









Fig. 1: Made-In China.com Trading pattern.

For such transactions in Made-in-China Website, compared with a commercial transaction information service model of Alibaba platform, from the current studies, there is no suspense at excessive unique innovation and core competitiveness, the country still exists at present as common defects over a comprehensive B2B Total e-commerce: (1) lack of expertise in-depth services to various industries, logistics and payment issues remain unresolved; (2) the basic platform services transaction information for the product sales and purchases matching services department, the lack of more depth, breadth of professional services; (3) Inquiry changes into the line after-hours business communication and transactions. This package is subject to the current e-commerce environment, but also various integrated third-party B2B e-commerce platform that should be perfect.

#### 4.2. Service and Profit Model

According to the survey of China Electronic Commerce Research Center , it is founded that Made-in-China currently offers a "pyramid" structure of the service model.

The bottom is from its Gold Member- the largest source of income; Middle is to provide value-added services, including search ranking services (TopRank), product booth (Spotlight Exhibits), Banner Promotion (BannerPro) services; in pyramid is certified suppliers (AuditedSuppliers) services which reduce the credit risk of this third-party B2B transaction services to some extent, but cannot be the only way to solve this risk, therefore, that companies from paying corporate public disclosure join temporarily is limited.

On the profit model, we find: Net income sources in China mainly include membership fees, providing value-added services by advertising and search ranking, certification and certification fees charged by suppliers.

The China E-Commerce Research Center founded that Made-in-China Website service shows its corresponding "pyramid" structure: with the deepening of the services provided, corresponding fees also will be greatly improved, but overall revenue of services also reduced . According to the disclosure statement shows that the company' s total revenue in the first half of 2009 was 98.91 million yuan, operating profit of 40.1 million yuan, net profit of 34.06 million yuan.

### 5. The Existing Problems and Suggestions

#### 5.1. Problems

With the passing of time and from the status quo of China's Internet development, the remarkable achievements has made by Made-in-China Website for just a few decades, still many problems occur, such as:

1) In Made-in-China Website model, the foreign trade between the proportion of income is not balanced, heavily dependent on foreign trade services, and relying heavily on the international market, vulnerable to cyclical fluctuations of the global economy ; and once as the depth of the financial crisis spread , it will lead to global sourcing and export synchronization shrinking dramatically , companies also will significantly reduce this budget , which will bring heavy losses to the company .

2) Made-in-China Website has no unique profit model, which, mentioned above, relies mainly on the registered membership fees , value-added services earnings , there are still a total defect among local

comprehensive B2B companies, that is basically to bring together sellers and buyers , bring inquiry into line mostly carried out after hours . Now, however, Internet information proliferates, business is no longer a core issue of the impact of SMEs in China , then Made-in-China Website should seek new breakthroughs in respect of profits to achieve its sustainable development.

3) As a comprehensive B2B platform, Made-in-China Website has natural defect- "large , pan without spirit" . Website editors , operators, and service personnel lack understanding of the industry , making it impossible to provide specialized products and services, from a client viscosity , having a disadvantage in professional B2B platform.

## **5.2.Recommendations**

### **5.2.1. Increase the Proportion of Domestic Trade**

Today, the face of China's exports continued to suffer stress, the overseas development of Made-in-China Website seriously affected by foreign policy. An appropriate increase in the proportion of domestic trade, the Nuggets in the domestic market can relatively ease pressure on foreign trade , but also to achieve internal and external balance and complementary .

### **5.2.2. Innovation and Difference**

Homogenization of Made-in-China Website management is same as other strong domestic B2B platform which weakens the market competitiveness of China 's manufacturing Website in large part, customer loyalty will be greatly reduced . So, whether it is technology, service or business model, it needs to innovate in order to establish a platform for its irreplaceable position .

### **5.2.3. Supplier Services Globalization**

Currently, customers in China 's largest distribution network are in Guangdong, Fujian, Shanghai , Shandong Province, and it rarely touched trade Midwest. Border region has a natural advantage over inland , but inland has some valuable resources. Attention on Midwest market, shortening of the Midwest differences will bring Made-in-China Website another round of dynamic scene.

### **5.2.4. University of Convergence, Strong Support Cultivate Talent**

Talent is the soul of progress. Such a comprehensive website needs talent must be diversified , in order to eliminate natural defects the "large , pan without fine" it depends mainly on talent, the expertise of personnel trained by universities . Therefore , the use of universities to develop their own talents will undoubtedly reach a desired number of wins in one fell swoop effect .

## **6. Conclusion**

Made-in-China Website, as for small and medium enterprises in B2B e-commerce platform for foreign trade, according to the size of the registered members, membership registration fees scale, operating income and other indicators of market share calculations, it is ranked third in the country. In the era of the rule of Ali Baba, it was not easy to get such results. Its successful experience roughly summarized as follows:

### **6.1. Focus on Foreign Trade**

Made-in-China Website's strategy is to provide e-commerce services of Chinese products globally, aiming to use the Internet to introduce Chinese-made products to the global buyers. Such a strategy bypasses the big platform Alibaba trade, more focusing on launching services of Chinese products to enable better development.

## 6.2. "Made in China"

"Made in China" and "China" rebuttal continues, these undoubtedly created a good public opinion effect. Meanwhile, the financial crisis gives an opportunity to make more domestic small and medium enterprises turn to foreign markets, which also provided strong support for the Chinese manufacturing Website.

## 6.3. Integrated Service System Platform

Strong audited provider service enhances the platform vendor reputation, playing an important role in their products and brands spreading into the overseas market and gaining international recognition. Simple-to-use operating system for the user to provides a more friendly vendors operating experience, such as the exquisite automatically generated product atlas, catalog use, easy online delivery platform add points to user experience, thereby enhancing the user sticky.

## 6.4. Customer Training

Made-in-China Website with more than ten years focus on the experience of trade promotion, It, in the field of customer training, assists export companies to highlight their own selling points. Made-in-China Website Customer Training Department will host hundreds of field training sessions for senior members of the organization every year, and has toured the north and south. Practical training courses varied, covering web promotion techniques, practical operation of foreign trade, international market analysis, risk response and many other content, the majority of customers are satisfied.

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