Competition analysis of mobile terminal community network in the city

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Abstract: with the continuous development of economy, people have used the network to make their life more colorful, and with the continuous promotion of 3G service, the application of mobile phone is also constantly improving. How to make convenient handheld platform better expansion will be a very important aspect of enterprise competitiveness. In the future, mobile e-commerce will be more popular and more normal. At present, there are some palm applications in the world, but to get better development, launch more related palm business is facing greater competition. The handheld community network will better combine the convenience of mobile e-commerce and provide more perfect and convenient services for community residents.

Keywords: Mobile; E-commerce; Business; community.

1. Website introduction

With the comprehensive popularization of the Internet, e-commerce based on the Internet has gradually become a new model for people to carry out business activities, more and more enterprises and individuals through the Internet to carry out business activities, the development prospects of e-commerce is very attractive. At the same time, with the continuous evolution of 3G mobile communications, the development of mobile services has a broader space, mobile services into the stage of diversified development. By the end of June 2012, the number of mobile Internet users in China had reached 388 million, surpassing the number of desktop computer users for the first time and accounting for 70% of China's Internet users, according to the 30th statistical report on China's Internet development. Apparently, mobile phone has become the first Internet terminal in China.

With the popularization of network life platform, more and more community network appear in front of netizens, such as: mop, tianya and so on. The link between

community and network promotes the pace of residents' life to a large extent, promotes the spread of network consumption, network culture and community culture, and also improves the living standards of residents. However, with the development of The Times, the more convenient palm community platform has not been better developed, so we seize this opportunity to launch the palm community network. We will not only provide daily demand information for residents, but also link the lives of community residents with the Internet, and link the needs of residents with the supply and demand information of businesses. All aspects of the residents and businesses to provide a platform for communication, so that the information service for residents, so that the needs of businesses to serve.

2. Features and advantages of palm social network

2.1 Join new services

On the basis of the original community, join a parking space, mobile CARDS and coupons, new services, better combined with the convenience of mobile e-commerce, the operating model will better integrate online and offline, achieve the goal of cross-platform, multi-dimensional, can provide the community with more perfect and more convenient services.

2.2 Strive for rapid development of palm business

Site adhere to the community to build "the people online life paradise, the businessman will compete for the online platform" tenet and "for the people, people and benefiting the people" service concept, to join the online and offline interaction, the combination of virtual and reality network media "mode of operation, in order to" be the first indigenous people living consumption of handheld e-commerce platform "as the goal, strive for the apple of the local business rapid development.

2.3 Information interaction

Bring the service into the community, get the message out to the community! Residents can also get a good understanding of community dynamics, service information and some information of surrounding communities and even distant communities without leaving their homes. It drives not only the life of community residents, but also the development of the whole business circle, information circle and entertainment circle.

2.4 Snowball effect

Wide range, fast release, long retention time, convenient profit, low threshold, word-of-mouth marketing efficient and fast, controllable and targeted, can amplify the word-

of-mouth effect of products in the palm community network, create hot spots in the user group, form the snowball effect, is the majority of residents urgent need.

3. Competitive strategy analysis

3.1 Porter's "five forces analysis" introduction

Five forces analysis was put forward by Michael porter in the early 1980s. He believed that there are five forces in the industry that determine the scale and degree of competition, namely, the bargaining power of suppliers, the bargaining power of buyers, the threat of potential entrants, the threat of substitutes, and the competition of existing competitors in the industry. These five forces together affect the attractiveness of an industry, which is an effective tool for analyzing the competitive characteristics of an enterprise in its industry.

Supplier's bargaining power -- the supplier mainly influences the profitability and product competitiveness of existing enterprises in the industry through its ability to improve input factor prices and reduce unit value quality.

Bargaining power of buyers -- buyers affect the profitability of existing enterprises in the industry mainly through their ability to lower prices and demand higher product or service quality.

Potential entrants, the threat of potential entrants in the industry to bring new production capacity and resources at the same time, the hope that in the existing enterprises, has been finished to win a place in the market, it is likely to happen with existing enterprise of raw materials and the competition for market share, eventually led to lower existing corporate profits in the industry, serious and may endanger the survival of these enterprises.

Threat of substitutes -- two enterprises in the same industry or in different industries may produce products that are substitutes for each other, thus creating competition between them.

The competition of existing competitors in the industry -- the interests of enterprises in most industries are closely related to each other. As a part of the overall strategy of enterprises, the goal of each enterprise's competitive strategy is to make their enterprises gain an advantage over competitors. Therefore, conflicts and confrontations will inevitably occur in the implementation, and these conflicts and confrontations constitute the competition between existing enterprises.

There are three successful strategic thoughts in the struggle of the five competitive forces, which are the total cost leading strategy, differentiation strategy and specificity strategy. Enterprises can take measures to deal with these five kinds of competitive forces, such as isolating their own business from competitive forces as far as possible, trying to influence industry competition rules based on their own interests, occupying

favorable market position first and then launching offensive competition actions, so as to enhance their market position and competitive strength.

3.2 Application of five forces analysis method in palm community network

Bargaining power of suppliers -- how to stand out in the strong competition is a problem to be considered by the website. At present, the website has just started and has not been in a strong position. The upstream control ability is weak, which leads to the strong bargaining power of suppliers.

Bargaining power of buyers -- mobile community sites are the mobile transformation of residential communities, and buyers mainly refer to the residents of the community. The website is in the development stage and provides services by non-fee-paying members. Therefore, buyers have strong bargaining power at the present stage.

Threat of potential entrants -- with the rapid development of e-commerce, taobao has unique resources in terms of users. In the future development, it may also enter the field of palm social network. In addition, tencent is also developing very well now. People cannot live without tencent friends and tencent weibo. In the near future, tencent may also have palm communities. Therefore, these may threaten the development of handheld community networks.

Threats of substitutes -- portal websites represented by sina, sohu and netease, search engines represented by baidu and Google, community websites represented by tianya and mop, and other websites such as local BBS may replace palm social network.

Competition from existing competitors in the industry -- currently there are two kinds of palm community websites in the market. One is palm community software, which is a comprehensive type of various community websites, and the other is "neighborhood" palm community. As a part of the enterprise's overall strategy, the goal of each enterprise's competitive strategy is to make their own enterprises gain an advantage over competitors. Therefore, conflicts and confrontations will inevitably occur in the implementation, and these conflicts and confrontations constitute the competition between existing enterprises.

4. Competition analysis

4.1 Competitive market analysis

The market is dominated by online communities and subsequent web development. The palm community network is the mobile phone of the residential community, which is very different from the network community. Online communities include tianya, qzone and so on. Online community is a one-to-many, many-to-many direct communication tool between people on the Internet based on BBS, tribe and blog. While the palm community network makes full use of the high and new technology of

mobile Internet, and skillfully integrates the Internet into the mobile phone network, which is the mobile phone of the residential community. In addition, the follow-up website development is also the website market competitor. Some enterprises take advantage of abundant capital advantage, as well as model replication, may use or modify the creativity of the website, thus forming competition.

4.2 Analysis of competitors

Currently, there are two kinds of palm community websites on the market. One is palm community software, which is a comprehensive type of various community websites. The other is neighborhood.

Palm community software is a community site navigation software, providing hundreds of common community sites in China, including comprehensive, local, sports, games, IT, friends, fashion and other categories of common community sites, remove the user memory site and input trouble. It has five unique features: intelligent ranking, recent visit, automatic update of community list, website submission function, and automatic selection of browsing mode. However, there are also many problems. For example, the collection of software is too messy. First-time users cannot quickly find the website they need.

Neighborhood was launched in December 2010 as a mobile community for 3G phones. It brings maps, MOBILE and SNS together. It can display the information of the user's surroundings on the electronic map through the self-positioning system of the mobile phone, and can be accurate about 10 meters on the original basis when the GBS module is opened, so that the user can find the surrounding buildings timely and accurately, and solve the user's unexpected needs. Besides, it has cooperated with dianping, ctrip and sohu to release news, life, entertainment and other information through the client interface. In "adjacent news" on the client also provides various merchants review mode, and can be through the SMS mode to get coupons. In addition, a housing price module is also introduced. On the client, users can see the surrounding housing price and detailed information, and they can contact each other through the intermediary on the client. Every thing has two sides, "neighbor news" is no exception. Its biggest problem is that updates are slow, and its BBS modules are not stable enough to connect, making it difficult for users to discuss and understand each other.

4.3 Core competitiveness of the website

In order to make the community spread of better promotion, site adhere to create "the people online life paradise, the businessman will compete for the online platform" tenet, with "for the people, people and benefiting the people" service concept, and

"online and offline interaction, the combination of virtual and reality network media" mode of operation, to "be the first indigenous people of the life consumption of hand-held electronic commerce platform" as the goal, strive for the apple of local business to rapid development. The core competitiveness of the website is mainly divided into 8 major plates, which are palm community discussion, community announcement and property, community map, community star, community map, you ask me, near, discount and personal center.

For example: BBS community discussion online chat and post to interact, the site banned the general BBS users post, reply to the boring form, the site hired some celebrities and experts posted on BBS, for interaction with the community residents. This can not only solve the daily practical problems of residents, but also create benefits for BBS, increase the competitive advantage of the website BBS.

5. Existing deficiencies and improvement measures of the website

5.1 Existing deficiencies of the website

Residents are vague about the site -- some are still unclear about the concept or even the content of their services.

The speed of obtaining and releasing information is slow -- now many community websites are losing a large number of users due to the slow updating of information on the website, and the most important thing of the handheld community network is the release and updating of information. So how to get the latest information and publish it on the website is one of the important issues in the palm community today.

Threats from other sites - as the mobile web matures, community sites are targeting the handheld community module and investing in innovative projects to attract users.

Short time to attract users - what can a site do to attract users to continue using the site, and the dependence on the site does not decrease over time but increases.

5.2 Iimprovement measures

Offline survey, expert answer - conduct offline community survey, teach those residents who do not know how to get familiar with the use of palm community, and explain to them the benefits that the services on the palm community network can bring to them, and ask experts and scholars to answer for residents online.

Cooperate with the school -- cooperate with the school, so there will be enough human resources to find information every day, update the palm community every day, and have customer service staff online to help customers solve problems.

Unique development mode -- facing the continuous development of mobile network, palm communities have unique development mode, such as cooperating with the government and Banks to build platforms to pay utilities and other businesses.

Targeted website reform -- conduct offline questionnaire survey to understand residents' business needs for the handheld social network, and reform the website according to their needs to give priority to users.

6. Conclusion

Handheld community's biggest advantage is to make full use of the mobile Internet high and new technology, the Internet is clever into mobile phone network, each mobile phone users can query everything around him in community life service information anytime and anywhere, big enough to buy a car to buy a house, small to daily necessities, basically covering all areas of life can be easy to solve. But our website is still in the initial stage, there are still some shortcomings, still need to continue to improve.

Through the five forces analysis, can more effectively carry on the competition strategy analysis, thus can clearly analyze the website competitiveness. Competition is the driving force of progress, a website to do well it must be competitive analysis. Competitive analysis is an important part of business information analysis, it provides the main is the goal of market competitors and participants, ability, and the advantages and disadvantages in the strategy analysis, at the same time to provide the enterprise market competition environment, all direct and indirect purpose is to help enterprises establish their own competitive strategy.

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