contents

Abstract.....	IV
Acknowledgement.....	V
Table of Contents.....	VI
Section 1 Introduction	1
Section 2 Company Description.....	2
Section 3 Industry Analysis.....	8
Section 4 Marketing Plan	19
Section 5 Management Team and Company Structure	33
Section 6 Operations and Production Plan.....	37
Section 7 Financial Projections.....	42
References.....	43
Biography	55

Section 1

Introduction

1.1 Company Description

Hangzhou Yipinxuan Culture Communication is a comprehensive company integrating design, production, processing and sales. Founded in 2021, formerly known as Yipinxuan Bamboo and Wood Craft Factory, the company takes the historical and cultural city -- Hangzhou as the center and radiates to the whole country for brand layout and management; Now in many regions of the country has many long-term partners. At present, the company mainly engaged in: bamboo carving pen holder, bamboo slips, bamboo carving paintings, bamboo lamps, root carving tea table, tea tray, wood carving ornaments and a series of artworks and crafts with profound cultural connotation. The existing assets of the company are 5 million Yuan, which is an emerging enterprise closely linked with e-commerce in Hangzhou.

(1) Registered address: Shop No. 22, Floor 1, Building S-3, No. 38 South Huancheng Road 2, Xiangshan District

(2) Registered capital: three hundred and fifty thousand Yuan

(3) Legal representative: XXX

(4) Establishment date: January 2021

2. Business purpose: high customer satisfaction, high return rate for shareholders, carry forward national culture.

3. Long-term goal: Adhering to the Chinese 5000 years of culture, continuous innovation and accurate market positioning, design and development in line with the trend and fashion with personalized high-quality products, we will uphold the serious, realistic, development attitude to do a good job in each product, and continue to pursue excellence. IN the future cooperation, work together with partners to develop and create new value together!

4. The Company's market development process: Since its establishment, the company has been adhering to the lofty purpose and goal, with exquisite technology for different customer groups to design, production, processing bamboo carving pen

holder, bamboo Jane, bamboo carving painting, bamboo lamps, root carving tea table, tea tray, wood carving ornaments and a series of artworks with profound cultural connotation, and through B2B and B2C in the country and Hong Kong, Macao and Taiwan region sales. And even export.

The company will be based in Hangzhou and actively develop the national market.

The share capital structure of the company

Name of Shareholder	Amount of capital contribution	Proportion of investment
Zhang SAN	200,000 yuan	58%
Li si	100,000 yuan	28%
Cathy	50,000 yuan	14%

5 Main operating conditions of the Company

Unit: Ten thousand yuan/RMB

Duration of project	In 2021,
Income from main business	450
Main business profit	250
Total profit	200
Profit after tax	180
Total assets	600
Net worth	500
Profit margin on sales	10%
Profit margin on net assets	9%

1.2 Organizational structure and management mode of the Company

1. Organizational structure of the company

The company has set up complete functional departments, including production Department, Sales Department, Finance Department, personnel

Department, Purchasing Department and administration Department. There is both division of labor and cooperation among them to form a strong organization, and everyone plays a good role in strategic management. When necessary, establish a project team within the company to take full responsibility for the development of a product. The company's organizational structure is more dynamic, the boundaries of departments are diluted, the rigidity of the traditional organizational structure is changed, and the rapid response ability is enhanced, so as to achieve the overall optimal of the company rather than the optimal of a single department or link.

2 Management Mode

(1) Responsibility management: decompose and implement the company's planned goals and define responsibilities.

(2) Digital management: Using advanced information technology to establish the company's internal network to realize resource sharing and rapid information transmission.

(3) Knowledge management: The company will establish a knowledge base based on internal network, improve the knowledge sharing mechanism, and cultivate and improve the company's collective creativity.

1.3 Background and quality of entrepreneurial personnel.

Chairman of the board, Zhang SAN, male, 33 years old, senior economist, master of Economic management. General Manager, Li Si, male, 34 years old, undergraduate, has worked in the arts and crafts industry for many years, and has the skills of management, operation and command. Sales Director, Wang Li, female, Bachelor, marketing major. Responsible for online and offline sales. Accounting Supervisor, Fang Zhang, female, Economics university bachelor, proficient in accounting business and financial accounting regulations.

1.3 Company development plan

1. three-year development plan of the company In 2021, we will complete the construction of capital, image, technology and talents. The sales revenue reached 4 million Yuan and the pre-tax profit reached 1.5 million Yuan; In 2012, completed the development of new electronic process products, realized sales revenue of 6

million Yuan and pre-tax profit of 4 million Yuan; In 2013, completed the launch of new products for the next step of scale expansion. The sales revenue reached 7 million Yuan and the pre-tax profit reached 5 million Yuan.

1.4 Current situation

1. Present situation of Chinese arts and crafts trade

Under the background of WTO, Chinese handicraft industry is faced with great opportunities and challenges. Handicraft industry is an industry that advocates personalization most. Without personality differences, the industry will be difficult to survive. In recent years, our country arts and crafts export grew rapidly, at present has become one of the largest arts and crafts export countries in the world. Domestic handicrafts are developing at a rate of 20%, becoming one of the most competitive handicrafts production and export trade centers in the world. Since the entry of WTO, Chinese arts and crafts industry has developed considerably, but it has also exposed many problems which urgently need to be solved, such as products are similar, fake wind, lack of design innovation ability and so on. Individuation is the common direction of the development of handicraft industry. Arts and crafts is one of the most advocating personalized industry, the lack of personality differences, the industry will be difficult to survive. However, due to the small scale of enterprises in the handicraft industry, the short-sighted behavior of following the trend and imitating is common, which greatly stifles the innovation passion of some enterprises. For the sustainable and healthy development of the enterprise itself and the industry, handicraft enterprises should strengthen their own design and innovation ability, strengthen division of labor and cooperation, and produce distinctive personalized products.

2. Prospects of handicraft industry

Standardize the competitive environment and strengthen the self-discipline of the industry. Due to the arts and crafts industry contains a very wide range of product categories, the lack of matching management of industry organizations, the disordered competition between enterprises, the market promotion of quick success and instant benefits often occur. Therefore, for the handicraft industry, government

departments and industry organizations should strengthen management and guidance, strictly correct malicious copying behavior, and increase the support and protection of innovative enterprises.

3. Network marketing situation

As the market demand for crafts changes faster and faster, the popularity cycle is becoming shorter and shorter. Handicraft enterprises, especially export-oriented enterprises, need to grasp the development of domestic and overseas markets in a more real-time manner. E-commerce will be a very convenient and efficient channel for product promotion. Alibaba about the distribution of buyers of "crafts": In the distribution of buyers of Alibaba, the number of buyers from Guangdong, Zhejiang and Shanghai accounts for 63%, and its market development potential is huge

1. SWOT analysis of e-commerce industry

S (Strength)

Compared with traditional commerce, the advantages of e-commerce are mainly reflected in the following aspects: Low cost and high efficiency through the collection of information through the network can reduce the procurement steps of enterprises, reduce production costs, and reduce inventory and marketing expenses. At the same time, raw material procurement, product production demand, sales, bank exchange, goods consignment and other links can be completed in the shortest time without staff intervention without time and space constraints, expand trading opportunities. E-commerce has shaped a global market in a true sense. It breaks all kinds of barriers existing in the time, space and circulation of the traditional market, and breaks the boundaries of geographical space. Small and medium-sized enterprises can be the same as large enterprises, through the network to timely grasp the market supply and demand conditions, and all kinds of data, compete together on the Internet, create more online employment opportunities and profit market improve the quality of service. The biggest advantage of e-commerce lies in its interactivity. Can provide customers with better service enterprises can provide detailed introduction of the company and products online picture display order query, so that customers can understand a variety of information.

W (Weakness)

Network security, especially payment security, is the bottleneck restricting the development of e-commerce. Ordinary people do not know about computer security, electronic signature technology and password technology, and they have a lot of concerns when shopping. In addition, credit card information security, data transmission security, Due to the constraints of traditional shopping habits and traditional ideas, many people have concerns about online shopping. People are used to seeing is believing in shopping. Such habits limit the enthusiasm of online shopping, which cannot be achieved in online shopping. It is difficult to solve legal disputes. At present, the domestic legal and regulatory system of e-commerce is not mature, unified, standardized and perfect. Due to the characteristics of trans-regional and trans-national network information, once disputes arise, it is difficult to arbitrate and solve them. At present, Chinese e-commerce is still in its infancy, which needs the support of industry self-regulation local policy and the lack of legal constraints and regulations of professionals.

3. O (Opportunity)

Since the financial crisis in 2008, the purchasing power of consumers has declined sharply, and the export of domestic enterprises has been greatly reduced. More consumers choose convenient and cost-effective online shopping, and many enterprises have turned to online sales. In addition, the country has adopted a series of measures to guide the development of e-commerce and logistics. To minimize the negative effects brought by the financial crisis, the opportunities brought to the development of e-commerce are mainly reflected in the following aspects: The global financial crisis has led to the decline of consumers' purchasing power, and the advantages of low cost of online shopping have been highlighted. Under the current economic environment, it has successfully attracted more consumers. The transformation of enterprises' sales methods has been successfully attracted by the financial crisis, which has brought a huge impact on enterprises' traditional marketing, especially foreign trade. It has prompted companies to rethink their sales to reduce losses from the financial crisis.

4. T (Threat)

Although e-commerce develops rapidly and is more and more accepted by the public, its disadvantages also become increasingly prominent. Security problems are becoming more and more prominent. More and more Internet users begin to choose online shopping, which brings benefits to the market but also provides opportunities for criminals. Even the privacy issues such as threats from sellers due to bad reviews have become a major problem for e-commerce. Since online transactions require buyers to provide real names, addresses, telephone numbers and other detailed information, the protection of consumer privacy has become a major problem for e-commerce. The personal information of many consumers is bought and sold without their knowledge. The problem of talent demand Because e-commerce is a cross-cutting fringe industry, in addition to the professional knowledge of e-commerce, it also needs a large number of talents of computer software and hardware database, logistics economics and even management and other related disciplines. All the development policies and regulations need to keep up with The Times. How to apply some real policies to the network is an urgent problem that needs to be solved.

Section 2

Marketing Plan

Market Segment, Target and Positioning

2.1 Market Segmentation

Market Segmentation were customer who have demand in bamboo and wood craft on platform E-commerce.

2.2 Target

Target customer's mainly who have demand in bamboo and wood craft on platform E-commerce. In Xiangshan District.

2.3 Positioning

Positioning company are use technological advantages, exquisite different materials manufacturing technology and craft, mold, carving, weaving master of everything. Have practical experience, use mold and mechanical equipment to make crafts efficiently. And high customer satisfaction, high return rate for shareholders, carry forward national culture.

2.4 Market Strategy

1. Marketing Strategy

It starts with the existing bamboo root carving and painting products that have been developed, takes Hangzhou market as the base, Guangdong, Shanghai and Zhejiang markets as the breakthrough point, and then spreads to the whole country.

Establish effective sales channels and strong sales team, the implementation of sales promotion, individual independent marketing, wholesalers, B2B, B2C distribution channels.

Establish a good strategic partnership, sincerely recruit franchisees in various regions for product sales.

Actively exporting to other countries.

2. Network marketing

Design and set up the company blog. In the blog a comprehensive introduction to the company's sales business and service content, detailed introduction of various products.

Blog promotion. Register in the famous search engines such as Sohu, Yahoo, Sina, Hexun and so on, and focus on online advertising, supplemented by newspaper, TV, radio and print advertising, to expand its influence across the country.

Combined with network communication, increase the country's comprehensive website friendship links. Such as China gift network and other large websites friendship links.

Customer service. Conduct product introductions and online customer service on the website, offer membership registration and offers, and conduct online surveys.

Others such as online community marketing, email marketing and blog marketing and so on.

Offline marketing DM marketing: the company's website printed on letter paper, brochures, printed matter, holiday cards free distribution, publicity is more effective, middle-aged patronize the market, are our target customers.

Newspaper marketing: Because the newspaper circulation is large, the reading rate is high, the crowd is wide, advertising in the newspaper is also a good way of publicity, small publicity can save a certain cost.

Magazine marketing: Advertise in some magazines with high sales volume, put on the website and special information, and clearly offer information, free transport service related text, to attract more readers' eyes.

Business card marketing: Print the website, product information, and discounts on the business card, and find opportunities to distribute business cards. Display marketing: Put up display boards in commercial areas and markets, and print websites and promotional information. You can also recruit part-time workers in colleges and universities and advertise on boards that college students are a relatively cheap labor force.

Bus body and station sign advertising, street sign light box advertising.

3. Establishment of sales team

The company will establish a multi-level, network-like sales team composed of network marketing personnel, offline marketing personnel, partners and part-time marketing personnel to occupy the market and share the market.

4. Brand Strategy

Implement brand strategy, strengthen publicity and brand management, expand the popularity and reputation of "Hangzhou Yipinxuan Cultural Crafts" brand, and make it a famous brand of domestic crafts.

Conclusion market strategy:

The products are beautiful and unique. The crafts designed, produced and processed by the company are lifelike, with different forms and beautiful colors. The theme of Hangzhou landscape and Hangzhou customs is unique flavor and human feeling. Broad distribution channels, Internet marketing, sincere recruitment franchisees and other channels. Price strategy different from other company. Promotion focus on advertising, public relations and promotion.

1 Product

The company mainly engages in bamboo carving pen holder, bamboo slips, bamboo carving paintings, bamboo lamps, root carving tea table, tea tray, wood carving ornaments and a series of artworks and crafts with profound cultural connotation. To meet the needs of different consumers, and constantly improve the appearance and practicality of products.

The products that have been developed are: Bamboo pen holder, bamboo painting, bamboo slips, bamboo lamps and ornaments; Root carving tea table, tea tray, root carving decoration; Wood carving ornaments; Strange stone carving Products under development: Jade carvings and jade wares; Agate crystal ornaments and resin carvings; Linen painting, silk painting; Silk embroidery crafts Products to be developed: Art electronic tea set; Electric fountain stone fish tank;

2. Features and advantages

(1) Advanced technology. Has exquisite different materials such as resin, metal, wood, stone, plastic, cloth manufacturing technology and technology, mold, carving,

weaving master. Handicrafts are made by hand for the most expensive, and the technical and technological requirements are more rigorous. Our company has superb technology and practical experience, the use of molds and mechanical equipment to make handicrafts high efficiency.

(2) The product is beautiful and unique. The bamboo carving, root carving and stone carving crafts designed, produced and processed by the company imitate the shape of the Chinese mascot, and are carved lifelike, with different forms and beautiful appearance. The color and color are both simple and elegant taste and beautiful beauty. Especially with Hangzhou landscape and Hangzhou customs as the theme, with unique flavor and human.

(3) Functional and practical. The handicrafts made of various materials are not only beautiful, but also functional and practical. Similar to the pen holder pen, lamps and lanterns lighting, home and enterprise decoration is beautiful and generous architecture, icing on the cake. Decorations and crafts of various customs are used as gifts to show respect for guests and the host's taste.

Section 3

Management Plan

3.1 Management Plan

Management Plan By Management advantages. The overall quality of the company's management team is high, with a good knowledge structure, age structure, full of passion and innovative spirit

3.2 Production plan

Production plan Focus on cost advantage, company hired experts to guide the business, shorten the process of product development, reduce the risk of product development, improve the quality of products, and greatly reduce the cost.

3.3 Operation plan

Operation plan establish uniqueness: by development momentum of ethnic handicrafts is very good. With the continuous expansion of Hangzhou's tourism market, the Zhuang customs make people feel fresh and fresh. Handicrafts and national costumes add luster to material and cultural life.

Operation plan establish "high quality, integrity management" management philosophy, provide high quality products, achieve low delivery cost" market competition strategy. Pay attention to knowledge and technology management, constantly improve the process.

The company's competitive advantages are concentrated in the following aspects:

(1) Technological advantages. Has exquisite different materials manufacturing technology and craft, mold, carving, weaving master of everything. Have practical experience, use mold and mechanical equipment to make crafts efficiently.

(2) Product advantages. The products are beautiful and unique. The crafts designed, produced and processed by the company are lifelike, with different forms and beautiful colors. The theme of Hangzhou landscape and Hangzhou customs is unique flavor and human feeling.

(3) Marketing advantage. Broad distribution channels, Internet marketing,

sincere recruitment franchisees and other channels.

(4) Cost advantage. The company hired experts to guide the business, shorten the process of product development, reduce the risk of product development, improve the quality of products, and greatly reduce the cost.

(5) Management advantages. The overall quality of the company's management team is high, with a good knowledge structure, age structure, full of passion and innovative spirit.

3.4 Human Resource planning

The core competitiveness of enterprises is more and more manifested as the ability to cultivate, possess and use talents as the first capital. Talents are the source of power to promote the healthy development of enterprises. Talents are the decisive factor for the development of enterprises no matter from the macro perspective or from the micro perspective. Therefore, only with sufficient talents, enterprises can realize leapfrog development.

(1) Establish an open, fair and just performance evaluation system and a reasonable salary system.

(2) Introduce competition and reward mechanism to fully mobilize employees' enthusiasm and give full play to their creativity.

(3) Carry out staff training, and establish a training system integrating management training, technology training, degree training and new staff training. Encourage interactive communication and learning among employees.

3.5 Research and development

1. Product design and development management

Product design and development is crucial to the survival and development of enterprises. In order to improve the success rate of new product development, when researching and developing new products, (1) Choose the focus of product development according to market demand and enterprise resources and strength. The purpose of enterprise product development is to meet the needs of consumers that have not been fully met. Whether the new products developed by the enterprise can meet the market demand is the key to the success of product development.

Therefore, it is necessary to analyze the changing trend of consumer demand and the requirements of product quality, performance and packaging through in-depth market research and scientific forecast, and develop new products to meet the market demand. Can not meet the market demand, or although can meet a demand, but the market demand is too small products, are not suitable for development;(2) Unique innovation of products. It is necessary to combine the insight of changing consumer trends with artistic imagination to launch leading products that exceed consumers' expectations and bring them joy. The repeated success of some companies' product innovation is due to the perfect combination of consumer insight and technological innovation and wisdom, which continue to lead consumer demand.

3.6 Product development plan

(1) The company will continue to meet consumers' requirements of visual beauty and functional and practical products, and strive to innovate unique and practical new products. The company will be closely linked with exquisite carving technology and electronic technology, the development of similar to the electronic fountain stone decoration and art electronic cooking tea set, both chic and beautiful and meet the daily needs, in handicrafts to achieve a high level of innovation.

(2) The company plans to allocate 10% of the current sales as research and development fund every year to improve the treatment of product developers and improve the research and development conditions, so as to enhance the competitiveness of the company's products.

3.7 Capital Operation

In addition to doing well in product management, the company will actively carry out capital management, maximize the use of external resources, and establish a comprehensive operation mechanism combining product management and capital management. The company will actively use alliance, merger, acquisition, custody, investment, equity, holding and other ways as well as the combination of these ways to fully integrate internal and external resources to achieve leapfrog development of the company.

Section 4

Financial Forecast

4.1 Financial Statement

The Company's current financial position and capital structure

Table 4-1 Financial Statement of Hangzhou Yipinxuan Cultural Communication Co., LTD

project	Fixed assets	Current assets	Intangible and deferred assets	Current liabilities	Paid-in capital	Undistributed profit	Ratio of current flow	Asset-liability ratio
Amount or ratio	400	100	100	3	1000	- 25	13.3	2%

Unit: Ten thousand Yuan/RMB

As can be seen from the above table, the company is currently in a good financial position with a very high liquidity ratio and a very low asset-liability ratio. This shows that the company is financially stable.

4.2 Expense cost forecast table

Table 4 – 2 Expense and Cost Unit: Ten thousand Yuan

Year/Project	Manaus crystal ornaments	Silk embroidery crafts	Art electronic tea set	Electric fountain stone fish tank
2012	120	80	0	0
2013	50	30	150	150

4.3 Cash flow statement

Table 4-3 Cash flow of Hangzhou Yipinxuan Culture Communication Co., Ltd
projection for 5 years

Unit: Ten thousand Yuan

Total	2023	2024	2025	2026	2027
Revenue	1.8	4.0	5.8	6.9	7.8
Factors (Discount rate 8 %)	0.926	0.857	0.794	0.735	0.681
PV Revenue (Discount rate 8 %)	1.666	3.500	4.605	5.071	5.311
Accumurate PV Revenue	1.666	5.166	9.771	14.842	20.153

From table 4 -3

Initial investment 13 Ten thousand Yuan

NPV =20.153 - 13= 7.153 Ten thousand Yuan

IRR = 21.1 %

ROI average per year 20.153/5= 4.030

ROI average per year 4.030 /13 X 100 = 31.00 %

Pay Back Period = 3 years and 1 months

Section 5

Conclusion and Suggestion

5.1 Conclusion

The Hangzhou Yipinxuan Culture Communication Co., LTD E-commerce “may face two risks in the early stage of the business.

1. Market risk rapidly entering and occupying the market is undoubtedly the key to the center's success or failure. Although the overall environment is now very favorable to the center the actual operation may encounter related problems, such as the problem of customer source in the early stage of the business, the follow-up of potential competitors, etc.

2、 Management risk due to experience, a complex environment, and other unfixed factors, the center will have management risks in the early stage of the business. The strategy of the center is to formulate detailed rules and regulations, set detailed business goals by the board of directors at the beginning of the year, and strictly follow the management plan while pursuing management innovation and hiring relevant experts for guidance.

Risks and countermeasures of Hangzhou Yipinxuan Culture Communication Co., LTD E-commerce as follow:

1 Market Risk

(1) Market price fluctuation. As the competition between potential entrants and existing competitors in the industry intensifies, companies will take the "price war" against competitors, which will cause the price fluctuation of the company's products and further affect the company's earnings.

(2) Insufficient sales. Companies are likely to encounter local protectionist restrictions on market access.

In order to stabilize internal personnel and attract external talents, the company will take a series of incentive measures, so the input of human cost will inevitably increase gradually. At the same time, because the company is in the start-up stage, there may be some gap between the working environment and welfare

benefits compared with other companies at the beginning, which increases the difficulty of introducing high-quality talents.

In the early stage of a company's development, financial risks are mainly reflected in the risk of capital shortage, which cannot meet the needs of the company's rapid development.

5.2 Suggestion

1. Market risks and countermeasures

(1) Improve product quality, reduce product cost, and improve the comprehensive competitiveness of products;

(2) accelerate the development schedule and innovation ability of new products, enhance the market adaptability, and enrich the product structure;

(3) To set reasonable selling prices and enhance the company's profitability;

(4) Implement brand strategy.

2. Business risks and countermeasures

(1) Strengthen cost control;

(2) Adopt internal training, external training and other measures to improve the overall quality of the management team;

(3) Advocating product innovation and ideological innovation to adapt to the changing external environment.

3. Financial risk countermeasures

(1) Expand multiple financing channels and continuously input funds for the company's development.

(2) strengthen the monitoring of the operation of funds to maximize the efficiency of the use of funds;

(3) Implementing the financial budget and final accounts system.

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Workplace	
Position	-
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CERTIFICATE

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THIS IS TO CERTIFY THAT

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