



QY NEW WATERMELON BUSINESS

BY

XINGSHU WANG

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



QY NEW WATERMELON BUSINESS

BY

XINGSHU WANG

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 QY New Watermelon Business
Author Xingshu Wang
Program Master of Business Administration (International Program)
Advisor(s) Pavinee Na Srito, 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)

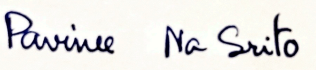
 Dean, Graduate School
(Puttithorn Jirayus, Ph.D.)

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

Independent Study Committees

 Chairman
(Assoc.Prof. Siwarit Pongsakornrunsilp, Ph.D.)

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

 Advisor
(Pavinee Na Srito, Ph.D.)

Independent Study Title	QY New Watermelon Business
Number of pages	55 pages
Author	Xingshu Wang
Program	Master of Business Administration (International Program)
Advisor	Pavinee Na Srito, Ph.D.
Academic Year	2022

Abstract

With the rapid improvement of economic development and people's living standards, while people are enjoying the fruits of modern civilization, civilization disease, that is, lifestyle disease, is becoming increasingly popular, and more and more people are in the state of sub-health. Therefore, we cooperate with the scientific research platform of universities to carry out the research and development and production of intelligent watermelon planting technology with high glutamate and adopt the "company + farmer" mode to achieve the goal of "benefiting the people and targeted poverty alleviation". Business Scope: high citrulline watermelon seedling propagation, research and development, watermelon planting company cooperation, and then gradually promote to farmers. Build a poverty alleviation mode of "government + university + company + poor households" in watermelon industry. The research is Qualitative research. The financial IRR of this project is 11.71%, the return on total assets is 14.92%, the payback period is 2 years, the net present value will reach 825,500 yuan in 2026, and the return on equity will reach 497.5% in 2026, IRR 91%. The above indicators show that the project has a good return rate, controllable payback period, good financial indicators, and feasible project.

Keywords: watermelon, agriculture, health

Acknowledgement

Without the help of several educators, this business plan would not have been achievable. I'd like to thank my lecturer, Assoc.Prof. Dr.Napaporn Khantanapha and Dr.Supot rattanapun, 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.

Xingshu Wang

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.....	10
Section 4 Marketing Plan	24
Section 5 Management Team and Company Structure	33
Section 6 Operations and Production Plan.....	34
Section 7 Financial Projections.....	35
References.....	48
Biography	49

Section 1

Introduction to the company

1.1 Company history

Anhui QY New Watermelon intends to be registered at No. 1221 Yannan Road, Bengbu City, Bengbu Pilot Free Trade Zone (in Bengbu Jinye Science and Technology Entrepreneurship Industrial Park). The company is an enterprise specialized in the selection of new functional watermelon varieties, large-scale seedling cultivation and watermelon-related product development. The company can independently develop new product technology and advocates the idea of promoting production in poverty alleviation and rich farmers. The company mainly takes high citrulline watermelon technology as the development guide, develops high citrulline secondary deep processing products as another profit channel, and works with the government to alleviate the poverty of rich farmers as the main cause. Because of cooperation with colleges and universities, we strive to transform knowledge into technical products, respond to the national poverty alleviation policy, and promote the development of regional agricultural economy.

Business scope: Technology development, technology extension, technical services, technology transfer, technical consulting in the field of agriculture and biology; Planting and selling of seedlings and flowers; The production of crop seeds, grass seeds, forest seeds and aquatic seedlings; Data processing services; Water and fertilizer integration equipment, agricultural Internet of things equipment.

1.2 Mission Statement

Adhering to the spirit of "dare to venture, dare to work, dare to be the first", Xiaogang tries its best to respond to the call of the state, with functional agriculture as the starting point, modern biotechnology, modern engineering technology and modern information technology as the means to promote rural

revitalization. Combining modern agriculture with information technology, both online and offline. Integration of service sales.

1.3 Products and Services

High citrulline watermelon

This product is high citrulline watermelon, the flesh is yellow, sweet and juicy. Based on the existing watermelon resources, watermelon resources with high citrulline content were selected by identification. Through induction and conventional hybridization, triploid seedless watermelon with high citrulline was bred. Artificial polyploid induction was used. For example, colchicine (a kind of vegetative alkali) is used to treat the seeds or seedlings of diploid watermelon, so that in the middle of cell division, the formation of spindle filament and primary wall is blocked, so that the replicated chromosome can not be divided to the poles, and the formation of secondary wall in the middle. The result is a cell with a doubled chromosome, which doubles the chromosome of the common diploid watermelon to produce a tetraploid watermelon plant. It is then crossed with a diploid watermelon plant (as a parent) to produce triploid seeds. A triploid plant developed from a triploid seed, unable to form normal germ cells due to the disordered association of homologous chromosomes during the process of subtraction. Then the mature pollen of the common watermelon diploid plant is used to stimulate the ovary of the flower of the triploid plant to become a triploid fruit, because the ovules can not develop into seeds, so called triploid seedless watermelon. This watermelon has a sugar content of 11 to 14 percent in the center and tastes great. The thickness of the skin is 7-9mm, and it has a series of cosmetic effects such as hydration and freckle removal. Single fruit weight 5-7kg, mu of 4000-5000kg. The content of citrulline was 3.41g/kg, four times that of common watermelon. Since citrulline in watermelon can promote blood circulation, protect the cardiovascular system, resist aging and improve immunity, the breeding of this variety will greatly stimulate people's consumption of watermelon. The improvement of health care function and medicinal value of

this variety can not only meet people's health care needs, but also improve people's living standard and health level. This variety has realized the leap from the yield type to the quality type and from the quality type to the function type in Chinese watermelon breeding, with novel varieties and high effectiveness, which has significantly improved the level of Chinese watermelon breeding and independent innovation ability, and promoted the development of watermelon deep processing industry, and has a wide application prospect.

1.4 Current Status

The company is still in the registration stage

Major investment members of the company; Li Zhihao, Wang Shuyi, Liu Xinyi, etc

Office location: 1221 Yannan Road, Bengbu, Bengbu Area, China (Anhui) Pilot Free Trade Zone

Details: The company is currently in the preparatory fund stage, and will be officially registered as a company in January 2023

1.5 Legal status and ownership

The company belongs to the limited liability system, and the ownership is subject to the proportion of actual shareholders.

The procedure for setting up a limited company is relatively simple. As mentioned above, there are two ways to establish a company: by initiating and by soliciting. The establishment of initiation is relatively simple, but the establishment of solicitation needs to raise shares from the public, so for the purpose of protecting the public, its establishment procedure is relatively complicated. In the establishment of a limited company, there is only the way to initiate the establishment, but not the way to raise the establishment.

1.6 Reasons for the company's name

The company focuses on the combination of short-term goals and long-term strategy, named QY Qingyi Agricultural Technology Co., Ltd. is born from our technology research and development team, our research and development team named "QY Qingyi". We rely on the university research and development team to master the core technology, which is the foundation of our project. Therefore, we use the name of our R&D team as our company name and hope to promote our products in a short time, seek more markets and seize the opportunity. Constantly update their products, so that they will not be eliminated.

1.7 Primary Considerations for naming an enterprise

1. According to the provisions of national laws, the enterprise name shall not contain the following contents and words:

(1) those that are detrimental to the public interests of the State and society.

(2) those likely to cause deception or misunderstanding to the public.

(3) Names of foreign countries (regions) and names of international organizations.

(4) Names of political parties, Party, government and military organs, mass organizations and societies

1.8 Legal Issues

According to Article 20 of the Regulations of the People's Republic of China on the Administration of Company Registration, a registered company shall provide the following documents:

(1) Application for establishment registration signed by the legal representative of the company.

(2) Certificates of representatives appointed by all shareholders or jointly

entrusted agents;

(3) the articles of association;

(4) the principal qualification certificate of the shareholder or the identity certificate of a natural person;

(5) Documents indicating the names and addresses of the directors, supervisors and managers of the company and certificates relating to appointment, election, or employment.

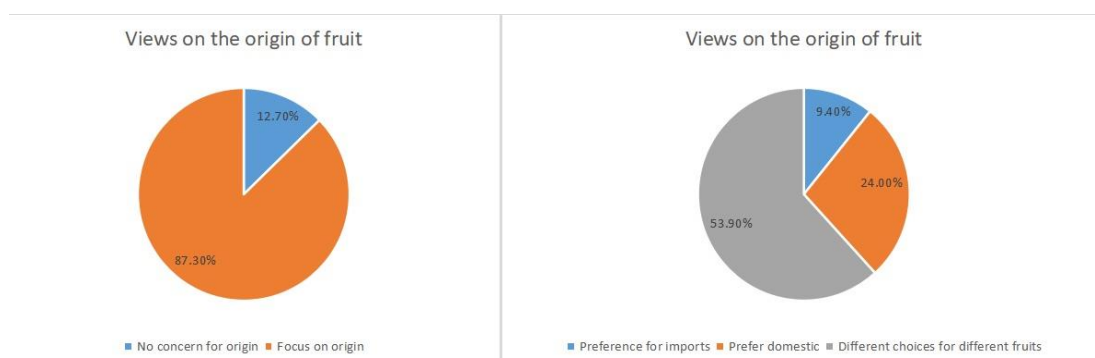
Section 2

Industry analysis

2.1 Overall market status

1. At present, Chinese people have not formed their own excellent watermelon brand

Under the general trend of realizing Chinese cultural confidence, all walks of life are creating products with Chinese stories. However, when people buy watermelons, they usually only buy the varieties with good taste in their impression, and the familiar brands are almost all foreign brands. In order to achieve cultural confidence, we urgently need a Chinese watermelon brand to tell Chinese stories to the world.



2. Functional watermelon has high requirements for planting technology

According to the survey and data, the output of functional watermelon from 2013 to 2020 is about 4 million tons, 4.8 million tons, although showing an increasing trend, but due to the difficulty of planting, pollination, survival rate, unstable content of functional substances and other problems, the output of functional watermelon still cannot meet the market demand. For the people who need functional watermelon, Planting area and yield are far from enough.

2.2 Industry Characteristics

1. The watermelon products in the market are single, and the quality varieties of functional watermelon are few

At present, the watermelon varieties supplied on the market are mainly "Sweet King", "Meidu" and "Jingxin", which are large and can withstand transportation. However, the characteristic watermelon varieties with certain health care function are few. Moreover, the functional watermelon varieties supplied on the market are affected by natural environmental conditions and climatic conditions, and their quality is not stable. There are currently no large-scale sales of high citrulline watermelons on the market.

2. Consumers don't know enough about functional watermelon

Functional watermelon has certain health functions, but can only help to improve health, not have the therapeutic effect, so it may lead to misleading, the recognition of functional watermelon is not high among consumers. Functional watermelon belongs to health food. However, the slow effect of health food and the false publicity of some enterprises have caused the unreasonable cognition and psychological expectation of consumers, and the industry reputation still needs to be rebuilt

3. The overall utilization rate of watermelon is not high, and the nutritional parts in the rind are wasted a lot

At present, watermelon is mainly used as fresh fruit, mainly eat watermelon flesh, watermelon rind will be thrown away in the form of garbage, not only waste resources, but also pollute the environment. In addition, the transportation and preservation of watermelons during the sale process is not reasonable, resulting in more watermelon waste. According to incomplete statistics, more than 40% of the biomass of watermelon fruit is wasted.

4. Melon farmers don't get rich after they produce watermelons

China's watermelon cultivation mode is still mainly retail farmers, most of them drive their own cars to wait for sales. The lack of a unified organization and the effective docking of the market circulation link, in this case, as a

producer, the situation of the melon farmers is very passive, because in the whole market, the melon farmers have no pricing power. Melon farmers can only produce and sell themselves. They have scale, but no organization, no brand, and can only rely on the market, and these retail investors are difficult to obtain higher returns in the volatile melon market. That makes it hard to stabilize prices on the one hand; The second is that often in order to rush to sell, the melon farmers will pressure the price, resulting in internal friction between producers, so that the price is impossible to reach the ideal level.

2.3 Development Prospect

There are three stages in the development of watermelon, in which many types of watermelon varieties appear. Faced with the emergence of so many varieties of watermelon, the high citrullinate watermelon stands out among many watermelon varieties with its advantages of excellent varieties, green fertilization and corresponding management measures. The public is also opting for green, organic products that are less palatable to watermelons because they have too many seeds, are small and not sweet. To the melon can be eaten, the melon delicious this stage, the melon is both big and sweet, there are small, there are no seeds and so on to produce a lot of corresponding watermelon varieties.

The first phase was in the 1950s and before. At this stage, watermelon cultivars were mainly cultivated in rural areas, and a small number of foreign varieties were introduced before 1949.

The second stage was the 1960s and 1970s. At this stage, watermelon cultivars were dominated by excellent conventional varieties. Local varieties still accounted for a certain proportion in some areas in the early stage, and new varieties such as first-generation hybrid and triploid seedless watermelon began to be popularized in a few areas in the late stage.

The third phase is from the late 1970s to the present. At this stage, watermelon cultivars all over the world have basically realized first-generation hybridisation, and almost all of them are hybrid first-generation varieties

(including triploid seedless watermelon). Only a few good conventional varieties are still planted in some areas, and the traditional local varieties of farmers have basically disappeared. At this stage, the development and change of watermelon varieties in China were the fastest and the biggest, and there were about 120 ~ 150 varieties promoted successively.

2.4 Current status and long-term outlook of the industry

1. Faced with the sudden rise of sub-health groups, the state issued a series of relevant policies to support the development of functional products.

2. Functional agriculture will have a 100 billion market

The outstanding feature of functional agriculture grade green agriculture, such as functional watermelon, is that the health of consumers can be improved after continuous consumption of functional agricultural products. This special difference and different feeling can bring more loyal consumers to agricultural enterprises. Functional agriculture has just emerged. In China, the proportion of agricultural products using standardized technologies is about 1/1000. In fact, the blue sea opened up by functional agriculture has just begun to unfold.

Section 3

Market analysis and marketing strategy

3.1 Target group

Divide our target market according to city, population, age, spending power and so on

(1) In consumer ability

The price of watermelons sold by our company is naturally slightly higher than that of ordinary agricultural products because of their health function production features. Therefore, consumers facing our products need to have a certain economic basis. It is precisely with certain economic ability that consumers will show the pursuit of product connotation beyond the nature of the product itself. The higher the income, the more willing to buy functional agricultural products, the group with a monthly income of more than 12,000 yuan, 95.5% of the intention to buy. Therefore, functional agricultural consumption is also a high consumer goods, which needs certain income support.

(2) In age

According to the survey of more than 1000 questionnaires, 56.59% of the samples are employees of enterprises and public institutions, which shows that the employees of enterprises and public institutions are more willing to buy our company's functional watermelon products. Most of this group is between 35 and 54 years old.

(3) In the city, in the population

Our country has thousands of cities and more than 1 billion people. As a universal fruit, watermelon has some differences among individuals, but it has no significant characteristics in the division of cities and population. A particular

city watermelon consumption is particularly large, or a region of people like to eat watermelon. The division of cities and populations is relatively simple

3.2 Buyer Analysis

3.2.1 Main consumer groups

In the age of 30-50 years old young people this is our higher income, work pressure, body overdraft in sub-health state. These include hypertension, obesity, atherosclerosis, diabetes, cystinemia, prostate disease, heart failure and ischemia-reperfusion injury. According to preliminary statistics, this group of people accounts for about 40% of the total population, with a large proportion of the population and strong consumption power. The majority of white-collar workers are engaged in Internet/electronics, business executives, trade/operations, self-employed, and finance, which are mainly related to excessive pressure, lack of exercise, lack of sleep and other reasons. The prevalence of sub-health problems also makes people pay more attention to health security.

3.2.2 Potential consumer group

Citrulline can effectively improve human body's anti-fatigue ability, maintain healthy cardiopulmonary function, balance blood glucose concentration, enhance human muscle strength, improve physical fitness, and play a good role in sports health. Nowadays, the fitness industry is developing at a high speed. Because young people sit for a whole day and have very little amount of exercise every day, their ability to continue sports is getting worse and worse, and even walking will feel tired. So, people realize the importance of fitness, through which the body function can be significantly improved. Nowadays, young people pay more and more attention to their health. QY Qingyi watermelon rich in citrulline can timely supplement the missing trace elements of the body and help people to improve their health.

3.3 Analysis of competitors

品种	单价	亩产量	含糖量	瓜氨酸含量
山东甜王西瓜	0.5 元/公斤	5000 公斤/亩	7%-10%	1.33g/kg
昌乐 2K 西瓜	4.4 元/公斤	3500 公斤/亩	9%-11%	1.42g/kg
湖北冰糖麒麟瓜	1.25 元/公斤	4000 公斤/亩	8%-11%	1.20g/kg
新型高瓜氨酸西瓜	8.8 元/公斤	4500 公斤/亩	10%-14%	5.03g/kg

品种	可溶性固形物含量	Vc 含量 (mg/kg)	总氨基酸含量 (mg/kg)	座果率%	发病率%
普通西瓜	9.2	9.6	6.4	74.5	15.5
高瓜氨酸西瓜	10.5	11.3	8.8	80.2	10.3

It can be seen from the above table that our watermelon has advantages in sweetness, sugar content, citrulline content, amino acid content and so on

The name of the	An overview of the	advantage
Watermelon planting Company	General watermelon planting agribusiness/growers	Operating for many years in the land, fertilizer, labor, and other scale advantage
Watermelon wholesaler/distributor	A watermelons dealer	Have good channel resources

3.3.1 Existing Advantages:

(1) Sales channels: drive the development of farmers. The development of characteristic high citrulline automation hardware products respond to the call of rural revitalization and collaborates with rural households to help alleviate poverty. Apply for high citrulline watermelon automation hardware patent. Through the sale of high citrulline watermelon and special knives with large supermarkets.

(2) Innovation: The watermelon was induced to form a tetraploid by

colchicine, and then formed a triploid by conventional hybridization. The new watermelon varieties with high citrulline were selected and bred, and the "four dishes and one soup" technology developed by the team was used for standardized management to produce high-quality functional watermelons. At the same time, to realize the value of functional watermelons and extend the industrial chain of functional watermelons, the team developed intelligent agricultural products of high-citrulline watermelons, which can be easily and quickly produced secondary watermelon processing products and improve the utilization rate of watermelons.

(3) Marketing: Adopt the modes of online and offline joint sales, watermelon sales and watermelon secondary processing products, etc., to open the market of functional watermelon as soon as possible and meet consumers' demand for functional watermelon.

(4) Rural revitalization industry: The public does not have a clear understanding of the role of citrulline in watermelon, but the emergence of new varieties of watermelon with high citrulline opens the public's vision, and the public will have a better understanding of the role of citrulline and increase its sales.

3.3.2 Remaining Disadvantages:

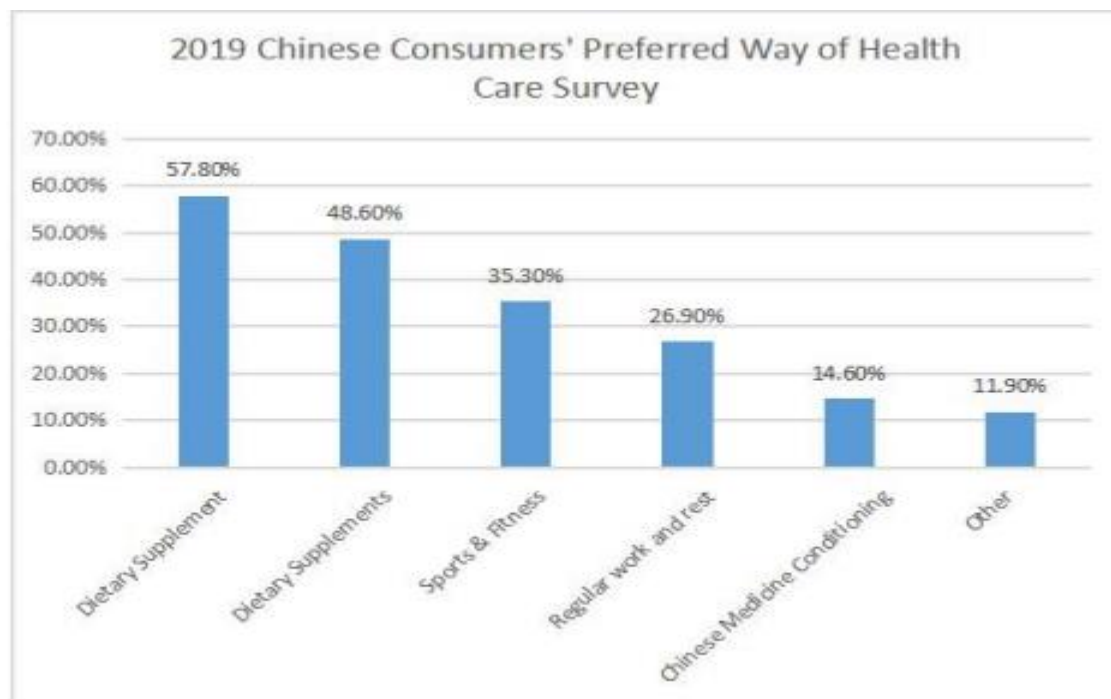
(1) Team members lack actual market experience and the ability to resist market risks.

(2) The product has not formed a brand with great influence.

3.4 Forecast the annual sales and market share of the overall market

The output of Chinese watermelon is large. According to the report, in 2016, the world's total watermelon production was 117 million tons, of which China produced nearly 80 million tons, accounting for 68.4 percent of the world's total, but exported less than 0.1 percent in the same period. That means the Chinese single-handedly grow nearly 70 percent of the world's

watermelons and eat them all. According to the calculation of 10 jin per watermelon, Chinese people eat 16 billion watermelons every year, can be said to be worthy of the "melon eaters."



In 2018 our country functional watermelon planting area reached 78.54 thousand hectares, according to relevant data statistics, in 2021 to 2025 functional watermelon planting area was expected to reach about 120 thousand hectares, watermelon per mu was expected to reach 42000 kg/hectare, and consumption will increase year by year, after the seventh national census, China's population is also on the rise, with apparent watermelon consumption expected to reach 6700 million hectares by 2025.

The growth period of watermelon is 3-4 months, and the output value per mu is 2000-2500 yuan, which is 1.5-2 times of the output value of grain crops harvested in the same period. The output value of double film covered watermelon is generally 4000 to 5000 yuan per mu, the arch greenhouse is 8000 to 10000 yuan, and the solar greenhouse is 10000 to 15000 yuan. It is a cash crop with high efficiency and relatively stable.

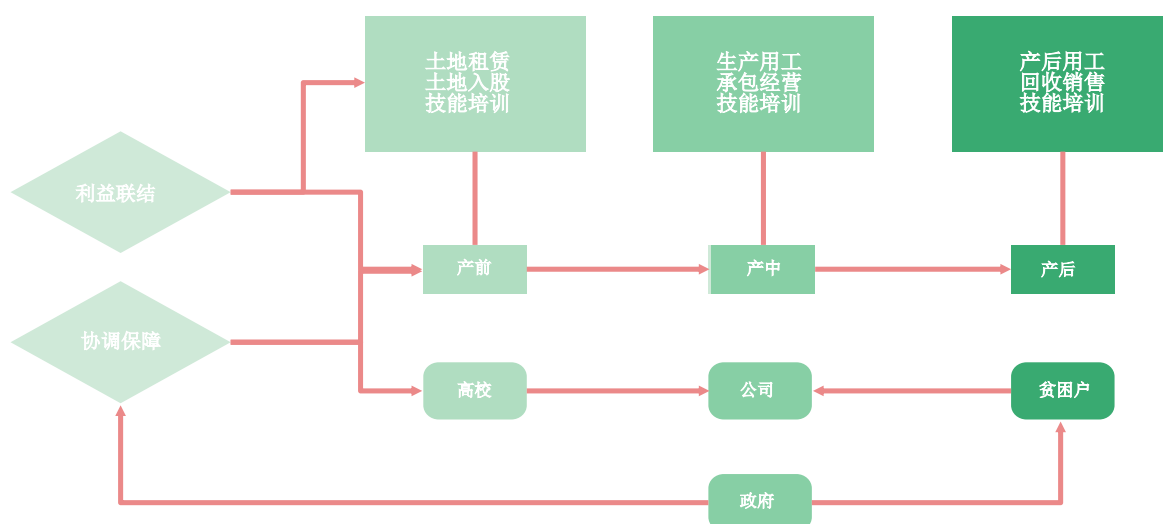
Functional watermelon is an excellent source of citrulline. When it comes to watermelon market season, we can always eat different kinds of

watermelons. In recent years, the sales volume of watermelons is always the first among many fruits. Now the supply of watermelons in the market has not changed much, and the price is strong now, so the prospect of growing watermelons, especially functional watermelons, is very considerable.

3.5 Overall marketing strategy

(I) Product strategy

The company is committed to the research and development and production of high-citcitine watermelon cultivation intelligent technology relying on the university research platform and adopts the "company + farmer" mode to achieve the goal of "benefiting the people and targeted poverty alleviation". Adhere to the cooperation with Functional Agriculture Research Institute of Anhui University of Science and Technology and other major business scope: seedling breeding, research and development of watermelon, watermelon planting companies, and then gradually promote to farmers. Build a poverty alleviation mode of "government + university + company + poor households" in watermelon industry.



3.6 Price Strategy

3.6.1 Skimming pricing Method

The so-called "skimming pricing method", also known as the high price method, that is, the price of the product is set higher, as far as possible in the early life of the product, before competitors develop similar products, as soon as possible to recover the investment, and obtain considerable profits.

First, there is a group of consumers who have a lot of purchasing power and are not sensitive to price, and high citrulline watermelon is the target group.

Second, the brand of our company has traditional influence in the market. China is the largest producer of watermelon consumption, and watermelon is the fruit with the highest sales volume in China

3.6.2 Satisfactory price strategy

Satisfactory price strategy, also known as parity sales strategy, is a kind of pricing strategy between fat taking pricing and penetration pricing.

Pricing is too low, good for consumers, bad for the initial income of the enterprise, the capital payback period is longer, if the enterprise strength is not strong, it will be difficult to bear. The satisfied price strategy (also known as the price parity strategy, is a pricing strategy between the fat pricing and penetration pricing). Because the method of fat pricing is too high, it is disadvantageous to consumers, which is easy to cause competition and may be rejected by consumers and has certain risks. The penetration pricing method is too low, which is beneficial to consumers and unfavorable to the initial income of enterprises. The payback period of funds is also moderate, so that both parties are satisfied basically.

Therefore, the pricing scheme of high citrulline watermelon is as follows:

April-May	From June to August	September - October
10-14 yuan /kg	6.8-9.8 yuan /kg	7.8-9.8 yuan /kg

3.7SWOT Analysis

3.7.1 Advantages

1. Product advantage: This product is a watermelon with high citrulline, the flesh is yellow, sweet, and juicy, the sugar content in the center of this watermelon is 11%-14%, excellent taste. The thickness of the skin is 7-9mm, and it has a series of cosmetic effects such as hydration and freckle removal. Single fruit weight 5-7kg, mu of 4000-5000kg. The content of citrulline was 3.41g/kg, four times that of common watermelon

2. Channel advantage: The development of characteristic high citcitrine automation hardware products respond to the call of rural revitalization and collaborates with rural households to help alleviate poverty. Has a strong endorsement in the government.

3. Technical advantage: The watermelon was induced by colchicine to form a tetraploid, and then through conventional hybridization to form a triploid, and selected a new watermelon variety with high citrulline, and used the "four dishes and one soup" technology developed by the team for standardized management, to produce high-quality functional watermelon.

3.7.2 Disadvantages

(1) Informal operation lacks advanced management concepts and clear corporate development goals.

(2) The production process of high-citrulline watermelon is greatly affected by environmental conditions and seasons, so the quality of watermelon is relatively difficult to be completely controlled, and it is difficult to achieve annual supply.

(3) There are few functional watermelon varieties in the market with low yield, and the yield of high-citrulline watermelon is even less.

3.7.3 Opportunities

1. Faced with the sudden rise of sub-health groups, the state issued a series of relevant policies to support the development of functional products.

2. People pay more attention to health, change their ideas about health and invest more in their own health.

3. Watermelon occupies a very important position in the world horticultural production. Since the mid-1990s, the watermelon industry has entered a stage of rapid growth, with the cultivation area and yield of watermelon rising to a new high. However, for functional watermelon, high citrulline watermelon, there is still a big vacancy in the market, and the market demand is relatively large.

3.7.4 Threats

1. The peer competitors have abundant funds and can quickly enter the market and seize market share.

2. National policies have changed and there are uncertain factors.

3. There are uncertainties in the economic contraction caused by the epidemic.

4. Great market competition: At present, there are a wide variety of watermelon products on the market, and the competition in product price, sales channels and other aspects is very fierce

3.8 Sales process and promotion mix

Make use of media publicity to create a new sales model of tourism + sightseeing + picking. In recent years, in order to relieve the pressure of work and life brought by the fast pace of life, more and more people begin to choose agricultural sightseeing. This new mode of tourism can not only let consumers enjoy the pastoral pleasure, but also improve the income of the broad masses of farmers. Sightseeing agricultural tourism projects with local materials, short construction cycle, small construction costs, can quickly produce economic benefits. At the same time, it can shorten the intermediate circulation link of agricultural products, reduce transportation and sales costs, and increase farmers' net income. To carry out agricultural tourism projects, media intermediaries such as TV, newspaper, Internet and WeChat can be used to promote the information of agricultural tourism projects and expand their influence.

Online trading:

Professional R & D staff will conduct network broadcast to answer customers' questions in a targeted way, popularize the health care function of watermelon online, guide scientific consumption, and sell high citrulline watermelon online. Online shopping first and then home delivery business mode. Provide convenience to consumers to promote consumption.

1. Open an online store for sale

In recent years, online shopping has entered every household. Compared with offline shopping, online shopping is more economical and convenient. At present, the sales website of this project has been established. Goods can be ordered online, picked up or delivered to your home. This sales method is more convenient for the accumulation of customer information preferences, convenient later sales trend.

2. Manage WeChat groups

WeChat business is the latest shopping method, that is, it is a new way to publicize and sell products and services with the help of social software, which is people-oriented and social. This sales method can realize one-to-one communication with customers, and it is highly private, which can completely create a solid customer base and lay a solid marketing foundation for itself. The team will establish an official WeChat group, so that consumers can buy at ease and eat at ease, and problems can be well dealt with after sale. For groups in different regions, local agents will add WeChat accounts of residents near the place of sale and establish official WeChat groups to make purchases through group chat. According to customer remarks, try to meet customer requirements. Ensure fresh, safe and affordable.

3. Promotion of public accounts

The relevant knowledge of functional watermelon, some development news, as well as the daily picking and selling process were posted on the official account. Let customers have a clear understanding of the high citrulline watermelon, reduce or even eliminate the doubts on the product, and further choose our product as a priority among many fruit products.

4. Establish the cloud melon small program



Combined with the emerging mini program of Cloud Seed Melon, when users learn about certain functional watermelon knowledge every day, they can receive high citrulline watermelon products for free within a certain number of days, so as to deepen people's understanding of the products.

3.9 Distribution and sales

3.9.1 Distribution

1. Cooperate with beauty agencies for sales

Publicize and popularize the beauty value of high citrulline watermelon, sign agreements with relevant American institutions to carry out sales cooperation franchise business, chain, and franchise model development. Franchising is a mature sales method in foreign countries, which began to develop rapidly in China in the 1970s. Sell the product by developing these branches or franchises.

3.9.2 Sales

(1) Company direct sales

Through publicity drive, actively guide the consumption of functional

watermelon, and gradually establish a stable sales and supply relationship with consumers. Direct sellers sell products to final consumers outside the fixed place of business. The current main way of agricultural product trading in our country is product sale through farmer's trade market, but with the development of modern agriculture, it is an inevitable tendency that farmer's trade market is banned. Compared with the farmers' market, the supermarket has a large flow of people, more demand and larger profit space. At the same time, resources can be pooled to establish agricultural products sales enterprises, agricultural products through the acquisition, screening, cleaning, packaging, unified product name sales, the formation of brand benefits.

(2) Cooperate with fruit wholesalers and local governments

If it is difficult to sell high-priced high-citric watermelons only at retail, we can contact some purchasing merchants or wholesale fruit stores first, because they need a large quantity of goods, which will help our products to reach people's attention, so as to further development. Cooperate with related fruit sellers to increase sales volume. Cooperate with local government to share common goals to promote rural development. For example, by setting up local planting bases, recruiting workers or working with local farmers to provide planting techniques, they can help rural revitalization in the process of promoting product development and marketing.

3.10 Marketing 7p analysis

1. Product

This product is high citrulline watermelon, the flesh is yellow, sweet and juicy, the sugar content in the center of the watermelon 11%-14%, excellent taste. The thickness of the skin is 7-9mm, and it has a series of cosmetic effects such as hydration and freckle removal. Single fruit weight 5-7kg, mu of 4000-5000kg. Citrulline content reached 3.41g/kg, 4 times that of ordinary watermelon. Compared with ordinary watermelon, it has the effects of promoting blood circulation, protecting cardiovascular system, anti-aging and improving immunity. It has strong product

characteristics. With our special advantages, it is easy to attract customers to try to buy.

2. Channels

We take the online + offline multi-channel, online: cloud seed melon small program, public number promotion, operating WeChat group, open sales shop, etc. Offline: Cooperative sales with beauty agencies, cooperation with fruit wholesalers and local government, own direct sales channels, agents, etc. We adopt a multi-channel strategy; rich channels can ensure that our products are easy to sell.

3. The price

We combine the skimming pricing method and the satisfactory pricing method according to the characteristics of the product + the situation of the market, and fully consider the profit margin of our products, cost recovery cycle, profit rate and other factors. The pricing scheme of high citrulline watermelon is as follows:

April-May	From June to August	September - October
10-14 yuan /kg	6.8-9.8 yuan /kg	7.8-9.8 yuan /kg

4. Sales promotion

We will carry out promotional activities online and offline simultaneously. Online: cloud seed melon mini program, public account promotion, operation of WeChat group, open sales of online stores, etc. Offline: Sales with beauty agencies, fruit wholesalers and local governments. The corresponding promotion will be carried out in the form of full reduction, 0 yuan purchase and discount

5. People

Some of our staff are professional technicians to explain to consumers the differences between our watermelons and ordinary watermelons in the market. Through the explanation of professional knowledge to educate consumers, so that they have a certain sense of trust and cognition of our products, in addition to our

experienced sales staff with superb sales skills, it is easy to sell our products.

Step 6: Process

We have fixed time in our WeChat group, public account and mini program every day or every week to launch our products. In our WeChat group, there will be a special group master responsible for product introduction, payment collection and after-sales. Customers just need to click the link and select the product to complete the payment. The public number and small program and offline stores are simpler in the public number, small program to find the corresponding goods to complete the payment can wait for the delivery.

7. Physical presentation

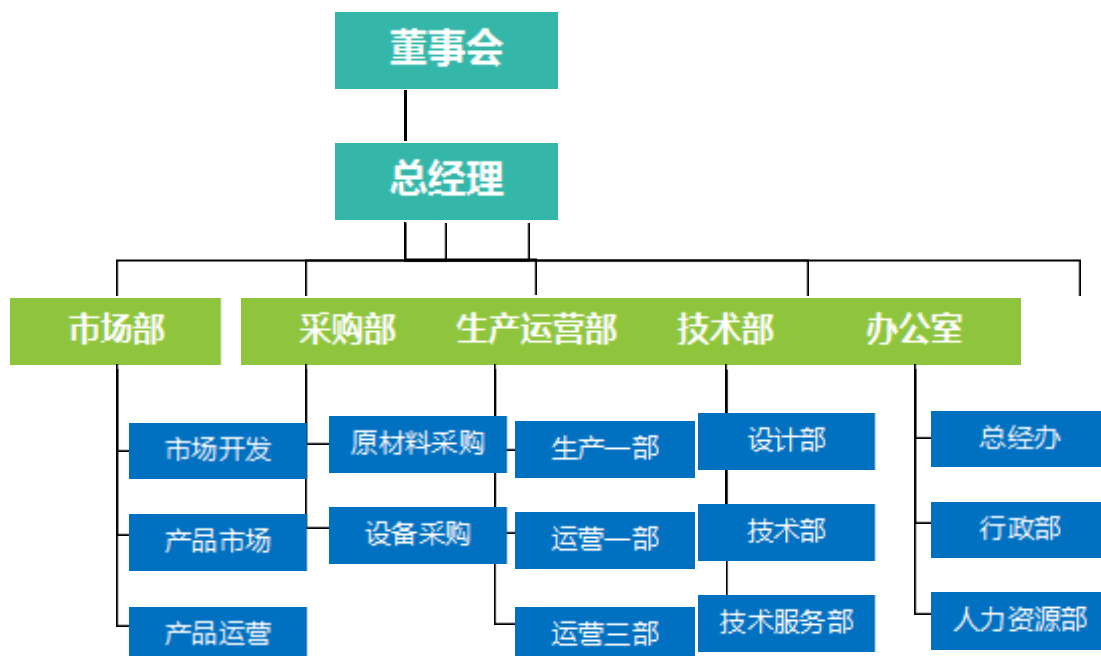
We will make the most direct comparison between our watermelons and ordinary watermelons in offline sales points (offline stores, fruit wholesaler partners, beauty agency partners), and display our products in multiple dimensions such as color, sweetness, skin thickness and citrulline content. So that consumers can see the advantages of our products briefly, so that consumers can remember us at a glance and promote the purchase.

Section 4

Management team and corporate structure

4.1 Company management team

4.1.1 Organizational structure and responsibilities



Production Department: Mainly responsible for tissue culture of watermelon seedlings with high citcine and research and development of special cutting tools.

Technology Department: Mainly responsible for the research and development of high citrulline watermelon seedlings, technical improvement, and research on better planting conditions.

Office: Responsible for the recruitment and management of personnel and the arrangement of file materials.

Sales Department: and poor families docking, seedlings to poor families.

Secondly, market promotion.

Purchasing Department: Responsible for purchasing raw materials and various equipment, recycling farmers' watermelons and other work. Finance Department: mainly responsible for the annual financial budget; To implement, supervise, inspect and summarize business plans and the use of funds, and put forward suggestions for adjustment; In charge of social fund raising, financial expenditure and volunteer subsidy distribution.

4.2 Board of Directors

Members of the Board

- (1) Chairman: Li Zhihao
- (2) Vice Chairmen: Wang Shuyi, Liu Xinyi
- (3) Independent directors: Zhao Ya, Su Donglai, Shan Liya

4.3 Advisory Board

- (1) Ms. Yan Hui (Doctor, Academy of Agricultural Sciences)
- (2) Huang Huiwen, Liu Jingya, CAI Qingfeng (Technical Advisor)

4.4 Other professionals

- (1) Product experts
- (2) Watermelon growers

Section 5

Operation plan, production design and development plan

5.1 Operation mode and procedure

(1) Breeding of functional watermelon varieties

At present, watermelon varieties with high citrullinate have been bred, and the research and development and demonstration of nutrition enhancement technology have been carried out.

(2) Establish cooperative relations with related enterprises and beauty institutions

Cooperate with fruit selling enterprises and large supermarkets, actively promote the coordinated sales of watermelon and other secondary processed products, drive the sales of watermelon, and promote it together. High citrullinate watermelon drives synergistic development.

(3) Online trading

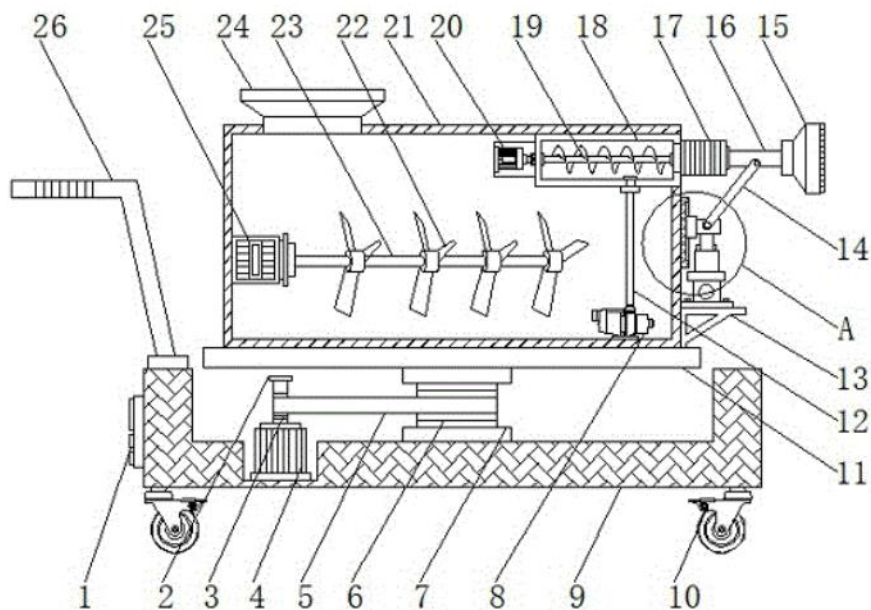
Through the comprehensive platform, all aspects of promotion. Open live online sales. Business online shop, to first online shopping after home delivery mode of business. Provide convenience to consumers to promote consumption.

5.2 Place of Business

We will open an offline physical store at No. 175 Xinglin Street, Longhua District, Lu 'an City, Anhui Province, as well as an online store on Taobao, JD.com and other online e-commerce platforms

5.3 Facilities and equipment

5.3.1 A fertilizer for easy control of the amount of fertilizer applied

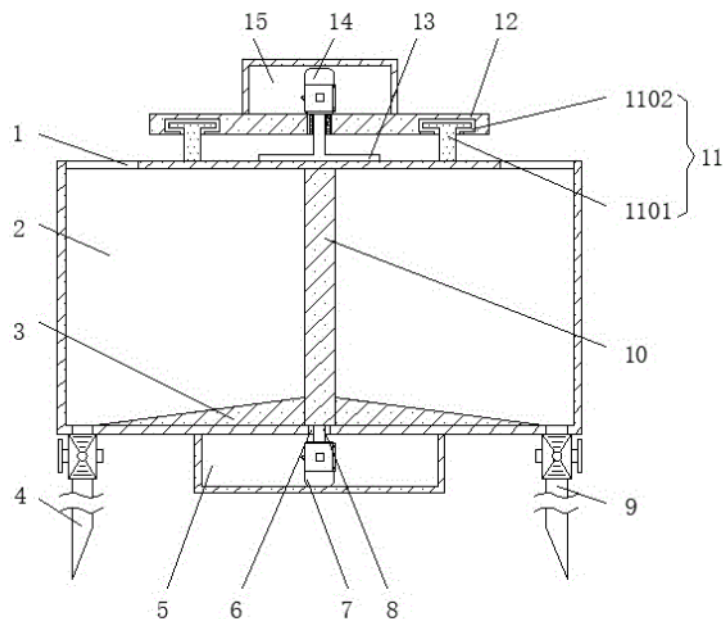


Control panel;2, the first rotating shaft;3. Driving wheel;4, the first drive motor;5. Belt;6, driven wheel;7. Bearing;8, water pump;9, the base;10. Universal wheel;11. Mounting plate;12, installation pipe;13, Angle steel;14. Connecting column;15. Sprinkler head;16, metal pipe;17. Hose;18, cavity;19. Thread push rod;20. Second drive motor;21, box;22. Stirring fan blade;23. Second rotating shaft;24. Feeding port;25, the third drive motor;26, push hand;

The traditional fertilizer machine structure is relatively simple, cannot quickly mix fertilizer and water, thus wasting the time of the staff, at the same time, the existing fertilizer machine cannot be controlled, leading to the phenomenon of waste, and the existing fertilizer machine cannot fertilize the local scope of crops, the need for staff to push fertilizer machine back and forth, time-consuming, and laborious.

And this product through several driving motors, mixed water tank, universal wheel and other hardware combination, to create easy to fertilize the crops within the scope of the device, prevent the staff to push the device to move back and forth, laborious.

The utility model relates to a fertilizing box device suitable for orchard fertilizing machine

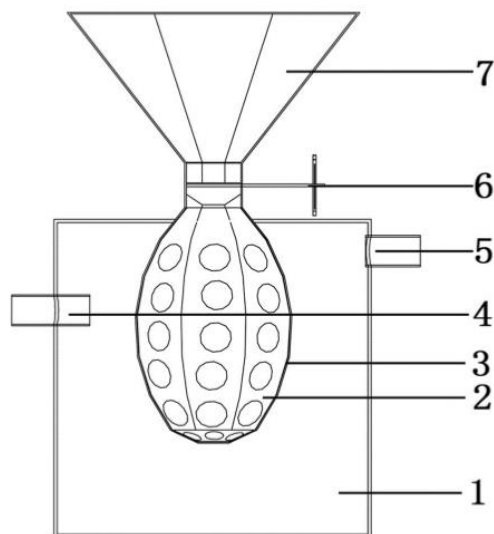


5.3.2 Fertilizer import;2. Fertilizer box;3, the material block;4. The first fertilizer discharge pipe;5, the first protection box;6. Connecting port;7, the first motor;8, the first rotating shaft;9. Second fertilizer discharge pipe;10. Partition board;11. Support mechanism;1101. Slide frame;1102, chute;12. Install the top plate;13. Second rotating shaft;14, the second motor;15, the second protection box;16. Observation window;17. Mounting hole.

At present, most of the fertilization box devices suitable for orchard fertilization machines in the market need the operator to mix two different fertilizers according to the ratio before fertilization, but the addition ratio of two fertilizers is not easy to master, so that the fertility cannot reach the best, and the labor intensity is relatively high.

This product is designed to create an efficient mixing device for a variety of fertilizers that cannot be mixed, and convenient fertilization at the same time, through the feeding block, multiple driving stirring motors and multi-functional storage boxes.

The utility model relates to a portable soluble solid fertilizer flushing device



5.3.3 Dissolving bucket, 2. Dissolving core, 3. Net bag, 4. Water inlet, 5. Water outlet, 6. Control valve, 7. Fertilizer storage device.

At present, in crop production and cultivation, especially in the production of facility agriculture, the way of mulching is mostly used. The traditional fertilizer application methods, such as spreading, ditch and hole application, are difficult to carry out, and the way of flushing is mostly used. In the process of solid fertilizer flushing, due to the lack of special tools, it is difficult to control the fertilizer amount, fertilizer concentration and fertilizer uniformity, so it often leads to uneven fertilization. The fertilization concentration near the fertilization point is too high, resulting in burning seedlings, while the fertilization concentration far away from the fertilization point is too low, unable to achieve the effect of fertilization, and the crop growth is poor. Therefore, how to evenly, quickly and reasonably flush solid fertilizer into the soil to promote crop growth has become an urgent problem to be solved.

This product uses the valve to adjust the flow speed of solid fertilizer, adjust the fertilizer application amount and concentration, solid fertilizer in the net bag dissolved, prevent solid fertilizer and fertilizer residue outflow. In order to achieve the purpose of scientific and reasonable solid fertilizer flushing concentration, uniform fertilizer distribution, fast and convenient, effectively improve fertilizer utilization efficiency, save costs; The utility model has the

advantages of simple operation, low cost and good effect

5.3.4 Others

1	A curved detachable scraper	202121214538.4	Arc detachable scraper
2	The utility model relates to a rotary switching blade scraper	202121202414.4	Rotate the scraper to switch blades
3	A strawberry powder device based on UAV technology	ZL202020721753.2	The powder
4	AUAV pollination device for strawberry facility cultivation	ZL201910655517.7	pollination
5	The utility model relates to a portable liquid fertilizer flushing device	ZL201720887807.0	Flush the liquid fertilizer

5.4 Running Policies and Plans

1. Occupy the existing market to improve product quality, increase sales channels, to customer word-of-mouth for word-of-mouth, to create healthy agriculture.

2. Open the international market, expand the sales circle to provide healthy agricultural products for every consumer, actively guide healthy consumption, make functional agricultural products into a national well-known brand, to the world.

5.5 Development status and tasks

5.5.1 Preliminary Preparations

(1) Variety selection: High citrulline watermelon is suitable for cultivation in protected areas and open fields all over the country. The cultivation method is the same as that of local seedless watermelon, and attention should be paid to the application of organic fertilizer and potash fertilizer.

(2) Selection of resources and facility conditions: Select the area with flat terrain, sufficient light resources, convenient drainage, and irrigation, and have certain facilities, such as large arch shed, small arch shed and other facilities.

5.5.2 Product preparation

(1) Growth process of high citrulline watermelon:

Period of germination





.Flowering period

Period of results





5.5.3 Future R&D plan

Dig deep customer needs, from the inside to packaging design innovation, to create product differentiation features; Constantly improve the product formula, functional products in people's eyes are still regarded as "IQ tax", so to establish their own unique characteristics of the market image, with the actual effect to change people's cognition, then open up the market, extend the watermelon industry chain, more importantly for the melon farmers to solve the problem of employment, build Chinese people's own brand, tell a good story of China.

- (1) Secondary deep processing product development: Around the brand of

"QY Qingyi Watermelon", secondary deep processing products for high citrulline watermelon are created, including high citrulline watermelon beverage, high citrulline watermelon candy, high citrulline watermelon snack food and other deep processing products.

(2) Application of smart agricultural products: Based on watermelon agricultural planting application, combined with new agricultural development strategy, a series of smart agricultural Internet of things system, smart agricultural hardware products and other scientific and technological smart agricultural products have been developed.

Section 6

Financial forecasting is related to financing

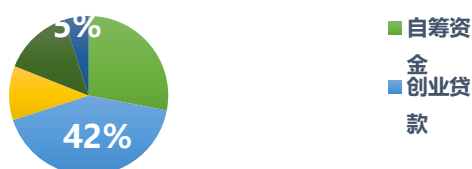
6.1 Statement of source and use of funds

(1) Initial financing plan

QY Anhui Qingyi Agricultural Science and Technology Co., Ltd. based on modern big data integration, community, and online marketing new model to achieve functional watermelon sales, through the net present value method to discount the future expected cash flow is expected to initial investment scale of about 800,000 yuan is more appropriate. It is mainly used for the production and sales of functional watermelon, the production of functional watermelon peel knives, cooperation with relevant companies, insurance, and infrastructure purchase. It plans to raise funds of 800,000 yuan, including internal financing, long-term borrowing financing, angel financing and so on. However, considering that this project is in the embryonic stage, it is difficult to obtain investors' investment, and a large amount of borrowing to leverage financial leverage is not conducive to the security of stable operation of the company in the later stage. Therefore, the funding sources mainly include debt financing (41.6%), self-raised funds (27.8%) and incubation plan (13.9%). The specific financing scale and proportion are shown below.

(2) Middle and late-stage financing plan

启动资金来源比例



(1) Franchise investment of advertisers

In order to better user experience, the company controls the number of

advertisements accepted, and the number of advertising companies accepted is not more than five. Advertising fees are charged according to the actual sales of advertising. Sponsorship provided by advertisers is also used for the development of the company.

(2) Joining of partners

In order to spread functional watermelon and its related products to the whole country, we especially provide an easy way for other cities to join us. We will provide free technical training services to other cities and provide watermelon seedlings for better operation and management. Due to the principle of accounting prudence, five regions will join in two years and ten regions will use in three years. Expected income in 2 years :3 million *5=15 million yuan; expected income in 3 years :3 million *10=30 million yuan. Joining members can come from all aspects, network or live broadcast talent will be our main sales direction in the later stage.

(3) The use of funds

According to the development plan of the company at different stages of operation, the specific capital investment in the early stage of development is as follows: 60% of the capital is used for the production of high-citcitrine watermelon and the production of watermelon secondary processing products, 10% of the capital is used for the promotion of high-citcitrine watermelon varieties and the expansion of the market, 20% of the capital is used for labor wage expenditure, 10% of the capital is used for technology research and development, etc.

The funds obtained from financing are mainly used for the expansion development of the company in the first, second and third years. According to the financial budget, about 480,000 yuan is needed in the first year, which accounts for 50% of the initial financing amount. In the first year, we mainly cooperate with watermelon planting cooperatives to produce high-citcitrine watermelon and purchase agricultural production materials. At the same time, relevant enterprises were entrusted to process watermelon secondary processing products and smart agricultural products, and to carry out sales and promotion of high citrulline watermelon. The company is profitable from the second third year, so the second year can be financed in part by the first year's revenue, and so on.

(1) Working capital 100,000 Yuan will be used as working capital in the first year, mainly to ensure the capital circulation needs in the normal operation of the enterprise.

(2) 200000 yuan in the first year of fixed asset investment. The fixed assets of the project are mainly used for the construction of the production base, the establishment of watermelon product packaging and other platforms and personnel recruitment, as well as seeking cooperation with manufacturers.

(3) The construction and maintenance of the online construction website and other research and development expenses of 70,000 yuan.

(4) Publicity and promotion: 50000 Yuan for publicity and 160,000 yuan for labor.

Where the money Goes	Specific Purpose	Estimated Fund (Yuan)
Purchase of watermelon production materials	Watermelon seeds, fertilizers, pesticides, land rent, etc.	300000
Watermelon skin cutter commissioned production	Sign the agreement with relevant enterprises and pay the deposit for tool production	150000
Product development and marketing	Continue to improve the tool design and related product research and development, and promote the sales of watermelon and watermelon skin tools	80000
Wages of workers	To pay the wages of the relevant personnel	160000

6.6 Forecast income statement

Profit run table

Name of Company:

Unit: Ten thousand Yuan

project	note	2022	2023	2024	2025	2026
I. Operating income		100.00	250.00	400.00	600.00	800.00
Less: Operating costs		40.00	87.50	140.00	180.00	240.00
Expense of sales		20.00	25.00	40.00	60.00	80.00
Administrative expenses		20.00	20.00	32.00	48.00	64.00
Research and development expenses						
Financial expenses		5.00	7.00	15.00	17.00	18.00
Income from interest		-				
ii. Operating profit (loss marked with "-")		15.00	110.50	173.00	295.00	398.00
Plus: non-operating income						
Less: non-operating expenses						
iii. Total Profit (total loss marked with "-")		15.00	110.50	173.00	295.00	398.00
Less: Income tax expense		3.00	22.10	34.60	59.00	79.60
iv. Net Profit (Net loss marked with "-")		12.00	88.40	138.40	236.00	318.40
Vi. Total comprehensive income						
Vii. Earnings per Share:						
1. Basic earnings per share		-				-
(2) Diluted earnings per share		-				-

6.7 Forecast cash flow statement

Cash flow statement

Name of Company:

Unit: Ten thousand Yuan

project	2022	2023	2024	2025	2026
1. Cash flows generated from operating activities					
Cash received from sales of goods	91.35	223.20	371.71	557.45	716.29
Subtotal of cash inflow from operating activities	91.35	223.20	371.71	557.45	716.29
Cash paid for goods purchased and services received	30.00	112.50	222.76	276.00	373.34
Cash paid to and for employees	16.00	16.00	24.00	38.00	59.00
Disburse other cash in connection with operating activities	8.00	17.48	12.52	24.00	43.00
Subtotal of cash outflow from operating activities	54.00	145.98	259.28	338.00	475.34
Net cash flow from operating activities	37.35	77.22	112.43	219.45	240.95
li. Cash flows generated from investment activities					

Cash paid for the construction of fixed assets, intangible assets and other assets	27.00	7.00	6.00	8.00	
Net cash flow from investing activities	27.00	7.00	6.00	8.00	3.00
3. Cash flows generated from financing activities					
Absorb cash received from investments	40.00	-	-	-	-
Obtain the cash received for the loan	40.00				
Subtotal cash inflow from financing activities	80.00	-	-	-	-
Cash paid to repay a debt	40.00	-	-	-	-
Cash paid to distribute dividends and profits and pay interest	-	50.00	84.00	100.00	158.40
Net cash flows generated from financing activities	40.00	50.00	84.00	100.00	158.40
Net cash flow	50.35	20.22	22.43	111.45	82.55
Legal Representative:					Head of accounting institution:

6.8 Balance Sheet

Name of Company:

2021/12/31

Unit: Ten thousand Yuan

project	End of 2022	End of 2023	End of 2024	End of 2025	End of 2026
Monetary funds	50.35	70.57	93.00	204.45	287.00
Accounts receivable	14.00	36.59	27.49	17.00	23.00
Other accounts receivable	8.00	10.40	6.00	12.00	18.00
inventory	10.00	20.00	23.00	18.00	14.00
Total current assets	82.35	137.56	149.49	251.45	342.00
Fixed assets	20.00	22.00	18.00	20.00	18.00
Work in progress	-				-
Intangible assets	7.00	10.00	8.00	8.00	10.00
Long-term deferred expenses	-				-
Total assets	109.35	169.56	175.49	279.45	370.00
Short term borrowing	40.00				
Accounts payable	10.00	35.00	15.24	40.00	68.00
Taxes payable	2.35	6.16	9.85	15.45	21.30
Other payable payments	5.00	10.00	12.00	8.00	20.70
Among them: interest payable	1.74				
Total current liabilities	57.35	51.16	37.09	63.45	110.00
Total liabilities	57.35	51.16	37.09	63.45	110.00
equity	40.00	80.00	80.00	80.00	80.00
Reserve of capital					
Undistributed profit	12.00	38.40	58.40	136.00	180.00
Total owners' equity	52.00	118.40	138.40	216.00	260.00

6.9 Ratio Analysis

	2022	2023	2024	2025	2026
Ratio of current flow	144%	269%	403%	396%	311%
Cash ratio	88%	138%	251%	322%	261%

	2022	2023	2024	2025	2026
Growth in sales	100.00%	150.00%	60.00%	50.00%	33.33%
Gross profit margin	60.00%	65.00%	65.00%	70.00%	70.00%
Proportion of total current assets	75.31%	81.13%	85.18%	89.98%	92.43%
Return on equity	37.50%	138.13%	216.25%	368.75%	497.50%
Net cash from operations ratio	65.13%	150.94%	303.13%	345.86%	219.05%
Asset-liability ratio	52.45%	30.17%	21.14%	22.71%	29.73%
Debt to equity ratio	110.29%	43.21%	26.80%	29.38%	42.31%
Net present value	50.35	20.22	22.43	111.45	82.55
Payback period	The third year				

Sales growth rate = current sales growth ÷ last year's sales = (current sales - last year's sales) ÷ last year's sales

Gross margin = (Sales revenue - cost of sales) / Sales revenue × 100%

Total current assets ratio = Current assets / Total assets × 100%

Net cash from operations ratio = net cash flow from operating activities ÷ total liabilities × 100%

Asset-liability ratio = total liabilities/total assets × 100%

Debt-to-equity ratio = total liabilities/total equity

Year	2022	2023	2024	2025	2026
Net profit	12.00	88.40	138.40	236.00	336.40
Average net profit	162.24				
Total investment	120				
Return on investment	135%				

	The amount of
Investment amount	- 80.
Net Income for 2022	12
2023 Net income	88.4
2024 Net Income	138.4
2025 Net Income	236
2026 Net income	318.4
IRR	91%

Section 7

Appendix

1. Project research and discussion pictures



固镇

产学研结合 小西瓜激发乡村振兴大动能

2. Questionnaire

Questionnaire survey on high citrulline watermelon

Hello! Madam/Sir: Please fill in the questionnaire according to your actual situation. The contents of your answers will be kept confidential. This survey is for research only. We look forward to your support and cooperation! I wish you a happy life and smooth work, thank you!

I. Basic information

1. Your age [multiple choice] *

Age 20 or younger - 21 ~ 30 years 31 ~ 40 years old
41 to 50 years old Age 50 or older -

2. Your gender [multiple choice] *

"Male A. female

3. Your education level [multiple choice] *

Middle School
 High School or secondary school
 Junior College

Bachelor's degree or above -

4. The number of people in your family [multiple choice] *

1, a. "Two people "Three people 4, a. 5 or more people

5. Do you know the tall melon nitrogen acid watermelon? [Multiple choice] *

A. is

A. no

Second, consumption habits

6. Where do you usually buy watermelons? [multiple choice] *

Wholesale Market Supermarkets Online Shopping
 Other

7. Do you buy watermelons in peak season? [Multiple choice] *

A. will No

8. When you buy watermelons, do you care about the brand or origin of watermelons? [Multiple choice] *

Very concerned

Concern

Clean vegetables: Freshly sterilized vegetables

Occasional Interest

Indifference

9. Through what channels do you know about tall melon, nitrogen melon and watermelon? Please fill in the numbers in brackets. *

TV commercials

Douyin/Kuaishou

Live streaming

Introduced by my friend

Other

10. The number of times you have bought watermelon [multiple choice] *

Once a day -

Once a week -

Twice a week -

Once a month -

11. What kind of watermelon do you like to eat? [multiple choice] *

Red fruit meat

Yellow fruit meat

Seedless watermelon

Sand Melon

12. What size watermelons do you usually buy? [Multiple choice] *

Under 5 kilograms

5 ~ 10 kilograms

10 to 15 kilograms

More than 15 kilograms

13. What price range would you accept for watermelons? [Multiple choice] *

1 to 1.5 yuan per kilogram

1.5 to 2 yuan per kilogram

2 to 2.5 yuan per kilogram

More than 2.5 yuan per jin

14. What kind of online shopping do you usually prefer? [multiple choice] *

Yes, we often send parcels for return and exchange

Group Purchase

Discount Promotion

Lucky draw promotion

15. What is your expectation of the delivery time of the watermelon? [Multiple choice] *

Order half a day in advance and receive before the end of the day -

Order one day in advance and receive before the end of the day

Order two days in advance and receive before the end of the day -

Order three days in advance and receive before the end of the day -

16. How do you eat watermelon? [Multiple choice] *

Chilled watermelon -

Watermelon mixed with sugar -

Squeezing Watermelon

Cut and Eat

Others -

17. What advice do you have for tall melon nitrogen melon watermelon? [multiple choice] *

- The price is too high
- Too small
- The packing is not delicate enough
- The taste is not good enough
- The shipping packing is not strong enough

18. Will you buy the tall melon nitrogen melon watermelon after you know it?
[Multiple choice] *

A. will

No

References

- Chen Junqin, FU Hongdan, QI Hongyan & Sun Zhouping. (2022). Technical regulations for high quality, light, simple and efficient production of watermelon in solar greenhouses. *Chinese vegetables*. doi:10.19928/j.cnki.1000-6346.2022.3050.
- Bao Lei, Zhang Safeng, Qin Jimin, Zhang Huimei, Wang Peizhou, Zhou Jianbin & Chen Zhujun. (2022). Recommended fertilizer application rate and potential reduction of fertilizer application based on watermelon yield. *Plant Nutrition and Fertilizer Journal* (09),1558-1568.
- Krückl, J. S., Moeller, J. Gaupp, R., Meier, C.E., & Huber, C. G. (2021). Implementing home office work at a large psychiatric university hospital in Switzerland during the covid-19 pandemic: field report. *JMIR Mental Health*, 8(9), e28849.
- Li, C., Khantanapha, N., & Rattanapun, S. (2022). Express Parcel Packaging Waste Recycling Platform. *International Journal of Health Sciences*, 6(S4), 1425–1433.
- LiXoxuan & He Zhongwei. (2022). Study on high-quality development path of leisure agriculture in Beijing. *Science and Technology and Industry* (09),253-257.
- Zhang Man, Hao Kexing, Zhang Huan, Hou Dongying, Hou Fuen & Zhang Tao. (2022). Comparison of management measures of watermelon continuous cropping obstacle in facilities. *Shanxi Agricultural Sciences* (09),1353-1358.
- Wang Zhiqiang, Du Huiying, Li Cheng, Guo Song, Tian Mei, Yang Wanbang & Yu Rong. (2022). Genetic distance and heterosis analysis of quantitative traits in watermelon. *Chinese Agricultural Science Bulletin* (25),47-51.
- Xiong Y Z. (2022). Efficient planting techniques of watermelon, sweet corn and broccoli. *Farmers to get Rich* (17),22-23.
- Lu JF, Zhang XF & Su Qing-sheng. (2021). Efficacy comparison of different fertilization modes for watermelon in newly planted greenhouses. *Shanghai Vegetables* (05),85-87.

Biography

name-surname	Xingshu Wang
Date of birth	
Place of birth	
Workplace	
Position	-
Education	MBA Southeast Asia University



THE ICBTS 2022

International Academic Multidisciplines Research Conference London 2022

*London, United Kingdom
15 – 17 November, 2022*

CERTIFICATE OF PRESENTATION

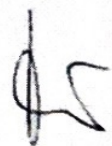
Handed to

Xingshu Wang

For outstanding research paper presentation

QY NEW WATERMELON BUSINESS

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



**Professor Dr. Kai Heuer
Academic Program Chair**

