

# Organiker

A platform for you to buy organic food  
with completed system  
including Education/Logistics /Interfacial design /Publicity



**POLITECNICO  
DI TORINO**

Prof. Silvia Barbero

Qian Zhang  
Yijia Gao  
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## ABSTRACT

First of all, thank you very much to our honored professor: Barbero Silvia.

Thank you for giving us this opportunity to complete the related topics in the design of organic food systems.

Through this project we have researched many Chinese and foreign organic food websites. We found that most of Chinese organic food market certification institutions are not uniform, Chinese organic food market management system is confusing and the website design is not ideal. We have come up with an effective solution to these problems and design a brand new website.

I believe that the website we designed for the final organic food will be more convenient for people to use and the product information will be much clearer.

Thanks again to our professor: Barbero Silvia.



**POLITECNICO  
DI TORINO**

## INTRODUCTION

Since June, we have been hoping that professor Barbero Silvia could lead us to participate in this interesting topic. However, she was teaching our second-year postgraduate students at that time, so she was too busy. So we agreed to meet in October to start the design of the system. After we completed all the graduate courses in July, of course, it was a little hard work to complete all the courses, but in the end, the three of us successfully completed all the courses before we were lucky enough to get this topic taught by Barbero Silvia. Well, this is an aside. Turin institute of technology has a long summer holiday, so the three of us will go back to China for a while. We told Professor Barbero Silvia that we hope to do a lot of research and a lot of information about organic food in China during this time. Because we hope that the final solution will be aimed at the Chinese market. You know, organic food is very mature in Europe, especially in Italy and Germany. However, in China this field is still a new show, there are many problems. We all know that more and more people in today's society pay more attention to the health of eating and drinking. At the same time, the best food is delicious. People have higher and higher requirements on the quality of life, so if the market wants to win more consumers' favor, of course, it also needs to make changes in line with consumer demand.

So between July and September we surveyed a number of domestic and international companies involved in organic food, particularly bakery products. We went to all the big supermarkets in China, such as ZhongBai supermarket, Bailian, and Wal-Mart. We collected a lot of organic food product information, and then did a detailed survey on the Internet. Of course, there are also a variety of literature search, at the same time, we also found that there is no complete organic food website in China, and many brands of food is indeed organic, but most of them have not passed the unified certification of the agency. Therefore, Chinese organic food in this area is not systematic and there is no complete planning, consumers have no way to facilitate the purchase.

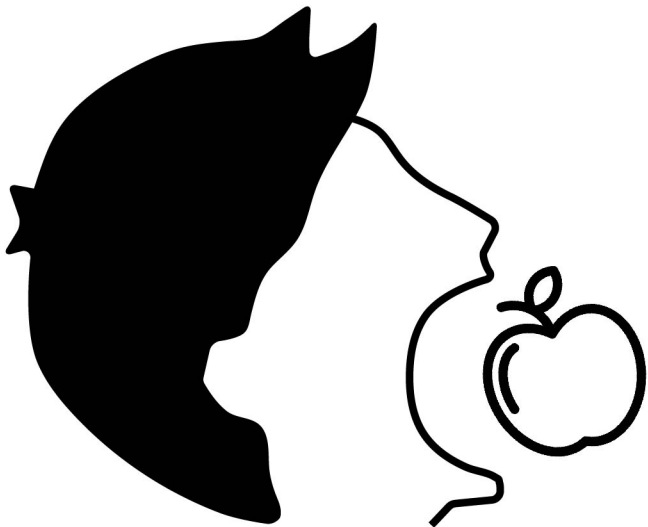
In October, the three of us returned to Italy from China, and we began to meet and discuss with the professor. Professor Barbero Silvia gave us a lot of advice on how to make better designs in the future. Each of our first drafts was improved countless times under the guidance of the professor, and it was not until we all felt satisfied that we finally got the final version we see here. After a detailed investigation of five relatively complete companies, we summarized the advantages and disadvantages of these five companies, and then proposed solutions and made optimization design based on their disadvantages. Finally, we made this brand new organic food system platform. It includes all the purchase process, the design of the network platform, the education and publicity on the negative side of organic food, the payment method, delivery method and the optimization of the express box. We hope that more people can fully understand the benefits of eating organic food, and we also hope that the convenience of consumers can also ensure that the environment is pollution-free or reduce pollution. Our plans were named ORGANIKER, and the implication was that people will eat organic food. Logo design is also to a person is eating "organic" for the creative.

Here, we would like to thank Professor Barbero Silvia again for her kind advice, and thank her for her encouragement and support, which led us to design this interesting "ORGANIKER".

Students:

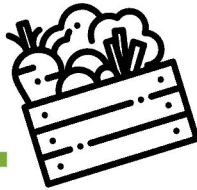
Qian Zhang , Yijia Gao , Jiawen Chen

# CONTENTS





# 01



## ORGANIC FOOD

- 1.1 HISTORY OF ORGANIC FOOD
- 1.2 ORGANIC FOOD CERTIFICATION
- 1.3 ORGANIC FOOD KNOWLEDGE

# 02



## CLASSIFICATION OF BAKED FOODS

- 2.1 BAKED FOOD
- 2.3 CHINESE ORGANIC BAKED FOODS
- 2.2 DEVELOPMENT OF BAKED FOODS IN CHINA

# 03



## COMPANIES ANALYSIS

- 3.1 FRESH ORGANIC
- 3.2 JD.COM
- 3.3 EATALY
- 3.4 YUN CHU ONE STATION
- 3.5 BERRY CART
- 3.6 CONCLUSION

# 04



## SYSTEM ANALYSIS

- 4.1 SYSTEM ANALYSIS CHART

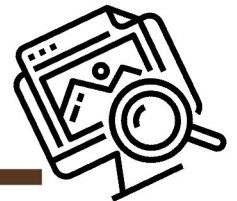
# 05



## PROJECT

- 5.1 DESIGN OF LOGO
- 5.2 PLATFORM SOLUTION
  - Educational cartoon video
  - Design of web:Organiker
  - Express box / Cabinet
- 5.3 WAYS OF PROPAGANDA

# 06



## REFERENCES

- 6.1 TEXT LINK





# 01

**ORGANIC FOOD**





## 1.1 HISTORY OF ORGANIC FOOD

Organic bakery products are flour-based food baked in an oven, eaten as meal and snacks. Different food safety organizations in different regions have specified particular guidelines related to processing, freezing, and packaging which playing key role in organic bakery products market. Innovation in packaging technology and development in retail channels is likely to boast the market growth during forecast period. Global organic bakery products market is mainly driven by increase in working.

Rise in disposable income and consumer preferences for healthy convenient food is driving the sales of fortified, gluten free and low calories organic bakery products. Moreover, introduction of new innovative products and innovative packaging is also supporting market growth and expanding retail formats are also supporting the market growth. Innovative products and innovative packaging is

also supporting market growth and expanding retail formats are also supporting the market growth.

Organic bakery products market is hugely influenced by food safety organizations which strictly monitor ingredient labeling, manufacturing process and packaging of organic bakery products which is changing the dynamics of the market. Organic bakery products are mainly bought from supermarket and convenience store however busy lifestyle of people is supporting the sales of organic bakery products through online store which will change the future of overall retail network of organic bakery products as trends of organic food consumption is all over the world.

Globalization and urbanization are major driving force for this market, furthermore popularity of gluten free and sugar free organic bakery

## INGREDIENT

including berries, melons and fruit cocktail.



including dark green, starchy, red and orange vegetables, beans and peas.



Milk and foods made from milk such as cheese, yogurt



food made from wheat, rice, oats, cornmeal, barley or other cereal grains.



food made from meat poultry, seafood, egg, processed soy product, nuts and seeds.



products are also encouraging the growth of the market.

Growing population and rise in disposable income in Asia Pacific region is driving the demand for organic bakery products in that particular region. Rising number of health cognizant and the growing demand for on-the-go products especially in China and India will be the crucial factor.

The organic baked food is easy to be considered as a quick meal and appeals to be able to grow consumer's demand, in the meanwhile can maintain its quality and functionality.

With today's increased interest in healthy living, consumers are more aware and informed about the ingredients in the food they eat than ever before.

What makes a product Organic?

USDA organic product has strict production and labeling requirements according to the following requirements:

1. Product produced without excluded methods, (e.g., genetic engineering, ionizing radiation, or sewage sludge).
2. Product produced using allowed substances.
3. Product produced overseen by USDA National Organic Program authorized certified agency following all USDA organic regulations.

If you make a product and want to claim its ingredients are organic, your final product needs to be certified. For complete information regarding Organic regulations/organic labeling Standards The rules for labeling organic retail products, both raw and processed, are addressed under the "Product Composition" section of the USDA organic regulations.

The four categories of labeling based on product composition & the labeling specifications for each are summarized in the Organic Categories chart.

## ORGANIC CATEGORIES

### 100% Organic

"100 percent organic" can be used to label any product that contains 100 percent organic ingredients (excluding salt and water, which are considered natural). Most raw, unprocessed farm products can be designated "100 percent organic." Likewise, many value-added farm products that have no added ingredients—such as grain flours, rolled oats, etc.—can also be labeled "100 percent organic."

### Organic

"Organic" can be used to label any product that contains a minimum of 95 percent organic ingredients (excluding salt and water). Up to 5 percent of the ingredients may be nonorganic agricultural products that are not commercially available as organic and/or nonagricultural products that are on the National List.

### Made with Organic

"Made with Organic \_\_\_\_" can be used to label a product that contains at least 70 percent organically produced ingredients (excluding salt and water). There are a number of detailed constraints regarding the ingredients that comprise the nonorganic portion.

### Specific Ingredient Listings

The specific organic ingredients may be listed in the ingredient statement of products containing less than 70 percent organic contents—for example, "Ingredients: water, barley, beans, organic tomatoes, salt."

Organic food is also called ecological or biological food. Organic food is a relatively unified concept of pollution-free natural food in the world.

Organic food usually comes from the organic agricultural production system, which produces and processes food according to the international organic agricultural production requirements and corresponding standards.

In addition to organic food, some production materials such as organic cosmetics, textiles, forest products or organic food production, including biological pesticides and organic fertilizers, are also referred to as organic products after certification internationally.

The main characteristic of organic food comes from the organic agricultural production system with good ecology.

Organic food production and processing, do not use chemical pesticides, fertilizers, chemical preservatives and other synthetic substances, nor genetic engineering biology and its products, therefore, organic food is a kind of truly from the nature, nutrition, high quality and safety and environmental protection of ecological food.

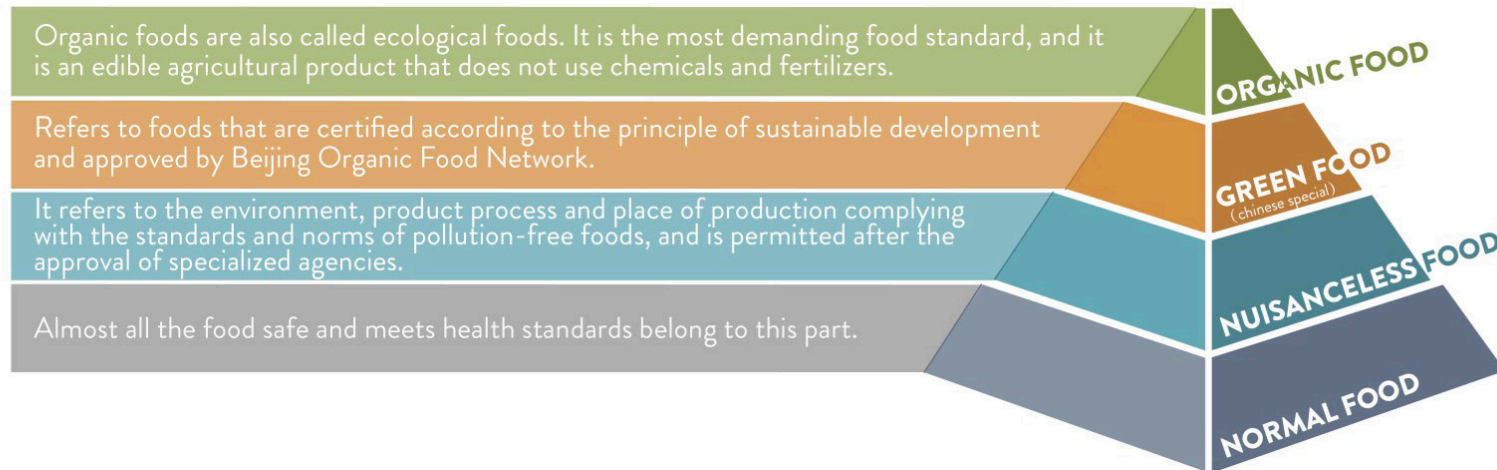
ORGANIC FOOD has different names in different languages. The most common foreign name for ORGANIC FOOD which is also called as ecological food and natural food in other languages.

The food code of the United Nations food and agriculture organization and the world health organization (FAO/WHO) has four definitions of the concept of organic products:

(1) Organic agriculture is a production system in which synthetic fertilizers, pesticides, production regulators and feed additives are completely or almost not used. The production mode of organic agriculture is an effective way to utilize the four production factors of animals, plants, microorganisms and soil in the ecosystem without

Source: "www.corbion.com/food/bakery/solutions/organic"

## FOOD GRADE



breaking the biological cycle chain.

(2) Organic products are pure natural, pollution-free, safe and nutritious food, also known as "ecological food".

Organic products are food products that are produced and processed according to the standards of organic agriculture and international organic food association (IFOAM). The production of organic products must establish strict quality management system, production process control system and tracking system;

In the production and processing of organic products, the standards for the production, collection, processing, packaging, storage and transportation of organic products must be strictly observed. Production bases for organic products need to have a transition period: no pesticides or fertilizers must be used for 2-3 years before organic products are produced.

(3) After the certification organization of organic products "IFOAM certification body" (IAP) to prove, and issue a certificate.

(4) In terms of quantity control, the certification of organic food

requires fixed plot and output, while other food does not have such strict requirements. Therefore, it is much more difficult to produce organic food than to produce other food. It is necessary to establish a new production system and monitoring system, and adopt appropriate alternative technologies such as pest control, ground protection, seed cultivation, product processing and storage.



Food and Agriculture  
Organization of the  
United Nations



World Health  
Organization

FAO/WHO  
www.google.com

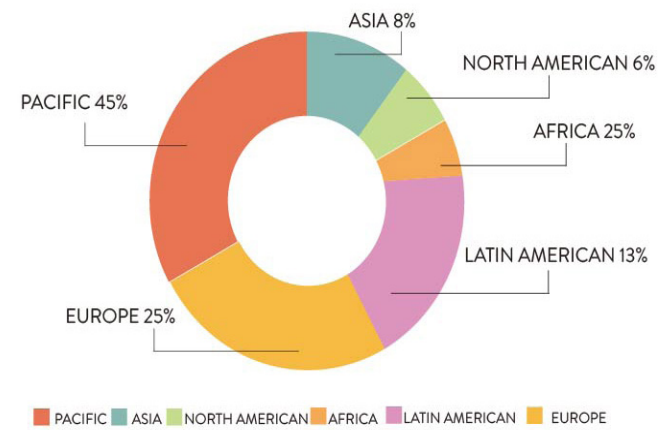


DISTRICT	ORGANIC ARGRICULTURAL LAND AREA (Hectare)	THE PROPORTION OF THE GLOBAL ORGANIC AGRICULTURAL LAND AREA
AFRICA	1683482	3%
ASIA	3965289	8%
EUROPE	12716969	25%
LATIN AMERICA	6744722	13%
NORTH AMERICA	2973886	6%
OCEANIA	22838513	45%
TOTAL	50919006	100%

According to (FIBL) survey on global organic industry development (by the end of 2015), a total of 179 countries/ regions (172 countries/ regions in 2014) were obtained for organic agriculture data.

In 2015, 50.9 million hectares (including land in transition) of agricultural land were managed organically around the world. The two largest continents for organic farmland are Oceania (22.8 million ha, accounting for 45% of the world's organic farmland) and Europe (12.7 million ha, 25%), followed by Latin America (6.7 million ha, 13%), Asia (4 million ha, 8%), North America (3 million ha, 6%) and Africa (1.7 million ha, 3%).

In 2015, the area of organic agricultural land (including the farmland in the transition period) and the proportion of each region in the global organic agricultural land area.



## DEVELOPMENT OF ORGANIC FOOD IN EUROPE

Europe leads the world in the development of organic agriculture, has the most mature and advanced technical level, and has relatively perfect policies on the protection of organic agricultural plants.

The plant protection measures of European organic agriculture always run through the idea of protecting animals, environment and human as well as ecological diversity.

In terms of laws and regulations, European organic agriculture regulations guarantee the development of European organic agriculture in all aspects.

Plant protection for organic agriculture shall be carried out in accordance with the requirements of the European organic agriculture regulations.

Pesticide use must also comply with the operating procedures of agricultural production to take care of the environment law and the European Union member states on pesticide management using relevant law.

In 2009 the European Union to the European organic agricultural provisions in organic food additives regulations part to a major revision, the additive species involved, feed, yeast and enzymes including pigments.

Under this background, the chemical synthetic colorants and processing AIDS with clear rules, the modification of egg products, yeast products and the application of enzyme preparation security have further specification, it also provides a more comprehensive guarantee for food safety, and in its sixth environmental action plan, the European Union has devoted its attention to regulation of chemicals and pesticides and to international cooperation on chemicals and pesticides.



Since then, various countries have continuously improved this concept through legislation and promulgation of organic standards to promote the healthy and rapid development of organic agriculture.

According to the evolution characteristics of organic agriculture, it can be divided into three stages: generation, development and growth:

(1)The generation stage of organic agriculture (1924 -- 1970).

Organic farming practices originated in the United States, where J.I. Rodale practiced organic farming on his private farm in 1940 and published "organic gardening" in 1942.

The concept of organic agriculture was not widely accepted until the 1960s, when the government of some developed countries began to pay attention to organic agriculture and encouraged farmers to switch from conventional agricultural production to organic agricultural production.

(2)Development stage of organic agriculture (1970-1990).

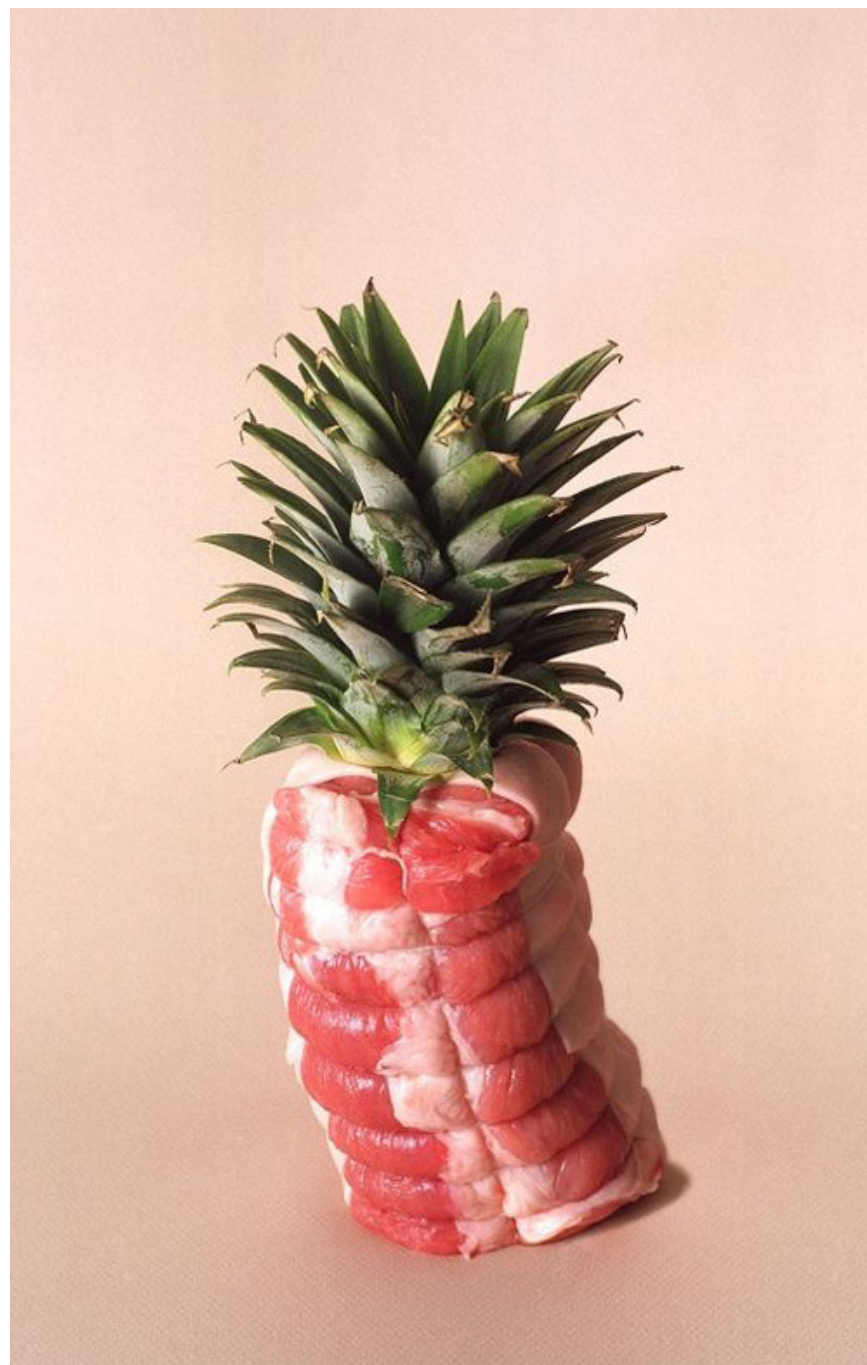
During this period, a large number of institutions and groups spontaneously emerged around the world, including the organic agriculture association and organic agriculture research institutions.

In 1972, the international organic agriculture movement alliance (IFOAM), a global non-governmental organization, was founded in Europe, marking a milestone in the development of organic agriculture.

The establishment of IFOAM has promoted the rapid development of organic agriculture with ecological environmental protection and safe production of agricultural products in Europe, the United States, Japan and some developing countries.

(3)The growth stage of organic agriculture (since 1990).

In the 1990s, various countries passed legislation to promote the



healthy and standardized development of organic agriculture.

Organic legislation and standards are more stringent than traditional agriculture, certification is more standardized, and reflected through a set of trademarks. For example, in 1991, EC issued the regulation on organic agriculture, in the same year, the United States promulgated the organic food production law, and in 2000, Japan formulated the organic JAS specification.

At the same time, some authoritative organic product certification organizations have emerged in the world, such as OCIA of the United States, IMO of Switzerland, JONA of Japan, etc.

The detection and identification procedures need to be simplified, the detection procedures for high-risk substances need to be more accurate, and the functions of the European food safety authority

(EF-SA) need to be further clarified.

Overview of the development of Italy's organic agriculture plant protection Italy's organic agriculture ranks first in both the scale and the number of farms in the European Union.

According to the information from the ministry of agriculture and forestry of Italy, the number of organic farms in 2000 was 5,4004, of which 49,490 were pure agricultural production units, 1,330 were and 67 were imported organic product institutions.

As one of the agricultural powers of the European Union, Italy has developed into the first place in the EU in terms of both the organic agricultural area and the number of farms in the early 21st century. In 2000, the organic agricultural area was 1040377hm<sup>2</sup>, of which 502078hm<sup>2</sup> has been certified.



[/k.sina.com.cn/article\\_6688496549\\_](http://k.sina.com.cn/article_6688496549_)

The remaining 538299hm<sup>2</sup> is in the transition period. As one of the representatives of food safety and environment-friendly agriculture, organic agriculture has a comprehensive development promotion mechanism in Italy, which includes government planning, relevant laws and regulations and preferential policies, investment in scientific research, guarantee of certification and inspection system, development of market mechanism and other aspects.

In Italy, both new and existing organic farms are subsidized, and the higher simultaneously processing enterprises, 2,817 were processing enterprises s.

In Italy, both new and existing organic farms are subsidized, and the

higher market price of organic products is recognized by consumers.

The implementation of various laws and regulations has greatly promoted the development of organic agriculture in Italy and ensured that producers, processors and sellers of organic agricultural products can obtain greater benefits when consumers obtain high-quality products.

The main research content of organic agriculture protection in Italy is organic agriculture and sustainable development.

Organic agriculture in Italy maintains that soil is one of the renewable resources and that fertility levels can be maintained and improved.

## DEVELOPMENT OF ORGANIC FOOD IN CHINA

China is rich in crop varieties and resources. Traditional agricultural methods include many organic agricultural management methods.

At the same time, in some remote areas with superior ecological environment and relatively backward agricultural technology, Chinese agricultural production contains many practices of organic agriculture, which has laid a solid foundation for the development of organic agriculture in China.

Initial exploration stage (1980-2002): promoted by the former state environmental protection agency and relevant scientific research institutions, the relevant standards and norms of organic agriculture were initially formulated, and organic agriculture gradually emerged.

In 1984, agricultural university of China began to carry out research work In 1988, the Nanjing institute of environmental protection

of the state environmental protection agency began to conduct scientific research on organic food. In the following year, he joined the international organic movement alliance (IFOAM) and became the first member of China's IFOAM.

In 1994, China established the organic agriculture and plant protection technology research center, the organic food development center (OFDC) and the global organic food research and consulting center (OFRC).

In 1995, the former state environmental protection agency formulated and issued the regulation on the administration of organic (natural) food standards (trial) in accordance with the basic international standards and management requirements for organic production and processing organized by the international organic agriculture movement alliance.

In 2001, the former state environmental protection administration issued the technical specification for organic food (HJ/ t80-2001), an industry standard for environmental protection.



[:http://blog.sina.com.cn/s/blog\\_eccc05020101idnp.html](http://blog.sina.com.cn/s/blog_eccc05020101idnp.html)



<https://www.pinterest.it/pin/401172279277052562/>

At this point, China has initially established the organic food production standards and certification management system.

The standardization development stage (2003 - present): on November 1, 2003 the law of the People's Republic of China on certification and accreditation of the cases, the formal implementation as the starting point, the organic product certification by the state council authorized by China national accreditation supervision and management committee member will be unified management, organic product certification marks China entered a stage of standardization development.

In order to promote organic products quality and management level, protect the ecological environment, regulating the behavior of the activities and the certification and accreditation, on November 5, 2004, Chinese general administration of quality supervision, inspection and quarantine issued the "management method of organic product certification", released on January 19, 2005, the national

standard "machine products" (GB/T19630.1-19630.4-2005), laid the foundation for the standardization of the Chinese organic agriculture development.

After the initial stage of exploration and the rapid development of standardization, Chinese organic agriculture has become a country with great development potential in environmental protection industry.

By 2012, Chinese organic agricultural production area had reached 2 million hectares, ranking third in the world.

Domestic trade in organic products is about 80 billion yuan, and annual exports are about 400 million U.S. dollars.

There are two major production areas for organic agricultural products in on bio-agriculture and organic food.

Second, Chinese eastern and southern coastal areas, mainly produce

organic vegetables and organic tea.

Until June 2012, there were 23 organic product certification agencies in China, 10,478 valid certificates and 7,266 licensed enterprises in 1,614 counties.

Organic products in China are mainly divided into plants, processing products, livestock and poultry products and aquatic products, according to the no.2 announcement of the cnca in 2012.

At present, Chinese organic production activities are mainly plant products and processing products, and the proportion of enterprises engaged in plant products and processing products production activities is 82% and 45% of all licensed enterprises respectively, and China's organic products are mainly primary products.

As of 2012, the enterprises with machine certification in China are mainly distributed in two regions: one is northeast China, including Heilongjiang and Jilin.

The second is the southeast coastal areas, including Beijing, Shandong, Jiangsu, Zhejiang, Guangdong and Sichuan.

Chinese organic food is in a period of rapid development, but mainly for export.

Because organic food is so popular in the international market and export profits are relatively high, many manufacturers prefer to export.

In 2005, the number of organic food enterprises certified by China green China reached 416, and the number of product categories was 1,249.

The domestic sales of the products are 3.71 billion yuan and the export is 136 million dollars.

The total certified area reached 1.655 million hectares, of which the

highest was wild collection, 695,900 hectares, followed by processing, 638,200 hectares, fishing, 167,400 hectares, animal husbandry, 90,700 hectares, and planting, 62,800 hectares.

By the end of 2006, the number of enterprises certified by ZhongLvHuaXia has reached 601 (including the transformation period), with 2,647 products, 2.64 million hectares of certified area, 2.11 million tons of real products, 6.17 billion yuan of product sales and 160 million dollars of export.

The number of certified enterprises, the certified area and the total products account for 26%, 50% and 56% of the total in China, respectively. By the end of 2006, the domestic sales of organic food had reached 5.6 billion yuan, and the market size had reached 6.17 billion yuan in 2007.

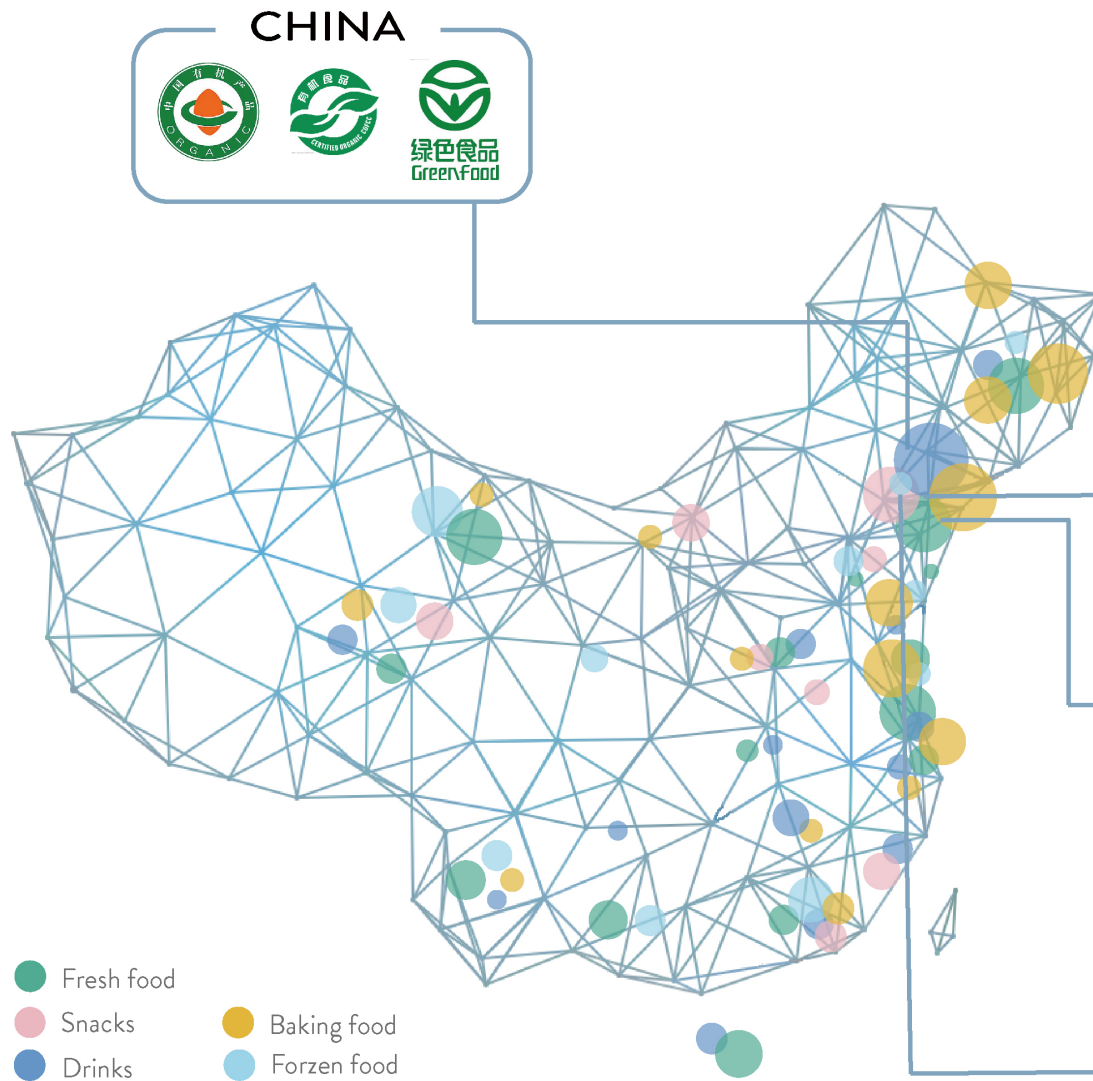
Chinese organic food industry needs to develop. The government should strongly support it in terms of policies and economy. Enterprises should seize opportunities, change their concepts, give full play to their advantages, effectively solve the problems of organic food production technology, and expand domestic and international markets.

During the eleventh five-year plan period, relevant departments of the Chinese government will vigorously promote the development of the organic food industry in accordance with their responsibilities of "guiding, standardizing, cultivating and supervising".

Chinese organic food industry has great potential and good market prospects. Developing the organic food industry is the best way to prevent and control rural and agricultural pollution.



# DISTRIBUTION OF ORGANIC FOOD IN CHINA



## PROBLEMS



● Lackness of Cognition



● No Systemic Platform



● A Few Certification

## COMPARISON AND REFLECTION

Consumer behavior varies by region and country.

In many countries, personal health (or health concerns) is the main reason to buy organic food.

For example, 63% of French consumers buy organic food for personal health reasons.

German consumers buy organic food because it produces less pollution. Concern about animal welfare was a major factor in Danish purchases of organic pork and dairy products, while avoidance of genetically modified foods by U.S. consumers was a major factor.

The European market for organic food is mainly domestic, especially

dairy products, vegetables, fruits and meat.

There is a mature system, general sales channels for farmers direct sales, organic food stores sales and traditional stores set up a special area sales.

In China, there are nearly 2,000 organic food enterprises, but they are small in scale, with no more than 4,000 product categories.

At the same time, organic foods account for only 0.1 percent of the country's total farm and food production.

And Chinese basic theoretical and technical research on organic food lags behind that of other European countries.

There are about 28 organic certification agencies operating in China, but they have different certification standards.



<https://www.pinterest.it/pin/401172279277052562/>

Therefore, Chinese organic food certification agencies still lack a complete system.

European countries have a clear definition of organic food and perfect systems and laws and regulations.

Organic foods have been on the market for a long time and come in many varieties.

In China, organic food has not been developed for a long time, the system is not perfect, and the national understanding of organic food is not enough.

In European countries, traditional shops can find organic food containers, or go to organic food stores to buy, it is very convenient.

However, there is no such popular and convenient purchase channel in China.

Another important reason is that in China, the price of organic food is generally higher than that of ordinary food, and consumers cannot accept the higher price. This is one of the major reasons why organic food has not been popularized in China.

So, perfect Chinese organic food market gives a few Suggestions

(1)Strengthen basic theoretical research and establish integrated operation of organic food.

(2)Establish a complete and effective information channel for the organic food market.

(3)China should strengthen the support of the government in organic food.



## 1.2 ORGANIC FOOD CERTIFICATION

The management system and regulations of international organic agriculture and agricultural products are mainly divided into three levels: the United Nations level, the international NGO level and the national level of organic food certification.

The standards of organic agriculture and organic agricultural products at the United Nations level are still recommended standards. They are part of the codex alimentarius code and formulated by the food and agriculture organization of the United Nations (FAO) and the world health organization (WHO).

As a member of the United Nations, China has also participated in the formulation of the standards.

These include definitions, seeds and seedlings, transitions, chemical use, harvesting, trade and internal quality control.

In addition, the standards also specify the inspection, certification and authorization system of organic agricultural products.

This standard has provided an important basis for each member country to formulate organic agriculture standards.

However, it is not clear whether the United Nations organic agriculture standard can become a mandatory standard. Once it becomes a mandatory standard, it will become the legal basis for The EU organic product certification is the organic product standard certification formulated by the EU member states. On June 24, 1991, the EU issued the organic agriculture regulation (EEC NO.2092/91) and its amendment. The WHO to arbitrate the international trade of organic agricultural products.

In 2007, the EU abolished EEC NO.2092/91, and the current organic regulations of the EU are: (EC) NO 834/2007 and (EC) NO 889/2008.

On June 14, 2018, the European commission (EU) issued (EU) 2018/848, the new organic products and organic product labeling regulations, will be implemented on January 1, 2021, when (EC) No 834/2007 will be abolished.

In the European Union organic enjoys a good reputation in the international community, and its certification logo has been widely recognized by consumers and the organic industry.

As SRS has been recognized by the European Union and other authoritative institutions, it can be said that SRS EU organic certification is a passport for Chinese organic products to enter the world organic market.

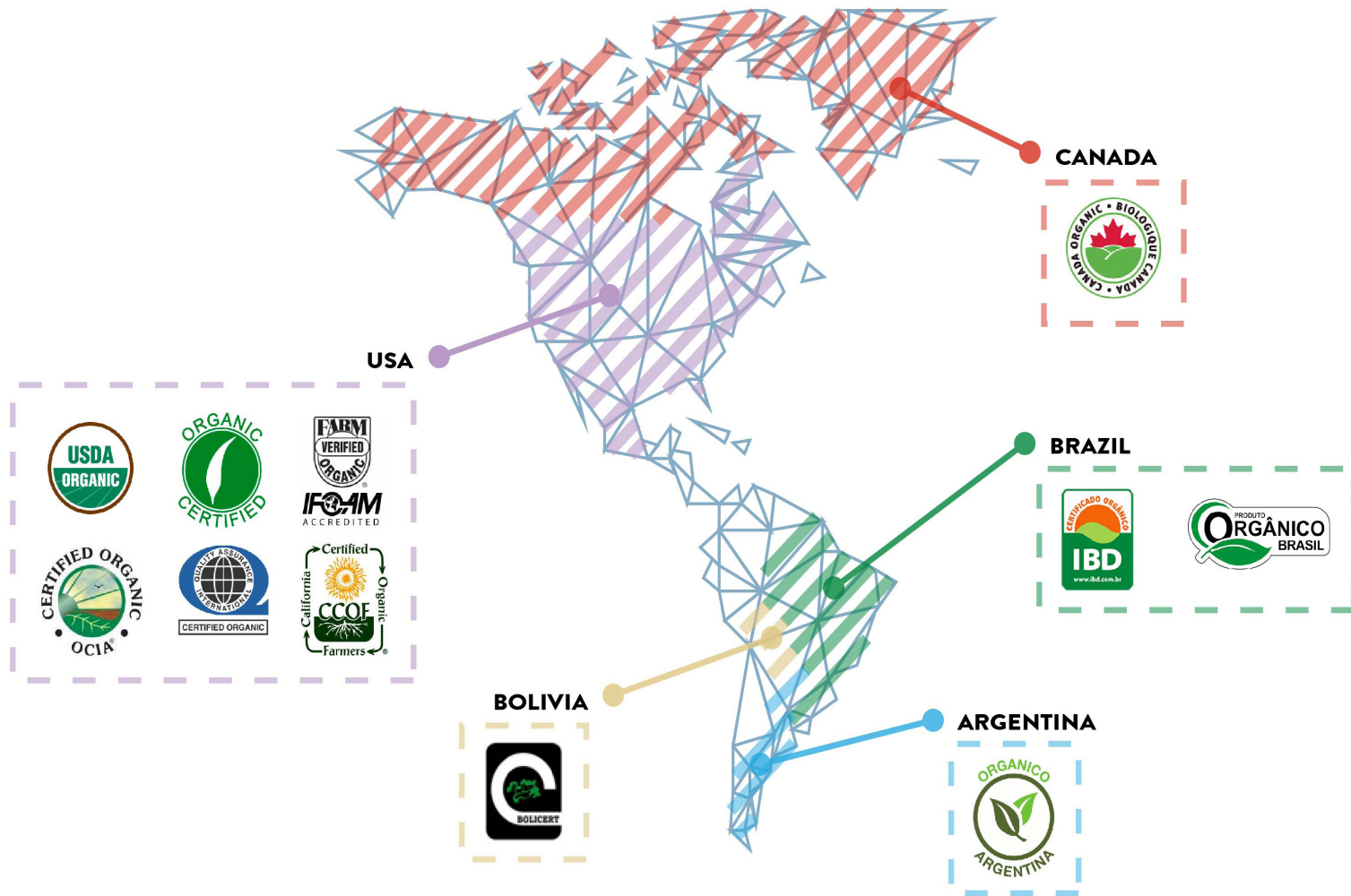
SRS organization's strict quality assessment and certification procedures, so that any product with SRS certification logo has become a guarantee of high quality and high credibility, for the pursuit of environmental protection and organic people around the world recognized and respected.

Products certified by the European Union for organic products will be recognized in major international markets.

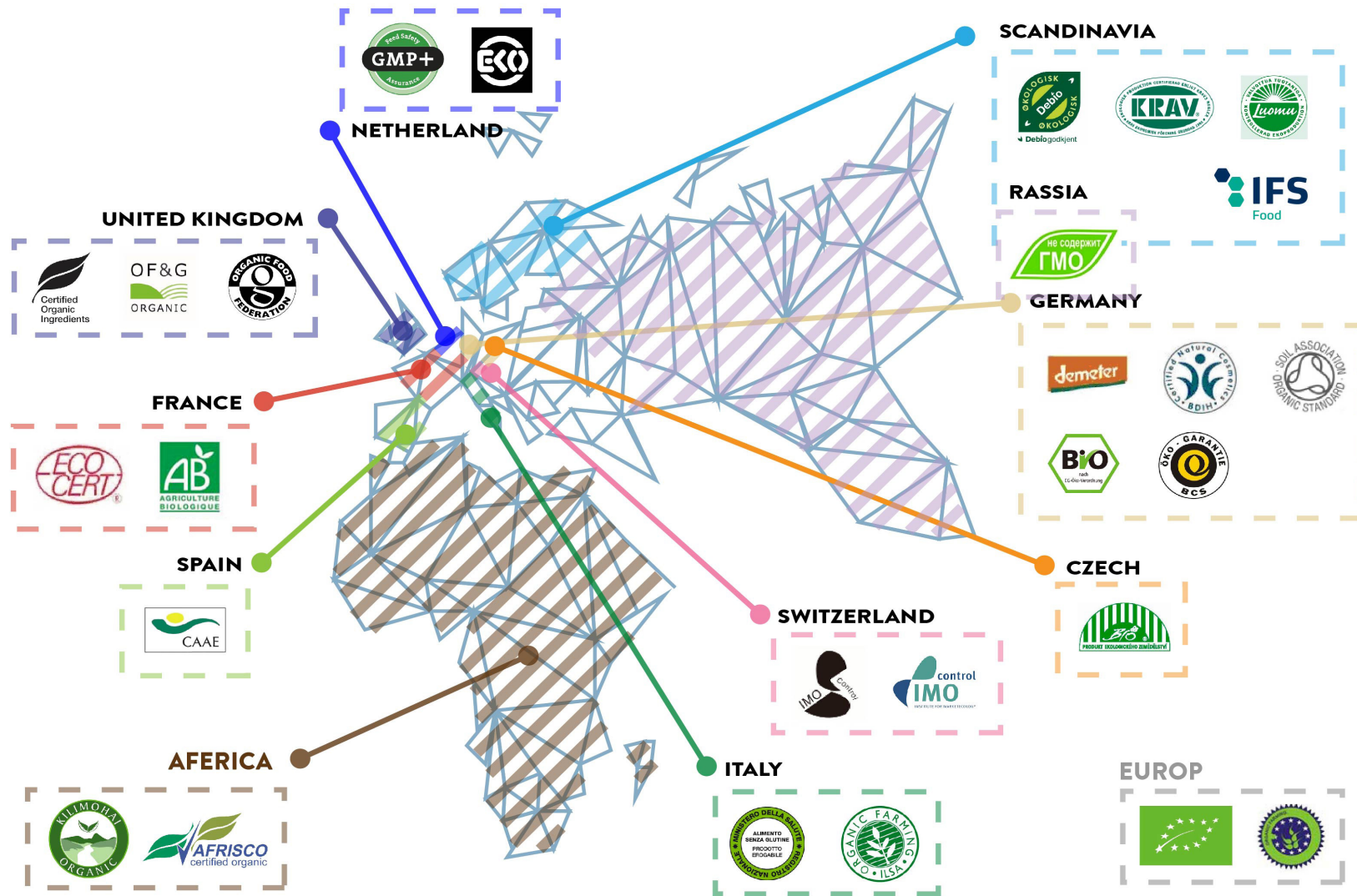
The strict quality assessment and certification procedures of the EU organic certification bodies make any product with the EU certification logo become a guarantee of high quality and high credibility, which is recognized and respected by global people who pursue environmental protection and organic products.

There are major certification centers around the world:

# DISTRIBUTION OF CERTIFICATION



# DISTRIBUTION OF CERTIFICATION





## CERTIFICATION, REGISTRATION, AUTHORIZATION AND USE OF ORGANIC FOOD IN CHINA

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2.11 million tons of products 6.17 billion yuan, 160 million U.S. dollars of exports.

The number of certified enterprises, the certified area and the total amount of products account for 26%, 50% and 56% respectively in China, and the development speed and the total size have been ranked first in the domestic organic certification industry.

By the end of 2006, domestic sales of 5.6 billion yuan, the organic food market scale has reached 6.17 billion yuan in 2007, domestic organic food production enterprise of the ministry of agriculture, according to the current, global organic food market is growing at a rate of 20% to 30%, and the organic food industry in China to maintain a good development momentum.

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There are about 50 categories and 400-500 varieties of organic and organic conversion products in China, including vegetables, beans, grains, aquatic products and wild collection products. By the end of 2012, China green HuaXia organic food certification center had certified 850 enterprises, with a total product volume of 1.955 million. The certified area is 2.469 million hectares, among which the planting area is 126,000 hectares, the grazing area is 600,000 hectares, and the water area is 249,000 hectares.

Organic food exports will account for 5% or more of agricultural exports, but some organic food will still rely on imports, especially dairy products, wine, cosmetics, textiles, chocolate, swallows, fruits and other products.

China will become the fourth largest consumer of organic food, with demand reaching or exceeding 5 %.

The main pattern of "organic product logo of China" is composed of three parts, namely the circle on the periphery, the seed pattern in the middle and the circular lines around it.

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The main pattern of "organic product logo of China" is composed of three parts, namely the circle on the periphery, the seed pattern in the middle and the circular lines around it.

The circular shape of the logo resembles the earth, symbolizing harmony and safety. The word "Chinese organic products" in the circle is a combination of Chinese and English.

It means that Chinese organic products are not only in line with the world, but also conducive to the identification of domestic and foreign consumers.

In the middle of the logo is a picture similar to a seed, which represents the vigor and vitality of life at the time of germination. It symbolizes the whole process of certification of organic products from seeds. It also indicates that organic products, just like the seeds just germinated, are thriving on the land of China.

The fruity and free lines around the seed graphics symbolize the circular road, which combines with the seed graphics to form the Chinese character "Zhong", reflecting that organic products are rooted in China and the organic road is getting wider and wider.

Meanwhile, the flat ring is a variant of the English letter "C", and the seed shape is also a deformation of "O", meaning "China Organic".

Green represents environmental protection and health, indicating that organic products bring perfect and harmonious ecological environment to human beings.

Orange represents the exuberant vitality, indicating the role of organic

products in sustainable development.

Chinese certification companies mainly have:

## CHINA



## TAIWAN



## PROBLEMS EXISTED IN CHINESE ORGANIC FOOD CERTIFICATION AGENCIES

As can be seen from the figure, there are major problems in Chinese organic market

(1) Small production scale and low industrialization level Chinese organic market structure is unreasonable and the variety is single. Consumers have no choice in a chaotic market.

(2) The organic food-related technology and service system are not sound China lacks modern agricultural production technology and has a low capacity to control diseases and insect pests.

The lack of specialized research and teaching institutions engaged in organic agriculture, cannot achieve the coordinated development of theory and practice.

(3) Standards of various certification bodies are not uniform. There are 28 organic certification agencies in China, but they generally have different certification standards. Cannot achieve unity, bring trouble to consumers, management cannot be unified.

(4) There is no perfect system. Because the competition between enterprises in order to get more customers, there are a variety of problems such as low prices and short time. We need to strengthen management of relevant regulatory mechanisms.

### Comparative Analysis of the Situation of China and Foreign Organic Food Markets

	PRODUCT TYPE AND OUTPUT	SHARE OF THE ENTIRE FOOD MARKET	IMPORT AND EXPORT SITUATION	SALES CHANNELS	IS THERE A SPECIAL REGULATORY AGENCY AND A UNIFIED CERTIFICATION SYSTEM IN THE MARKET
ABROAD	Original product and processed product coexist	Larger	Both an importing country and an exporting country	Diversified (agricultural household direct sales, specialty stores, supermarkets, etc.)	Have
CHINA	Original product	Very small (only 0.01% of the food market in 2005)	Importing country	Mainly a large supermarket	There are regulatory agencies, but there is a lack of certification system

Source: Baidu Library "The Status of Organic Food at Home and Abroad"

## 1.3 ORGANIC FOOD KNOWLEDGE

In recent years, global demand for organic agricultural products continues to grow.

According to organic monitor, global consumption of organic agricultural products reached 63 billion us dollars in 2011.

Data analysis for FIBL and IFOAM released in 2013 showed that the production area and consumption area of the global organic agricultural production network presented inconsistent characteristics.

The consumption of organic agricultural products market is mainly

concentrated in Europe and the United States, the two regions of organic agricultural products sales accounted for 95% of global sales of organic products, including : organic products sales of 21 billion euros in the United States, the European organic products sales of 21.5 billion euros, European organic products consumption accounted for more than half the world.

In Asia, demand for organic agricultural products is concentrated in wealthy countries and regions such as Japan, South Korea and Singapore.

Japan is the leading market for organic agricultural products in Asia and one of the major export destinations of Chinese organic agricultural products.

Globally, the production technology and market mechanism of organic agriculture in North America, Oceania and Europe are becoming products.



<https://www.pinterest.it/pin/401172279277052562/>

At the same time, the consumption demand for organic products in Asia is gradually increasing, and the development mode of organic industry is becoming more diversified.

Therefore, organic agriculture in Asia has great potential for development.

In Asia, Japan has the highest level of organic agriculture development, while China has enjoyed relatively rapid development speed and scale expansion in recent years.

Japan's organic farmland area is small, but its sales volume and the number of employees are relatively high, indicating that its organic farmland unit output and production efficiency are higher.

Chinese organic farmland has a large overall area, but compared with traditional farmland production, its proportion is still low, and the operation is extensive, unit output and production efficiency are relatively low.

Organic agriculture in China has experienced nearly two decades

of development, and its overall scale and product market have been expanded to a certain extent. Organic agricultural products in China have two major production areas, with large regional differences.

In view of Chinese actual natural conditions and resource endowment, China should strengthen support for organic agriculture; adopt differentiated development mode; encourage farmers to explore diversified operation, and enrich and improve the operation mode of farms.

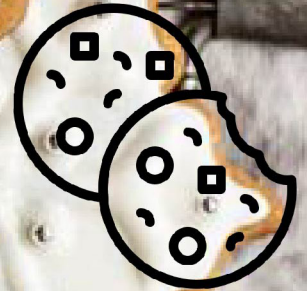
Focus on improving the scientific and technological content and added value of organic products by supporting and supporting relevant scientific research institutions; learn from Japan's fine management to improve the unit output and production efficiency of organic products.

Looking into the future, organic products in China are bound to show a positive growth trend, and more and more markets will provide consumers with more diversified organic food.



# 02

## BAKED FOODS CLASSIFICATION



## 2.1 BAKED FOODS

Baked food is based on flour, yeast, salt, sugar and water, add appropriate amount of oil, milk, eggs, additives, etc., and baked through a series of complicated techniques. It not only has rich nutrition, but also has a wide variety of products, good shape and good taste. It can be tasted as a refreshment before or after meals, as a staple food, and as a gift.

Modern baking technology has undergone earth-shaking changes compared with ancient times. The types of bakery products are also abundant with the development of the times. Historically, the ancient Egyptians were the founders of modern baked goods.

The Egyptians first discovered and adopted a fermentation method to make baked goods - bread, the ancient Egyptians at that time knew how to make various foods from cereals, such as mixing mashed wheat flour with water and potato and salt to form a dough, which was then baked in an earthen kiln.

However, some extra dough remains in the process of making the food, naturally blending with the wild yeast in the air to make the dough produce a fermentation reaction. After that, when people made food with these remaining yeast dough, they unexpectedly found soft and elastic bread.



## 2.2 THE DEVELOPMENT OF BAKED FOODS IN CHINA

Typically, the main types of baked goods include bread, cakes, biscuits, and other baked goods. In China, baked goods can be roughly divided into bread, cake, biscuits, nuts, rice paste, sauce and other major categories.

Among them, bread is made from wheat and other food crops as basic materials. After adding various excipients, it is adjusted into dough and baked. According to the raw materials, it can be divided into whole wheat bread, white bread, multigrain bread, rye bread, and sourdough bread. Its shelf life can be divided into long-baked bread, medium-guaranteed bread, and short-baked bread.

The cake is made up of eggs, sugar and flour as the main raw materials,

and is added with milk, juice, oil, foaming powder and other auxiliary materials. The baked snacks mainly include milk foam cakes and heavy oil cakes.

The biscuits are made of flour as the main raw material, and are added with sugar, fat, dairy, etc. to make small and thin block foods. According to different recipes and production processes, it can be divided into soda crackers, whole wheat crackers, sandwich biscuits, nutritional fortified biscuits, etc.

Nuts, mainly processed raw materials by baking, so that it can be directly eaten. Nut products usually have two varieties of nuts and mixed nuts.

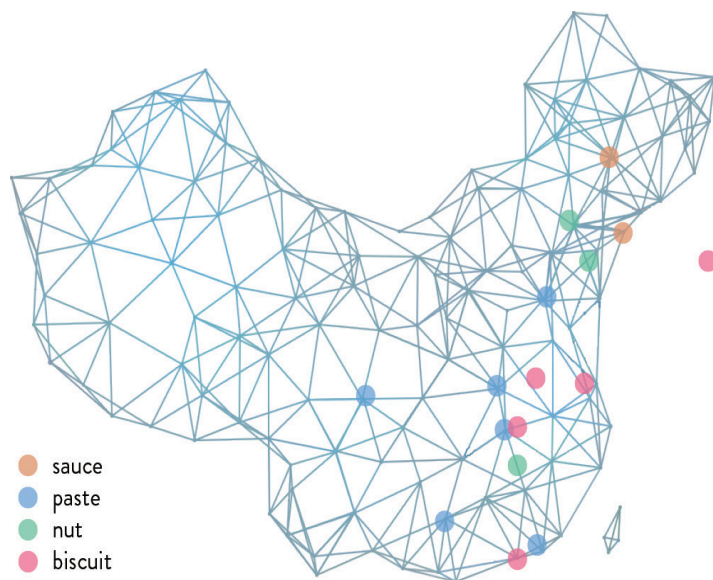
Paste is a traditional Chinese baked food. It is roughly sesame paste, lotus root starch, purple potato powder, etc., through processing raw materials into powder, eating after stirring with water alone, or mixing other kinds of rice paste and stirring with water.



The sauce is divided into jam and sauce. The jam is made by mixing fresh fruit with appropriate sugar and other seasonings. However, the sauce needs special processing methods, such as soy sauce.

In recent years, the scale of global baked goods has grown steadily, with an overall size of more than \$300 billion.

In 2016, the scale reached US\$326.5 billion, and the compound annual growth rate from 2002 to 2016 was 3.54%. The scale of Chinese baking industry is the fastest. According to the database of the China Industrial Research Institute, in 2016, Chinese baking industry ranked second in the world with US\$ 25.182 billion, second only to the United States. At the same time, the Chinese baking industry has grown at a faster rate in recent years, with a compound growth rate of 13% in 2011-2016, ahead of other countries.



Partial organic bakery food company distribution area

## 2.3 CHINESE ORGANIC BAKED GOODS

According to the information, we divide Chinese main organic baked goods into nuts, biscuits, rice paste and sauce, and conduct research on each type of product. The location, raw materials, energy ratio, basic of these organic baked products. Information on baking methods, product packaging, etc., to understand the advantages and disadvantages of the product.

Most of the companies that produce organic bakery products are concentrated in Chinese coastal areas as well as in the central region. There are few companies producing this type of products in the western part of China. It is speculated that this is related to Chinese education and the degree of urban development, and the western region is still relatively backward. The eastern and central regions have formed a preliminary understanding of this type of product. And Chinese awareness of organic products is still very scarce. Most products do not have clear organic certification information on the packaging. They simply tell consumers that the product is organic by the color or name of the package, and there is no official certification information.

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**MAIN BRANDS**

- Mixed Nuts,Snack Foods Qia Qia Co.,Ltd.
- Mixed Nuts,Snack Foods Three squirrels Co.,Ltd
- Mixed Nuts,Nuts Wolong International Trading Co., Ltd.
- Mixed Nuts,Snack Foods Gan Yuan Co., Ltd.
- Mixed Nuts,Bread Zhen Wei Food Co., Ltd

**FEATURES**

Convenient	Inconvenient
Healthy	Unhealthy
Tasty	Awful
Reach	Not Full

**NUTRIENT**

Energy	50%
Fat	9.8%
Carbohydrate	5.5%
Protein	3.8%
Sodium	12%



**Company** Qia Qian Co.,Ltd  
**Products** Mixed nuts,Snack foods  
**Location** Hefei,Anhui  
**Object** Daily nuts  
**Ingredients** Nuts (walnut kernels, hazelnut kernels, cashew nuts) candied fruit (cranberry) dried fruit (red dates, raisins)



**PROS**  
Paper box is recyclable. Healthy food mix, it is very convenient to eat

**CONS**  
Separate plastic Packed, not environmentally friendly



**Company** Three squirrels Co.,Ltd.  
**Products** Nuts,Organic snack,Organic biscuite  
**Location** Wuhu,Anhui  
**Object** Nuts  
**Ingredients** Fresh eggs, wheat flour, white sugar, vegetable oil,salt



**PROS**  
Paper box is recyclable. Healthy food

**CONS**  
Separate plastic Packed, not environmentally friendly. Need to shell yourself



**Company** Di Yi Ji Wen Dai Co.,Ltd  
**Products** Mixed nuts,Organic food  
**Location** Heilongjiang  
**Object** Mix nuts  
**Ingredients** Walnut kernels, cashew nuts,hazelnuts



**PROS**  
It has a lot kinds nuts for people choose. The packaging is showy than other products.

**CONS**  
Is not convenience for people daily, only has gift set.



**MAIN BRANDS**

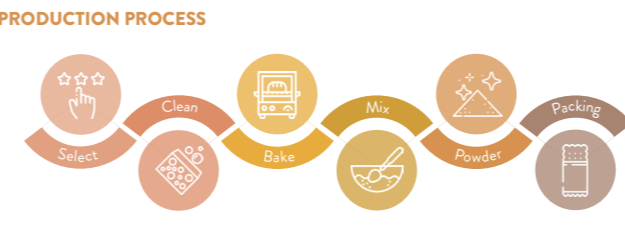
- Hougu Rice Paste Jiang Zhong Group Co.,Ltd.
- Black sesame paste Beijing Qin's Black Food Co.,Ltd.
- Black sesame paste Southern Black Sesame Group
- Mixed cereal flour Grain Mill Food Group Co.,Ltd.
- Red bean glutinous rice bran Anhui Yanzhifang Food Co., Ltd.

**FEATURES**

Convenient	Inconvenient
Healthy	Unhealthy
Tasty	Awful
Reach	Not Full

**NUTRIENT**

Energy	1799KJ
Fat	4.5G
Carbohydrate	81.7G
Protein	9.6G
Sale	260MG



**Company** Jiangzhong Group Co.,Ltd  
**Products** Health care products,Healthy food  
**Location** Nanchang,Jiangxi  
**Object** Hericum Rice Paste  
**Ingredients** ginseng (artificial planting), amomum, chinese yam, chinese wolfberry, lotus seed, white lentils, coix seed



**PROS**  
Mark the day to use. Communicate the company culture well

**CONS**  
Doesn't mession "health" or "organic" on package. Separate plastic Packed, not environmentally friendly



**Company** Southern Black Sesame Co., Ltd.  
**Products** Health care products,Healthy food  
**Location** Nanning,Guangxi  
**Object** Black sesame paste  
**Ingredients** rice, white sugar, black sesame, edible glucose, walnuts, peanuts, maltose



**PROS**  
Clear identification of organic food. Communicate the company culture well

**CONS**  
Packaging color has nothing to do with organic food. Packaging is not environmentally friendly



**Company** Honghu Chengguang Industrial Co., Ltd.  
**Products** Health care products,Healthy food  
**Location** Jingzhou,Hubei  
**Object** Organic powder  
**Ingredients** Lotus root starch

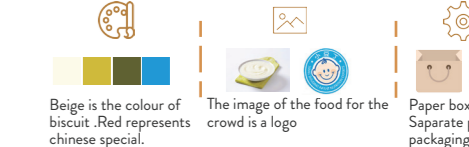


**PROS**  
Clear identification of organic biscuit. There are raw material pictures on the package

**CONS**  
The cultural performance of the company is not obvious. Packaging is not environmentally friendly



**Company** Jiangxi Xiaodouding Food Co., Ltd.  
**Products** Health care products,Healthy food  
**Location** Zhangshu,Jiangxi  
**Object** Organic rice cereal  
**Ingredients** Lotus root starch



**PROS**  
There are raw material pictures on the package. Communicate the company culture well

**CONS**  
Separate plastic Packed, not environmentally friendly



**Company** Wolong International Trading Co.,Ltd  
**Products** Mixed nuts,Nuts  
**Location** Shandong,Qindao  
**Object** Daily nuts  
**Ingredients** Walnut kernels, cashew nuts, dried cranberries, dried blueberries,hazelnuts almonds



**PROS**  
Paper box is recyclable. Healthy food mix, it is very convenient to eat

**CONS**  
Separate plastic Packed, not environmentally friendly



**Company** Gan Yuan Co.,Ltd  
**Products** Mixed nuts,Nuts  
**Location** Jiangxi  
**Object** Mixed nuts,Snack foods  
**Ingredients** Walnut kernels, cashew nuts, hazelnuts almonds,raisins,dried blackcurrant

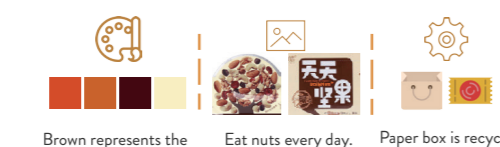


**PROS**  
Paper box is recyclable. Healthy food mix, it is very convenient to eat

**CONS**  
Separate plastic Packed, not environmentally friendly



**Company** Zhen Wei Food Co.,Ltd  
**Products** Mixed nuts,Bread  
**Location** Beijing  
**Object** Child Nuts  
**Ingredients** Walnut kernels, cashew nuts, dried cranberries, dried blueberries,hazelnuts almonds

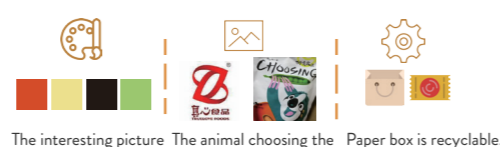


**PROS**  
Paper box is recyclable. Healthy food mix, it is very convenient to eat

**CONS**  
Separate plastic Packed, not environmentally friendly



**Company** Truelove Foods Co.,Ltd  
**Products** Mixed nuts,Cashew nut,Melon seed,  
**Location** Beijing  
**Object** Child Nuts  
**Ingredients** Walnut kernels, cashew nuts, hazelnuts almonds,raisins,dried blackcurrant

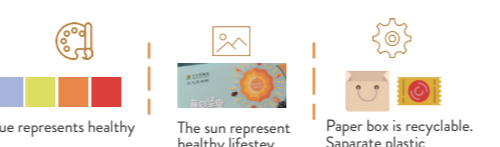


**PROS**  
The cashew nut is good for heal -th. This product is very convenient to eat

**CONS**  
Each product of cashew nut is not enough for people daily needs.



**Company** Bei Da Huang Lv Ye Co.,Ltd  
**Products** Mixed nuts,Rice  
**Location** Heilongjiang  
**Object** Child Nuts  
**Ingredients** Walnut kernels, cashew nuts, hazelnuts almonds,raisins,dried blackcurrant



**PROS**  
It look healthy for packaging colour . It is very convenient to eat

**CONS**  
Maybe can add some other choice.



**Company** Beijing Qin's Black Food Co.,Ltd.  
**Products** Health care products,Healthy food  
**Location** Beijing  
**Object** Non-prescription drugs  
**Ingredients** Black sesame paste black sesame, black beans, black rice, basmati rice, peanuts, pine nuts, maltose, sweetener



**PROS**  
Mark the day to use. Communicate the company culture well

**CONS**  
Packaging color has nothing to do with organic food. Packaging is not environmentally friendly



**Company** Grain Mill Food Group Co.,Ltd.  
**Products** Health care products,Healthy food  
**Location** Shenzhen,Guangzhou  
**Object** Non-prescription drugs  
**Ingredients** Mixed cereal flour red dates, walnuts, black sesame seeds, yam, glutinous rice, black beans, gelatin...



**PROS**  
The picture on the package looks very healthy. Communicate the company culture well

**CONS**  
Packaging color has nothing to do with organic food



**Company** Anhui Yanzhifang Food Co., Ltd  
**Products** Health care products,Nutritional meal  
**Location** Hefei,Anhui  
**Object** Non-prescription drugs  
**Ingredients** Red bean glutinous rice bran powder glutinous rice, red beans, oats, yam, inulin, glutinous rice, glutinous rice

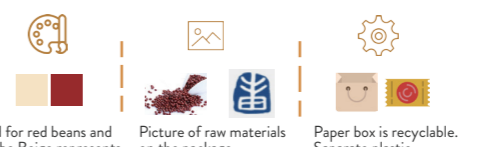


**PROS**  
There are raw material pictures on the package. Communicate the company culture well

**CONS**  
Packaging color has nothing to do with organic food. Packaging is not environmentally friendly



**Company** Hebang Group Co.,Ltd.  
**Products** Health care products,Healthy food  
**Location** Ziyang,Sichuan  
**Object** Non-prescription drugs  
**Ingredients** Red bean glutinous ricejube powder red beans, glutinous rice, red dates, xylitol, oatmeal, glutinous rice, glutinous rice



**PROS**  
Clear identification of organicfood. Mark the day to use

**CONS**  
Packaging color has nothing to do with organic food. Packaging is not environmentally friendly



**Company** Inner Mongolia Saibao Oatmeal Food Co.  
**Products** Health care products,Healthy food  
**Location** Hohhot,Inner Mongolia Autonomous Region  
**Object** Non-prescription drugs  
**Ingredients** Oatmeal Oat

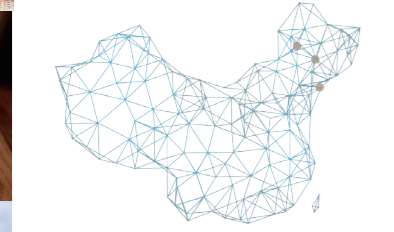
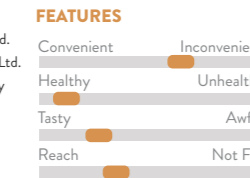


**PROS**  
There are raw material pictures on the package. Communicate the company culture well

**CONS**  
Packaging is not environmentally friendly



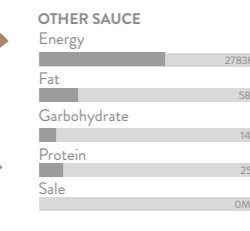
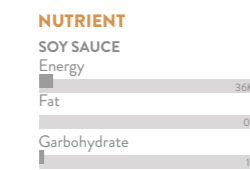
**MAIN BRANDS**  
 Heran organic soy sauce Yantai Xinhe Weidamai Food Co., Ltd.  
 Ruisheng Tahini Ruisheng Food Manufacturing Co., Ltd.  
 Soy sauce Shuangcheng Xiangqi Sauce Industry Co., Ltd.



**PRODUCTION PROCESS SOY SAUCE**



**OTHER SAUCE**



**Company** Yantai Xinhe Weidamai Food Co., Ltd.  
**Products** Health care products, Healthy condiment  
**Location** Non-prescription drugs  
**Object** Yantai, Shandong  
**Ingredients** Heran organic soy sauce  
 Organic soybeans, organic wheat, table salt, water



**PROS**  
 Clear identification of organic food  
 Communicate the company culture well

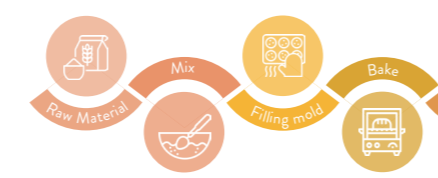
**CONS**  
 Packaging is not environmentally friendly



**MAIN BRANDS**  
 Hougu Biscuit Jiangzhong Group Co., Ltd.  
 Handmade Dessert Shanghai Ganso Food Co., Ltd.  
 Pastry Taiwan Homebake Co., Ltd.  
 Pumpkin Biscuit Daoxiang Village Food Co., Ltd.  
 Snack Foods Cheongwoo International Co., Ltd.  
 Three squirrels Co., Ltd.



**PRODUCTION PROCESS**



**Company** Three squirrels Co., Ltd.  
**Products** Organic Nuts, Dried fruit, Organic snack, Organic biscuit  
**Location** Wuhu, Anhui  
**Object** Steamed cake  
**Ingredients** Fresh eggs, wheat flour, white sugar, vegetable oil, salt



**PROS**  
 Use colours easily to know it's healthy.  
 Communicate the company culture well

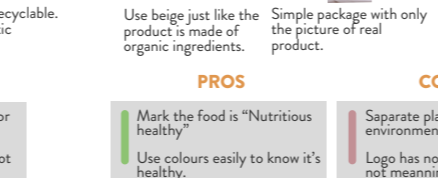
**CONS**  
 Doesn't mention "health" or "organic" on package  
 Separate plastic Packed, not environmentally friendly



**MAIN BRANDS**  
 Jiangzhong Group Co., Ltd.  
 Shanghai Ganso Food Co., Ltd.  
 Taiwan Homebake Co., Ltd.  
 Daoxiang Village Food Co., Ltd.  
 Cheongwoo International Co., Ltd.  
 Three squirrels Co., Ltd.



**PRODUCTION PROCESS**



**Company** Shanghai Sirui Food Co., Ltd.  
**Products** Biscuit and cake  
**Location** Shanghai  
**Object** Healthy Biscuit  
**Ingredients** Wheat flour, buckwheat flour, bitter powder, konjac flour, soy flour, mung bean flour, wheat dietary fiber, celery

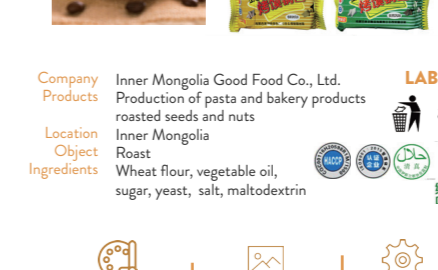


**PROS**  
 Mark the food is "Nutritious healthy"  
 Use colours easily to know it's healthy.

**CONS**  
 Separate plastic Packed, not environmentally friendly  
 Logo has not feature and not meaningful



**MAIN BRANDS**  
 Jiangzhong Group Co., Ltd.  
 Shanghai Ganso Food Co., Ltd.  
 Taiwan Homebake Co., Ltd.  
 Daoxiang Village Food Co., Ltd.  
 Cheongwoo International Co., Ltd.  
 Three squirrels Co., Ltd.



**PRODUCTION PROCESS**



**Company** Baby International Food Co., Ltd.  
**Products** Biscuits  
**Location** Taipei  
**Object** Machat/Cranberry/Orange  
**Ingredients** Organic flour, organic butter, oatmeal, sugar, cranberry, milk powder, bulking agent, salt, egg liquid



**PROS**  
 The sign outside mention organic  
 The colour of package mix the sense of colour and taste

**CONS**  
 Plastic material is not environment friendly.



**MAIN BRANDS**  
 Jiangzhong Group Co., Ltd.  
 Shanghai Ganso Food Co., Ltd.  
 Taiwan Homebake Co., Ltd.  
 Daoxiang Village Food Co., Ltd.  
 Cheongwoo International Co., Ltd.  
 Three squirrels Co., Ltd.



**PRODUCTION PROCESS**



**Company** Inner Mongolia Good Food Co., Ltd.  
**Products** Production of pasta and bakery products  
**Location** Inner Mongolia  
**Object** Roast  
**Ingredients** Wheat flour, vegetable oil, sugar, yeast, salt, maltodextrin



**PROS**  
 Mission "health" or "organic" on package  
 Easy to recognize the taste.

**CONS**  
 The color has nothing to do with the taste.  
 Low brand recognition.



**Company** Ruisheng Food Manufacturing Co., Ltd.  
**Products** Health care products, Healthy condiment  
**Location** Non-prescription drugs  
**Object** Qiqihaer, Heilongjiang  
**Ingredients** Ruisheng Tahini  
 Sesame



**PROS**  
 Clear identification of organic food  
 Communicate the company culture well

**CONS**  
 The cultural performance of the company is not obvious  
 Packaging is not environmentally friendly



**Company** Shuangcheng Xiangqi Sauce Industry Co., Ltd.  
**Products** Health care products, Healthy food  
**Location** Non-prescription drugs  
**Object** Nanchang, Jiangxi  
**Ingredients** Soy sauce  
 Water, non-GMO soybean, wheat flour, edible salt, sodium glutamate, yeast extract



**PROS**  
 Clear identification of organic food  
 There are raw material pictures on the package

**CONS**  
 Packaging color has nothing to do with organic food  
 Packaging is not environmentally friendly

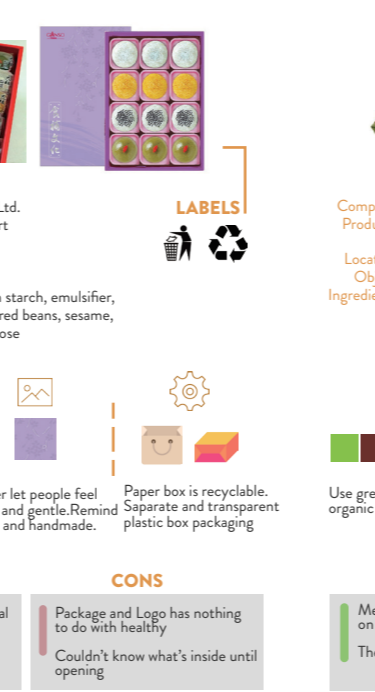


**Company** Jiangzhong Group Co., Ltd.  
**Products** Health care products, Healthy food  
**Location** Non-prescription drugs  
**Object** Nanchang, Jiangxi  
**Ingredients** Soy sauce  
 Water, non-GMO soybean, wheat flour, edible salt, sodium glutamate, yeast extract

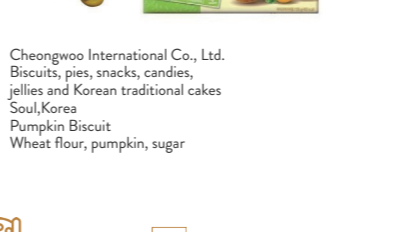


**PROS**  
 Mark the day to use  
 Communicate the company culture well

**CONS**  
 Doesn't mention "health" or "organic" on package  
 Separate plastic Packed, not environmentally friendly



**Company** Taiwan Homebake Co., Ltd.  
**Products** Organic snack  
**Location** Forzen organic food  
**Object** Taichong, Taiwan  
**Ingredients** Rice Biscuit  
 Organic brown rice, organic white rice, salt



**PROS**  
 Mission "health" or "organic" on package  
 Show the organic certification

**CONS**  
 The colour of package looks not so healthy



**Company** Ganso Food Co., Ltd.  
**Products** Handmade Dessert  
**Location** Cakes  
**Object** Shanghai & Taipei  
**Ingredients** Maize  
 Maltose, salt, corn starch, emulsifier, vitamin E, alfalfa, red beans, sesame, wormwood, trehalose



**PROS**  
 The package matches festival  
 Materials are recyclable

**CONS**  
 Package and Logo has nothing to do with healthy  
 Couldn't know what's inside until opening



**Company** Cheongwoo International Co., Ltd.  
**Products** Biscuits, pies, snacks, candies, Jellies and Korean traditional cakes  
**Location** Seoul, Korea  
**Object** Pumpkin Biscuit  
**Ingredients** Wheat flour, pumpkin, sugar



**PROS**  
 Mission "health" or "organic" on package  
 The colour looks super healthy

**CONS**  
 Doesn't show the organic certification



**Company** Baby International Food Co., Ltd.  
**Products** Biscuits  
**Location** Taipei  
**Object** Machat/Cranberry/Orange  
**Ingredients** Organic biscuit  
 Organic flour, organic butter, oatmeal, sugar, cranberry, milk powder, bulking agent, salt, egg liquid



**PROS**  
 Mission "organic" and "for baby" on package  
 The colours represent the tastes well.

**CONS**  
 Plastic material is not environment friendly.

# 03

## COMPANIES ANALYSIS





## APPLICATION ANALYSIS

We have made a complete summary of the storage, transportation, storage and distribution methods of the above five companies, and obtained the system flow chart of the following five companies.

We can see that each company has three main modes of transportation : plane, car and ship, which are the main channels for the company to purchase goods. Second, most companies are primarily connected to consumers through the Internet. The delivery methods

are mainly express delivery and running help, and they are all delivered to the home.

But some companies ship directly from warehouses and others ship from stores. We identify the similarities and differences, then identify the strengths and weaknesses, and come up with other new ideas.

According to the current e-commerce market, we conducted research on five more unique food websites and comprehensive websites at home and abroad, and analyzed their advantages and disadvantages.

Includes the following five companies:





### 3.1 FRESH ORGANIC SHOP

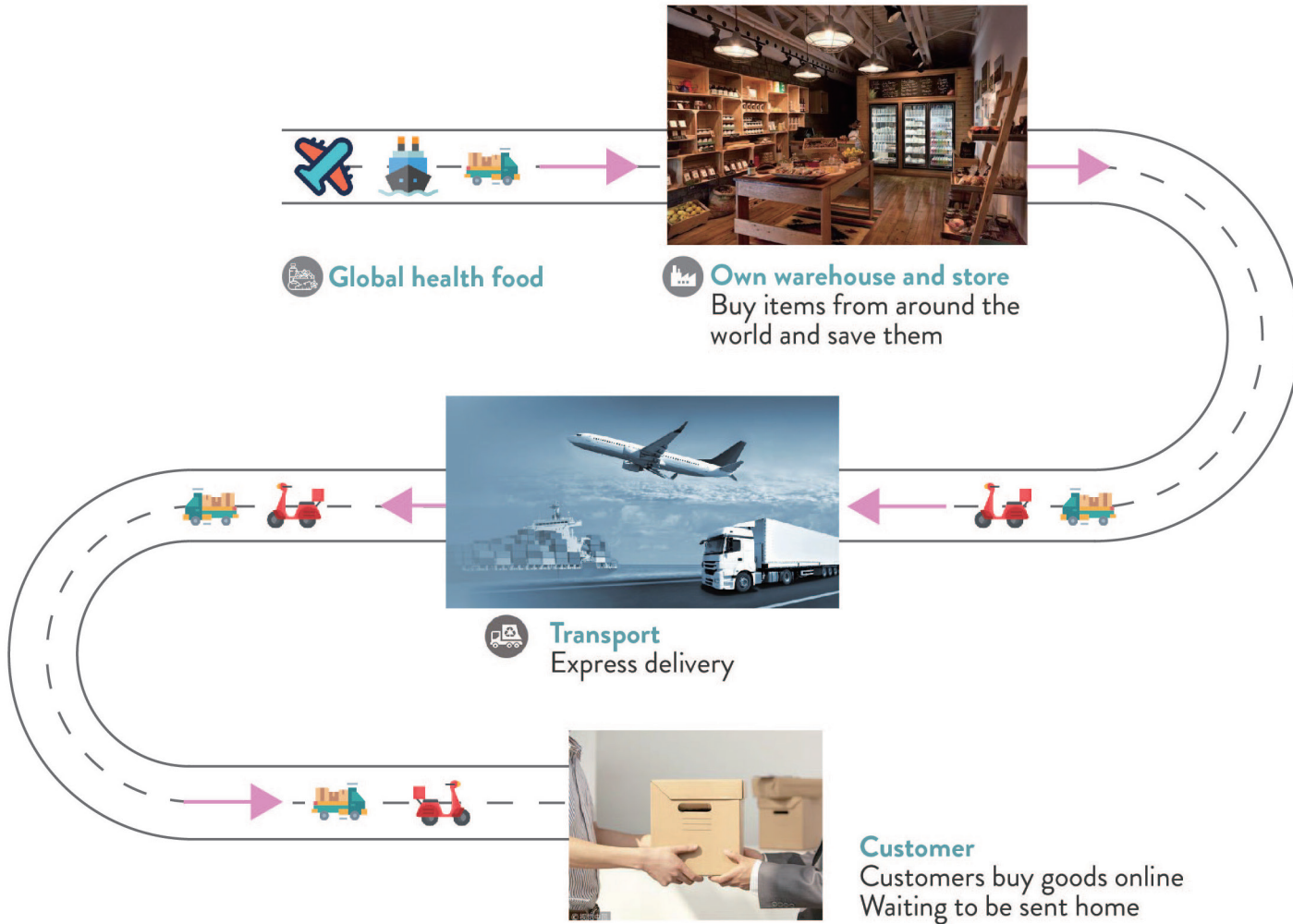


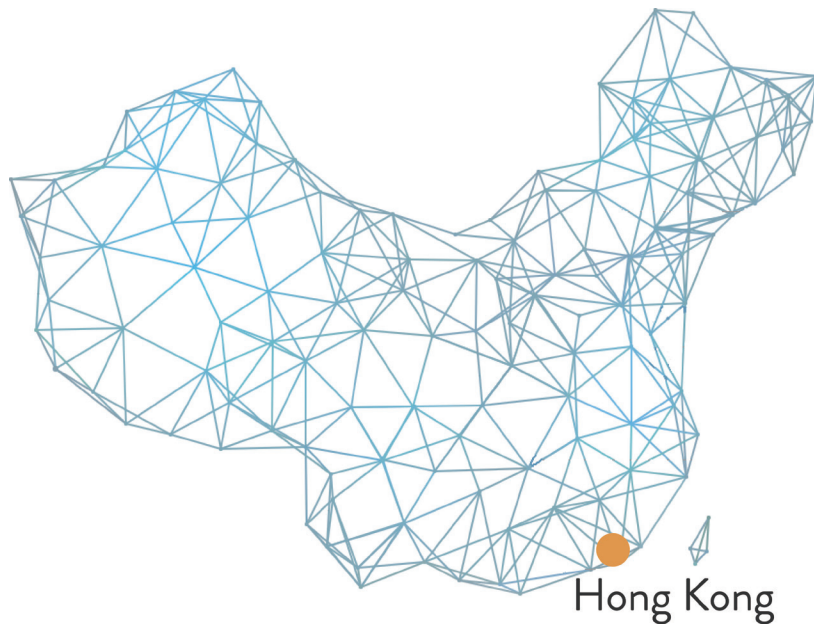


Image Source: <https://www.freshorganic.com,hk>

Logo meaning : just unearthed, healthy fresh organic food.

The website of the shop : <http://www.freshorganic.com,hk>

Store address : 1/F, Shop 106, Blk 1-3 City Gdn Shopping Ctr, 233 Electric Rd, North Point, HK



Area by shop

Shop category : food

Store label : health products, healthy food, organic food, hormone-free meat.

Fresh Organic, founded in 2003, is a wholesaler and retailer of healthy food. It is dedicated to collecting high-quality natural or Organic brands from all over the world and providing a simple and convenient platform for you and your family to have more healthy choices.

Fresh Organic can either go online to shopping or in-store shopping.

Fresh organic products come from all over the world (the United States, Europe, Japan, Taiwan, etc.) and provide customers with more than 200 kinds of products to choose from. All products are in compliance with the food laws of Hong Kong, which is an absolute guarantee of confidence and quality.

Fresh food's healthy products include: organic/natural (dried fruits, edible fungi, berries and whole grains), organic/healthy snacks, organic beverages and functional foods (black mulberry enzyme, German organic elderflower extract, German imported health care products, organic wild honey, organic virgin cold pressed coconut oil, organic virgin cold pressed olive oil, etc..), natural hormone-free meat products (chicken, cattle, pigs, sheep and seafood), cooking materials (organic cooking oil, natural spices).

Fresh organic natural/organic functional health food has obtained the international organic certification (USDA)/Germany (Demeter)/Australia (NASAA)/international (QAI)/European Union (ECO), etc.), which ensures the safety and reliability of organic food and is beneficial to human health.

These organic functional foods are suitable for children, adults, the elderly, and patients with chronic diseases (diabetes, high cholesterol, high blood fat, hypertension, obesity, gout, constipation, eczema, cancer, etc.).

They are often eaten to reduce long-term dependence on drugs and side effects, which are not comparable to ordinary foods.

Criteria for selection of Fresh Organic Organic products:

- 1.No genetic modification
- 2.No preservatives
- 3.No artificial colors, sugar or other added hooks
- 4.No/low pesticide
- 5.No chemical fertilizer

## HOME

Fresh organic Product purchase method:

1.Buy online

First we open the web page, see the home page, there is a very detailed catalog and hot, hot product recommendations.

After finding the product you are interested in, click on the product picture and a detailed description of the product's nutrition, origin, usage and so on will appear.

Then we can put it into the shopping cart, and finally fill in our address before confirming payment.

The screenshot shows the homepage of 'Fresh Organic' (鮮機有機店). The page features a navigation bar with 'Company Name', 'Shopping Cart', and 'Research' (Search) icons. Below the navigation is a menu with categories like 'Natural Enzymes', 'Healthy Snacks', 'Organic Wild Honey', etc. The main banner displays 'Fresh Organic 鮮機有機店' and several product categories in circular graphics: 'Seasonal Veg & Fruit', 'Wild Honey Raw', 'Hormone Free Meats', 'Organic Raw Maca', 'Mulberry Enzyme', and 'Organic Elderly Flower'. A footer contains 'Advertisement' and 'Categories' sections.

**Company Name**  
Show company name and logo

**Shopping Cart**

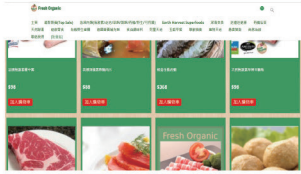
**Research**  
Search for items you need to buy

**Product Categories**  
Divide items into 19 categories of cereals and oil non-staple oods, food, snacks, seafood, spices, children, charity, etc.

**Advertisement**  
Announce recent promotions and product announcements

**Categories**

## OTHER PAGES



**Commodity**  
Product name & price



**Specifications**  
Place of origin, shelf life, method of consumption, ingredients



**Word Description**  
Ingredients, nutrition...



**Shopping cart**  
Add to cart to pay

Payment method: online payment.

### Online payments



2. Physical in-store purchase, go to the store to choose and buy.

Fresh organic Shipping method:

1. Express delivery
2. Get the goods yourself

After the customer makes the payment, the products will be delivered within three working days, fresh every week will be delivered directly to us, and different products will be delivered by air from different countries every week, so as to ensure fresh products support environmental protection. "we pay great attention to environmental protection.

With this objective in mind, environmental considerations are a key consideration in operation, operation and procurement.

Green living introduces different healthy foods from all over the world, bringing healthy, organic diet and life into the lives of more guests.

## SOME ADVANTAGES AND DISADVANTAGES ABOUT FRESH ORGANIC

### ADVANTAGES:

1. The most guaranteed organic food website in China, the food has obtained the international organic certification.
2. The rich variety of food on the website provides consumers with more choices
3. Each food has a detailed description of the product ingredients, as well as instructions on how to use it, which makes it more convenient for consumers to choose
4. There are two ways to make purchases convenient for consumers, either online or in stores.

### DISADVANTAGES:

1. The page design and layout of the web page are not clear enough, and the classification is not clear enough. Consumers need to spend more time searching for products when they choose them.
2. All goods are only distributed in Hong Kong, and consumers in other regions cannot buy them
3. The delivery time of goods is not clear, so consumers cannot know the exact time of goods arriving at home.
4. Only the web version, no app, and it is not convenient to buy mobile phones.



<https://www.facebook.com/freshorganic.com.hk>

### 3.2 JING DONG



Jingdong, a self-operated e-commerce company in China, on June 18, 1998, Liu Qiangdong established Jingdong Company in Beijing. Jingdong officially entered the field of e-commerce in 2004.

In 2007, Jingdong Multimedia Network officially changed its name to Jingdong Mall, and established three major logistics systems in Beijing, Shanghai and Guangzhou. Subsequently, Jingdong Mall opened a nationwide pick-up service to completely solve the after-sales worries of online shopping. In 2017, Jingdong will officially form the Jingdong Logistics Sub-Group in order to provide better logistics services to the public.

Jingdong Mall is Chinese comprehensive online retailer and one of China's influential e-commerce websites. Jingdong Mall has reached cooperation with many companies, including home appliances, digital communications, computers, home, clothing, maternal and child, books, food, Travel, etc., a total of 12 categories of tens of thousands of branded goods.

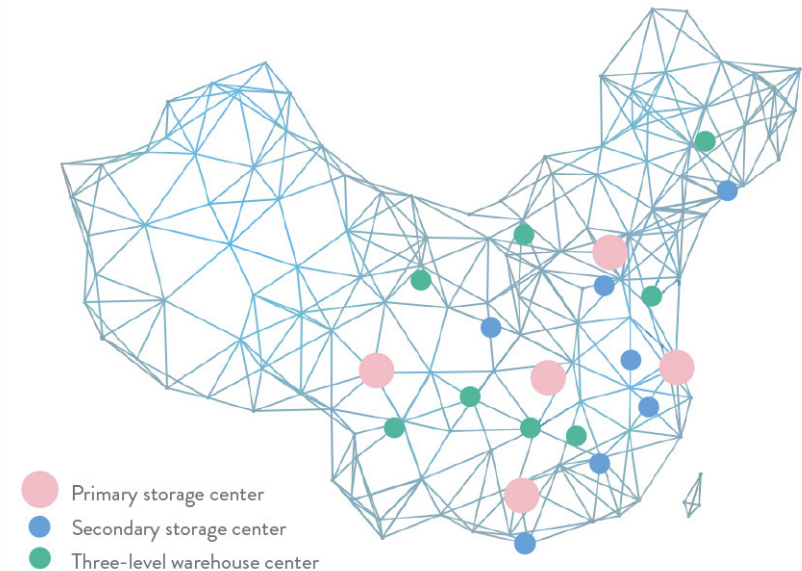
Nowadays, Jingdong has seven logistics centers in Beijing, Shanghai, Guangzhou, Shenyang, Xi'an, Chengdu and Wuhan. It operates 166 large warehouses in 44 cities across the country, with 4,142 distribution stations and self-raising points covering 2,043 districts and counties across the country.



Image Source:  
<https://cn.technode.com/files/2016/11/15402.jpg>

The service arrived on the day of the express delivery covers 135 regions across the country. The service that arrives the next day of the express delivery covers 951 regions nationwide. At the same time, it launched a number of professional services such as “211 limited time”, “100 points after sale”, “national pick-up” and “first payment”.

Jingdong's logo (PIC) is rich in multiple meanings: 1. The puppy has a loyal, friendly and beautiful meaning, which is consistent with the idea that e-commerce hopes to convey. 2. The material of the puppy is “titanium”, which is highly efficient with the e-commerce industry. Internet technology senses match 3. Titanium puppy named “Joy”, meaning a happy experience for users.



The distribution of Jingdong warehouse

## THE DISTRIBUTION OF JINGDONG LOGISTICS AND FOUR DISTRIBUTION MODES

The biggest advantage and feature of Jingdong Mall is Jingdong's logistics system. JD.com divides its logistics center into two levels. The first-level logistics centers include important cities such as Beijing, Shanghai, Chengdu, Wuhan and Guangzhou. These cities are located in the northeast and hub; Secondary logistics centers include Shenyang, Jinan, Nanjing, Xi'an, Hangzhou, Fuzhou, Foshan, and Shenzhen. In addition, Jingdong Mall builds a warehouse almost every 600 kilometers. Based on the distributed warehousing within a large area of the country, the material basis of "the goods are closest to buyers" lays the foundation for the launch of "211 limited time".

211 limited arrival service tenet: submit the spot order before 11:00 am on the same day, and deliver it on the same day; The spot order submitted before 11:00 in the evening will be delivered before 14:00 the next day. And customers can also choose the time interval for delivery to their door according to their own time, Jingdong personnel will be served within the specified time range. The current 211 limited time service covers a total of 23 cities in China.

211 limited arrival, also known as FBP logistics model, it is a fully managed logistics distribution model. After the merchant and the Jingdong Mall directly transfers the goods from the warehouse, prints the invoices, and delivers the goods at the same time. Jingdong Mall conducts goods distribution and invoice according to consumer orders, and merchants check inventory information in time for replenishment. Therefore, the cost of goods transportation is reduced during the distribution process, and the logistics distribution cost is reduced. As the merchants prepare for the goods in advance, Jingdong Mall can deliver the goods at the first time and shorten the delivery time.

In addition, Jingdong Logistics also has three logistics modes: LBP,



Area covered by "211 limited arrival"

SOPL and SOP.

Both the LBP distribution mode and the SOPL distribution mode are distribution modes that do not require stocking in advance.

After the merchant has confirmed the cooperation with Jingdong Mall, the merchant does not need to stock up, only need to pack and deliver the order within 12 hours, and arrive at the Jingdong Distribution Center within 36 hours. The difference between SOPL and LBP mode is that the invoice issue of the SOPL model is completed by the merchant, while the LBP is completed by Jingdong. When Jingdong Mall cooperates with merchants, it only provides two services of distribution and customer service to reduce the pressure on Jingdong's inventory. The advantage of these two modes is that after the order is generated, the merchant can carry out the goods at the first time, and the delivery is relatively convenient.





However, the transportation speed has decreased and the delivery cycle has increased. At the same time, increase the distribution and transportation costs of the merchants and reduce the distribution efficiency of Jingdong, resulting in a decline in customer satisfaction.

The SOP distribution mode is a logistics distribution mode that is directly shipped by merchants. Jingdong Mall only provides an operational platform, and the logistics distribution work and after-sales are all completed by the merchants themselves. Jingdong Mall only requires the merchant to send the goods within 12 hours of the order. The entire logistics process of the SOP model is completed by the merchants, greatly reducing the logistics and distribution pressure of Jingdong Mall, reducing distribution expenses and transportation costs, and reducing the inventory pressure of Jingdong.

FBP 211 limited arrival

1. In the process of distribution, reduce the cost of cargo transportation and reduce the cost of logistics and distribution.
2. Shorten delivery time.

#### LBP&SOPL

1. Jingdong only provides two services of distribution and customer service to alleviate Jingdong inventory pressure
2. Reduced transportation speed and increased distribution cycle
3. Increase the distribution and transportation costs of merchants

#### SOP

1. Reduce the pressure of logistics and distribution in Jingdong Mall
2. Reduce distribution and shipping costs
3. Reduce the pressure on Jingdong's inventory

**Area**  
Change region and country

**Research**  
Search for items you need to buy

**Title**  
Includes login, registration, membership, etc.

**Company Name**  
京东超市

**Shopping Cart**

**Product Categories**  
Divide items into 9 categories: Grain and oil non-staple food, personal care, skin care and beauty, home cleaning, maternal and child supplies, Chinese and foreign famous wine, Jingdong fresh, home life

**Advertisement**  
Announce recent promotions and product announcements

**Categories**

**Activity Information**  
Includes discounts, promotions, coupons, etc.

**Shortcut Button**

## ADVANTAGES :

1. GIS : Jingdong uses the GIS package real-time tracking system, users can view the package progress through the app or website, grasp the real-time dynamics of the package, and the information and contact information of the delivery personnel.
2. Diversification of distribution methods : distribution methods are divided into three types: on-site self-raising, 211 limited arrival, and overseas distribution.
3. Diversification of payment methods: There are 5 payment methods for purchasing items on the Jingdong platform : cash on delivery, online payment, installment payment, post office remittance, company transfer.
4. Customer service system and after-sales service perfect : Jingdong provides 24-hour customer service.

## OTHER PAGES



**Classify**  
Various & clear



**Commodity**  
Product name & price



**Specifications**  
Place of origin, shelf life,  
ingredients



**Picture Description**  
Ingredients, nutrition...



**Comment**  
Customer feedback

## DISADVANTAGES:

1. The classification of goods is not clear : JD is a comprehensive online retail network platform, covering a wide range of products, but does not provide a classification specifically for organic food or some special products.
2. The quality of employees is not uniform: the quality of service of delivery personnel and related staff is not uniform

3. Jingdong platform is affected by third-party merchants: the quality of third-party merchants and the quality of service will affect the experience of Jingdong customers.
4. Delivery will be affected by the weather and some unavoidable factors, such as unoccupied goods at home, traffic jams, etc.

Jingdong purchase application is divided into two forms, except for the webpage already mentioned, and the other is mobile-app, but their advantages and disadvantages are common.

## OTHER PAGES



### Home

Recommend & discount



### Classify

Various & clear



### Commodity

Product name & price



### Picture Description

Ingredients, nutrition, weight, etc



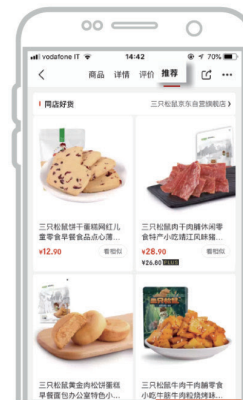
### Specifications

Origin, shelf life, ingredients



### Comment

Customer feedback



### Recommend

Similar product  
Same store product



### Delivery time

Could set the time to take



### Distribution

Choose delivery method



### Connect

Chat with online shop

### 3.3 EATALY

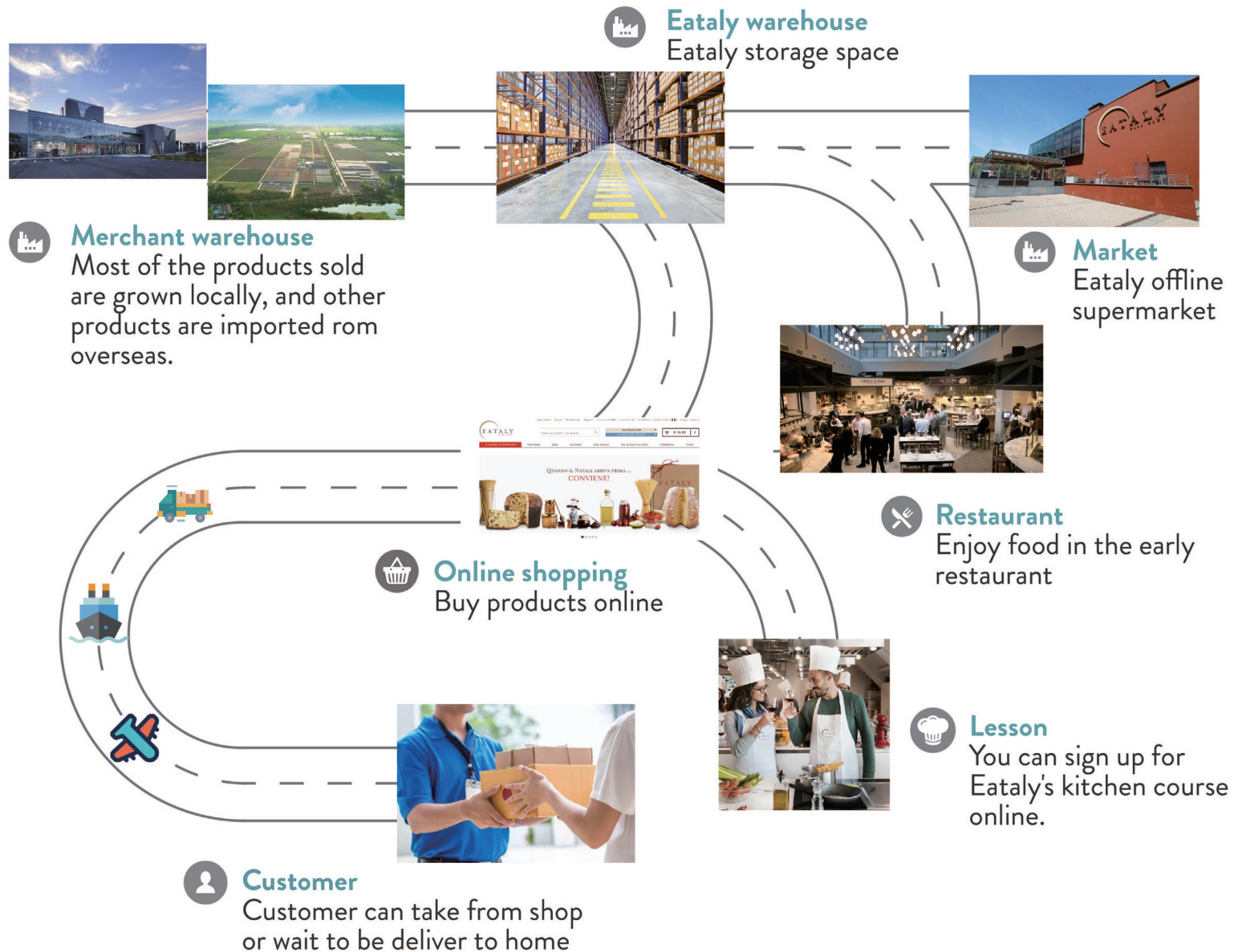




Image Source: <https://goo.gl/images/mVvok1>

Eataly is a large food market that includes a variety of restaurants, food and beverage counters, bakeries, retail merchandise and cooking schools.

Born in Turin, Italy, Eataly's goal is to provide high quality Italian food to all at a sustainable price. They can shop, taste and learn in an informal setting. The brand EATALY is the combination of two English words: EAT and ITALY.

In 2007, Italian businessman Oscar Farinetti converted a closed vermouth factory in Turin into the first location of Eataly. Eataly is located in the Lingotto district of Turin.

Eataly was founded by Oscar Farinetti, an entrepreneur who was formerly a consumer electronics business, and worked with Slow Food. Slow Food is an international non-profit culinary education institution that emphasizes fair pricing, sustainable development and the combination of local products, contrary to the nature of fast food.

Since 2016, Eataly has been led by Executive Chairman Andrea Guerra. The New York Times described it as a “superpower” in the food industry. Eataly has warehouses, stores, restaurants and schools in many parts of the world. It has become a diversified food and beverage market, most of which is concentrated in Europe. Today, there are 40 Eataly stores around the world, most of which are concentrated in Italy.

Italian stores include: Turin, Milan and Rome and other Italian cities, as well as Japan, South Korea, the United States, Brazil, Turkey, United Arab Emirates, Saudi Arabia, Qatar, Russia, Germany and now Sweden. The New York Times described it as a “superpower” in the food industry. Eataly has warehouses, stores, restaurants and schools in many parts of the world. It has become a diversified food and beverage market, most of which is concentrated in Europe.



Image Source: [https://media.eataly.com/media/catalog/category/home\\_page\\_corsi.jpg](https://media.eataly.com/media/catalog/category/home_page_corsi.jpg)

## SERVICES PROVIDED BY EATALY

The services provided by eataly include online shopping, offline stores, offline experience shops - restaurants and cooking classes. People can enjoy Italian dining through these services.

In other Eataly stores outside Italy, most of the products sold are sourced locally, and a small number of products are imported from overseas, such as dry goods, including pasta and olive oil, all imported from Italy. People can choose to buy products in the store, or choose to shop at Eataly's online store, the courier will be sent within 3-5 business days.

Eataly has two special services. It has its own offline restaurant and cooking school.

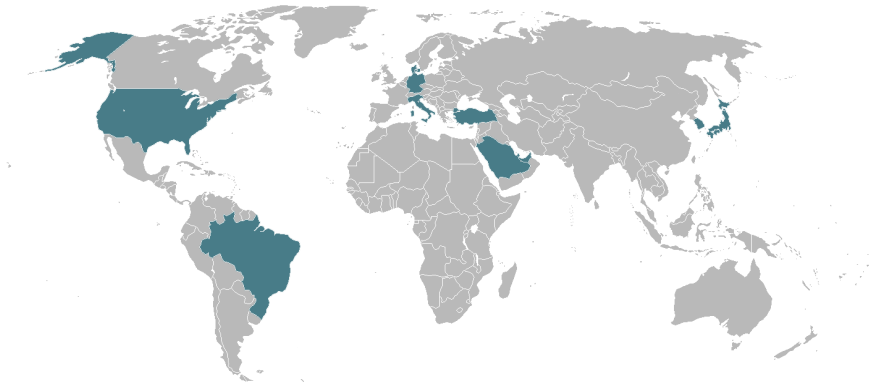
There is usually a restaurant near the Eataly store, where customers can enjoy all the food cooked by early food. The price of food is similar to other restaurants, not very expensive. All of its restaurants are open kitchens, so customers can see the food being prepared. It is one of the world's largest wine and food markets, dedicated to the sale and consumption of high quality products in the Italian cuisine tradition.



Image Source: Eataly in Italy  
<https://goo.gl/images/EpVRPL>



Image Source: Eataly in Chicago  
<https://goo.gl/images/VGnybJ>



Eataly distribution area in the world



Current eataly store and warehouse distribution

Since March 2014, Eataly has started to use environmentally friendly bags and gloves to comply with environmental sustainability. Eataly has established a cooperative relationship with Novemont. From 2016, Eataly decided to use only MATER-BI bioplastics as materials for tableware. This material is biodegradable and compostable.

Eataly also has a cooking school, designed by Lidia Bastianich, to help clients understand what they are eating, the materials they need to prepare Italian food, and how to cook Italian food. Customers can select and book courses on Eataly's website and attend classes at designated times. Eataly's cooking school serves approximately 10,000 customers each year.

The courses include fresh Italian food and mozzarella cheese making, as well as family-run entertainment such as the regular children's kitchen, which includes practical techniques, lectures and tastings, as well as food, wine and cheese from all over Italy. Every day Eataly takes classes in certain aspects of food and wine. Includes recipes and shopping lists so students can purchase what they have learned at home.

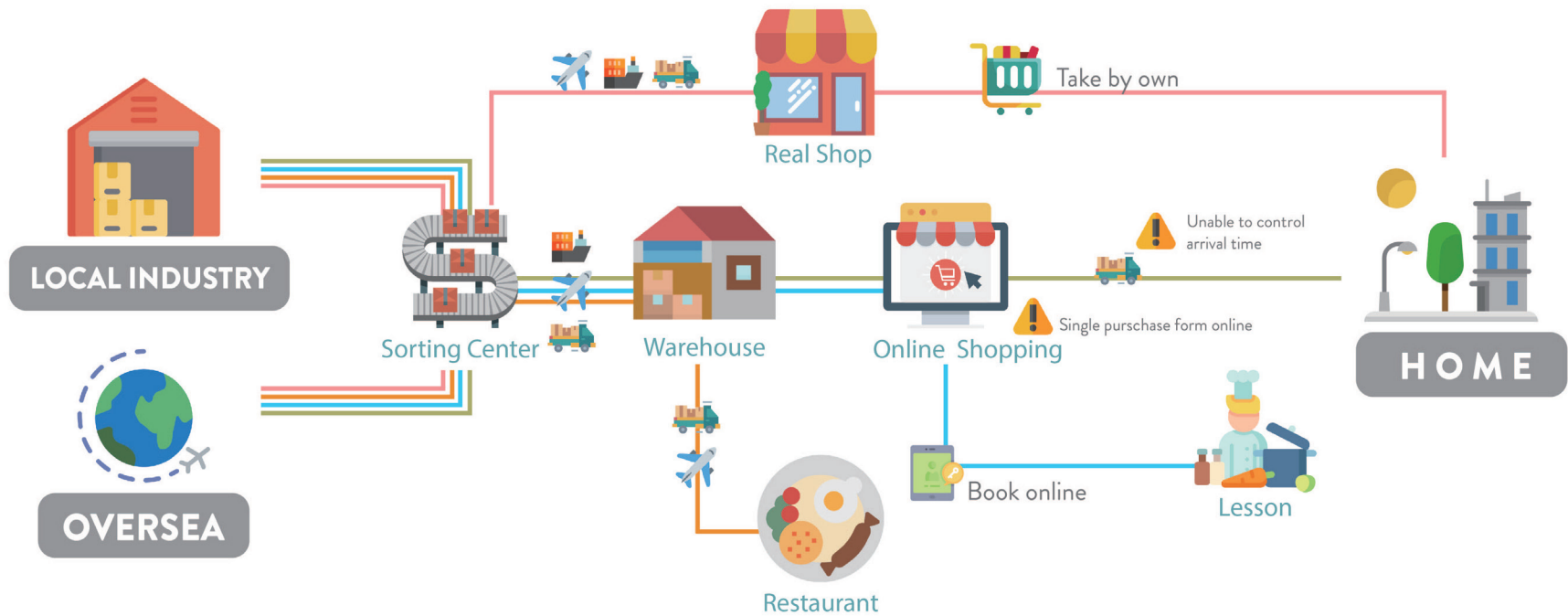
Learning at Eataly is not just for the customer, but it is also necessary for Eataly employees to receive new information, cooking knowledge, etc., so that they can pass on the knowledge to the customer, help the employee discuss the product with the customer or explain the cooking skills.

*Eataly course*



Image Source: [https://media.eataly.com/media/catalog/category/home\\_page\\_corsi.jpg](https://media.eataly.com/media/catalog/category/home_page_corsi.jpg)





As a relatively mature food industry, eatly has its own industry characteristics, but at the same time it still has certain problems in terms of purchase form and logistics.

#### ADVANTAGES :

1. Diversified forms of services: online shopping, offline stores, offline experience stores - restaurants and cooking classes, etc.
2. Reduced transportation costs

#### DISADANTAGES :

1. Simpler online shopping method: only website form, no APP.
2. The arrival time of the purchased product cannot be controlled according to the buyer's needs: the customer cannot choose a feasible arrival time.

# HOME

## Company Name

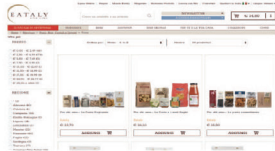
Show company name and logo

## Activity Information

Includes discounts, promotions, coupons, etc.



# OTHER PAGES



**Classify**  
Various ,Clear  
Price range,Brand



**Commodity**  
Product name & price



**Specifications**  
Place of origin,shelf life,  
ingredients



**Payment**  
Online payment



**Lesson**  
Course introduction  
and price

As a relatively mature food industry, eatly has its own industry characteristics, but at the same time it still has certain problem in terms of purchasing form and logistics.

#### ADVANTAGES :

1. A variety of services are available on the website, including the purchase of food, and course reservations, etc.
2. Clear food classification
3. The distribution of offline stores is clear

#### DISADVANTAGES :

1. Simpler online shopping method: only website form, no app
2. Missing user reviews, buyers cannot purchase reviews with reference to comments
3. Lack of quality testing, users cannot clearly know the quality information of the product
4. Can't communicate with merchants online

### 3.4 YUN CHU ONE - STATION



Yunchu one station is a food retailing company headquartered in Nanjing, Jiangsu, China. Through product development, production, logistics, community store operations and Internet sales, it has become a full-life integrated mobile Internet service platform targeting home users. Food is sent directly to community stores through planting bases, processing workshops, and cold chain logistics. Realize the business model of docking agricultural products on one side and directly connecting consumers on the other side. Greatly reduce the cost of the product, so that the source and the terminal can achieve double benefits. Form a new retail enterprise of agricultural products that is community people as a service target, fresh produce as a feature, and "Online and offline + modern logistics" as the core.

Yunchu one station currently operates only in Jiangsu province, with more than 200 community stores in Nanjing and surrounding cities, serving more than 800,000 consumers.

## THE PRODUCT FROM YUNCHU

Most of Yunchu products come from its own production base.



Planting base of Yunchu

Image Source: [https://pic2.zhimg.com/v2-7b359abf4644e189dae6cc977ab1a032\\_r.jpg](https://pic2.zhimg.com/v2-7b359abf4644e189dae6cc977ab1a032_r.jpg)

“Cloud Kitchen One Stop” has its own two agricultural products bases, Babu lo Ecological Valley and Runkang Agriculture. And with more than 300 agricultural products bases around the world to establish cooperation, including vegetables, fruits, meat, aquatic products, grain and oil dry adjustment and other more than 1,000 kinds of products. Cloud kitchen adopts Israeli agricultural technical standards, artificial weeding and harmless insecticide during vegetable production, insisting on not using pesticides, and replacing fertilizer with organic fertilizer.

The price of Yunchu products is lower than the average price of the market. The fresh products are made into a clean dish, free of wash and cut, and can be used directly for cooking at home, which greatly facilitates people's daily life.

## THE SERVICE OF YUNCHU

Yunchu uses the “supermarket + catering” model, which focuses on fresh products. These products are the most basic consumption and must be solved in the community. From the opening of the first store in April 2016



*Yunchu one-station distribution area*

to the current size of more than 200 stores, all around the site of the community, the store's 1200 SKU (stock keeping unit) mainly includes packaged clean dishes, grouped vegetables, fruits, meat, aquatic products, and cooked dishes. It is the main food for the three-day meal around the user.

Time is the lifeline of quality assurance of fresh food, and the central kitchen is the secret of the fresh products sold by Yunchu. Thanks to the powerful central kitchen system, it is ensured that the vegetables can be sorted, cleaned, weighed, packaged, coded, etc.

After the direct mining of the vegetables, without the industrial park, and then the cold chain transporter Ship the packaged vegetables and fruits to the community store.



*Vegetables of Yunchu*



*Plant body sensing sensor monitors plant growth process in real time*



*Planting base of Yunchu*



*physical store of Yunchu*

From the field to the store, the whole journey is 6 hours. At present, there are 4 intelligent modern food processing centers in Nanjing, which reduce costs through centralized procurement and intensive production.

In order to realize the 6-hour plan from the field to the store, in addition to the central kitchen, it is also attributed to the logistics team of Yunchu Kitchen. Yunchu Kitchen has a fleet of more than 200 cold chain logistics, responsible for the base and the central kitchen to the community experience store. Logistics and transportation, the product has realized the whole process of cold chain distribution from “base-factory-store”.

Then the cold chain transporter Ship the packaged vegetables and fruits to the community store. From the field to the store, the whole journey is 6 hours. At present, there are 4 intelligent modern food processing centers in Nanjing, which reduce costs through centralized procurement and intensive production.

## YUN CHU ONE - STATION

Shopping method chain on the Yunchu. The YUN CHU purchase method is roughly divided into online and offline modes. The online purchase is mainly through the app, and the selected ingredients can be selected in the app, and then delivered to the destination by the delivery of the courier. You can also use the app to find the store closest to you.

Here are two ways to offline mode, you can shop at the nearest store or buy on the machine. The vending machine mainly sells cooked food, mainly for the convenience of working people, eliminating the steps of cleaning and cooking.

The vending machine is called the chain kitchen, which is an extension of Yunchu's new retail and new business. With the change of consumer spending habits, the catering industry will pursue the ultimate efficiency, and there will be retail attempts.



“The future business of the cloud kitchen will be divided into three aspects. One is the smart cabinet. It is expected to launch more than 300 units in Nanjing in the early stage. Hospitals, schools, subway stations, stations, airports, etc. will all be our new business.

The second is the new restaurant. In the future, Yunchu will cooperate with Jiangsu Transportation holdings to let the new restaurant serve more consumers.

Similarly, in the urban areas, commercial centers and other places where people are concentrated, new food and beverage outlets will also be seen.

Finally, the new food and beverages, Chinese catering is very small, the chain of Yunchu kitchen can help these small and medium-sized restaurants, small restaurants to enhance, through cooperation or other means, to achieve the intermediate source of food to the finished product, reduce the marginal cost, achieve scale effect.

This new restaurant includes two forms of dine-in food and smart cabinets, relying on the standardized products provided by the central kitchen of Yunchu one station. On this basis, the automatic cooking robot processes the ingredients, further shortening the waiting time for consumers to eat. Convenient for the lives of consumers. At the same time, consumers can also purchase the finished product to take home or dine in the smart cabinet.



### How to Buy

#### 1 On-site shopping



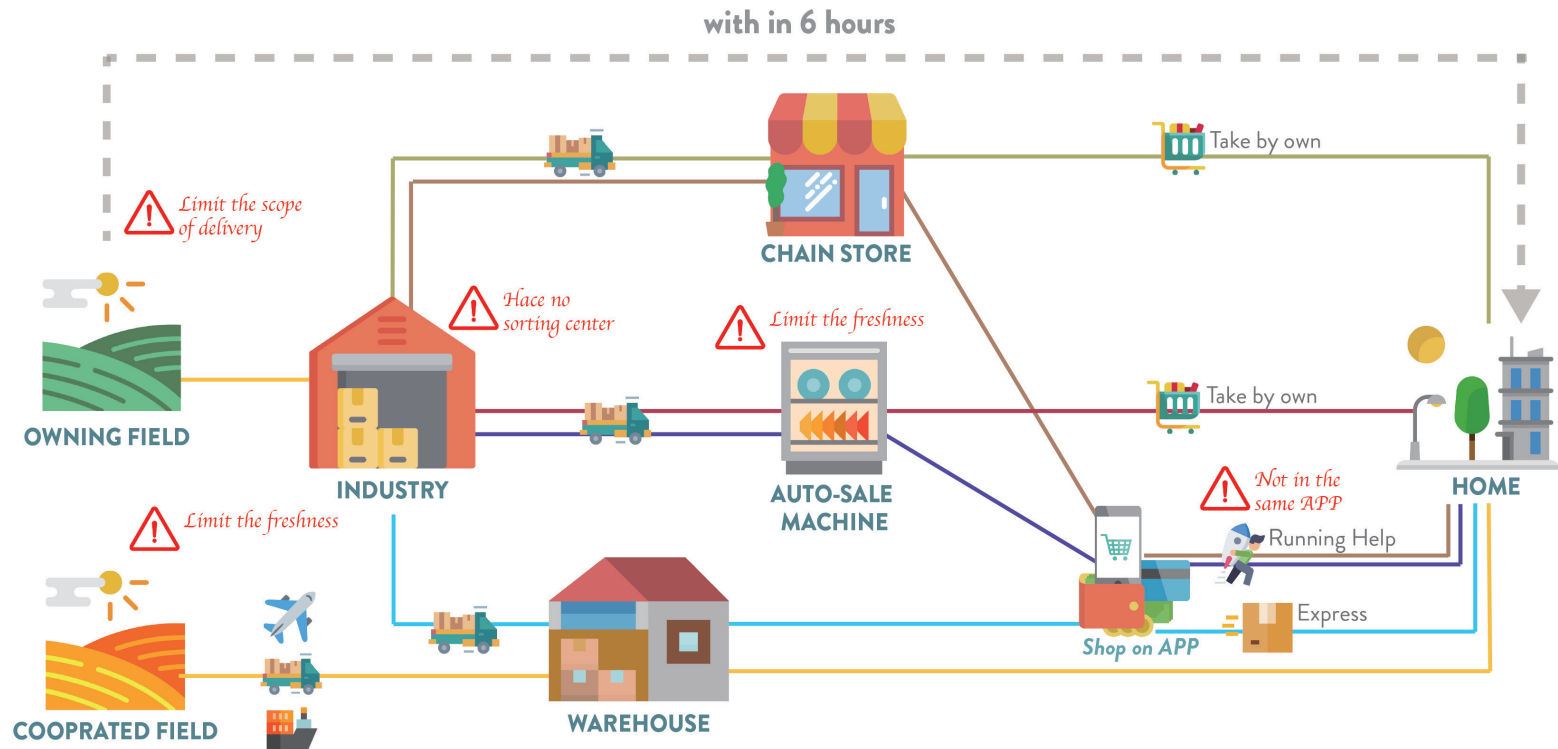
#### 2 Scheduled delivery



### What to Buy







## SOME ADVANTAGES AND DISADVANTAGES ABOUT YUNCHU

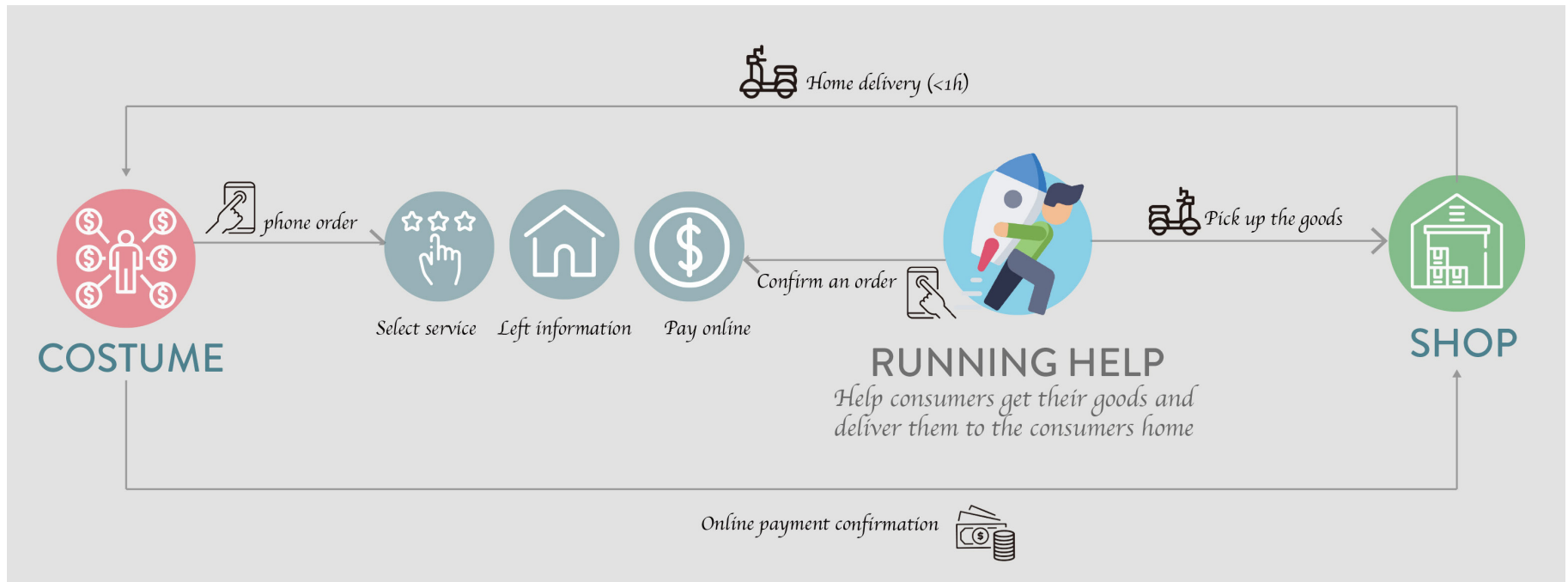
### ADVANTAGES :

1. The company owning the whole chain including the transport to guarantee the quality of product and the speed of deliver.
2. The wide distribution of the warehouse all over the city is reasonable and could be check.
3. The auto-sale machine and shop APP offer convinent.

### DISADVANTAGES :

1. The owing field just exist in a little cities,so the service could only operate in a little cities.
2. The products from cooprated field take time to be sent to client because of the distance.
3. Lack of sorting center.Make the deliver less convinent.
4. The food in the auto-sale machine could not be changed duly.

## RUNNING HELP



### RUNNING HELP

"2 hours to get home", "24 hours non-stop..."

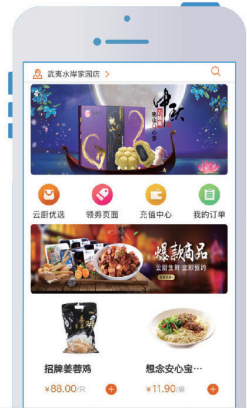
In terms of geographical location, it mainly covers communities, CBD, schools and so on.

After consumers place orders online, the system will automatically send the order message to the nearest front-end warehouse and convenience store, complete the package selection and packaging, and

deliver to the door, the whole process takes only one hour.

At present, supermarkets mainly produce fresh commodities such as fruits, leisure food, dairy products and beverages, meat, poultry and eggs within one hour, including instant food and semi-finished dishes.

## OTHER PAGES



### Home

Recommend & discount



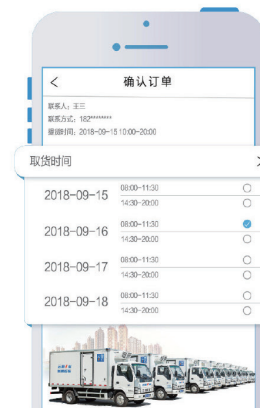
### Quality

Each food was test for pesticide



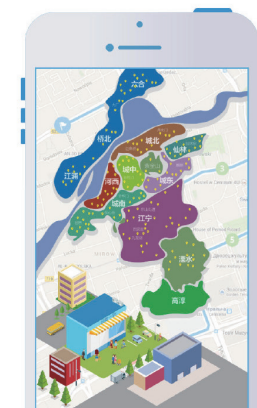
### Classify

Variou & clear



### Order form

Could set the time to take



### Map

Easy to find the shop nearby

As a new type of community fresh convenience store, YUNCHU has its own fields, production bases, processing plants and sales channels, but there is still a need to improve the sales form. We have analyzed the sales application and methods of Yunchu, listed some key advantages and disadvantages.

### ADVANTAGES :

1. Diversified sales channels, in addition to online sales, physical stores, restaurants, and vending machines.
2. Use the app to find the store information closest to the user.
3. Product purchase interface has clear product quality inspection information.
4. Customers can control the arrival time of logistics on the APP.

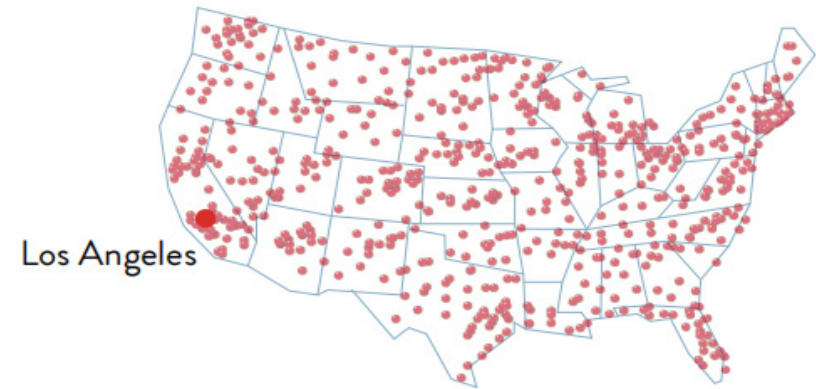
### DISADVANTAGES :

1. Can't communicate with merchants online.
2. Online sales form is single, only through APP, no website.
3. No similar product recommendation.

### 3.5 BERRY CART



Image Source: <https://www.berrycart.com>



Company: Jianguo Yunchu One Station Co., Ltd

Establish : 2012

#### COMPANY INTRODUCTION

Berrycart offers coupons, deals, and discounts on healthy foods in the form of cash back rebates. Looking for deals on foods that are all natural, organic, gluten-free, non-GMO, dairy free, nut-free, vegan or kosher.

We've hand picked the best. You won't see high-fructose corn syrup or artificial flavors here. No way. Eating healthy can be expensive. That's where Berrycart comes in. When you read a fact, rate a product, you unlock a cashback discount that you can redeem after buying the product. It's like a rebate, but without all the paperwork and hassles.

The Berrycart map even tells you where the closest stores are that

carry each product. Go shopping, snap a picture of your receipt, and earn cash back rewards.

Take your money out with a paypal account or we'll send you a gift card are various retailers including "Target Starbucks", "Home Depot", and more. Speaking of stores, our cashback coupons and deals are in over 100,000 stores.

Including Sprouts, Target, Walmart, Costco, Safeway, Wegman's, Publix, Kroger, H-E-B, Vons, Meijer, Giant, Sam's club, CVS, Albertsons, and Vitamin shoppe to name a few although offers on Berrycart are primarily groceries and other healthy food items, we sometimes will throw in special offers and even contests on other products besides groceries.

What all products have in common is that they are all natural better for you products from socially responsible companies. The vast majority are organic, non GMO, and qgluten-free.

We love those B-corps and other companies who embrace sustainability and fair trade. In Berrycart, you can even filter on characteristics like organic, no GMO, Gluten-free, Vegan / Vegetarian, Dairyfree, or Nutfree, and more.

You may have not tried the almond milk, kale and chia seed chips, quinoa cereal, or other healthy organic foods you'll find on Berrycart, but that is half the adventure of giving some a try.

In Berrycart, you'll learn what makes these products worth trying and of course, we'll throw in a deal to help you save money and make it worth your while. Berrycart makes eating healthy as good for your wallet as it is for your body.

## OPERATING PROCESS



## HOW IT WORK

### Step 1 : Discover

Find deals on the best organic, gluten-free, or non-GMO foods near you. Download the FREE app and start browsing exclusive Berrycart offers on foods you can feel good about. We've hand-picked only the best all natural, organic, gluten-free, and non-GMO kinds of foods for you. You won't see high-fructose corn syrup and artificial flavors here.

### Step 2 : Learn

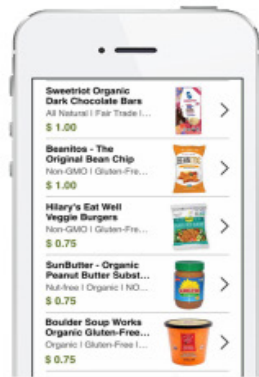
Learn what Ancient rains are and what the deal is with Acai' and Chia seeds. Find out what a company like sweet riot stands for. Digest bite-

sized insights about each product with a fun fact, quiz, testimonial, and more. We tell the story about products and brands that have a great story to tell.

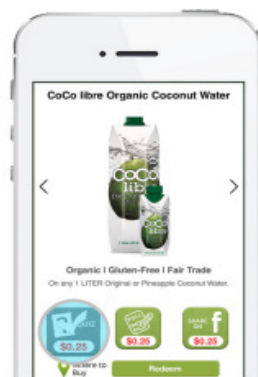
### Step 3 : Earn

After you buy the product and snap a picture of the receipt, we send you money. Each action you complete on Berrycart unlocks a one-time rebate that you can redeem after you buy the product. Just take a picture of the receipt, and within 24 hours Berrycart will send you real money that can be cashed out through PayPal or various gift cards.

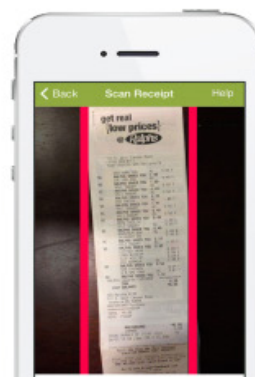
## OTHER PAGES



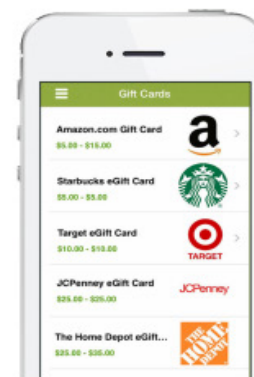
Home  
Recommend



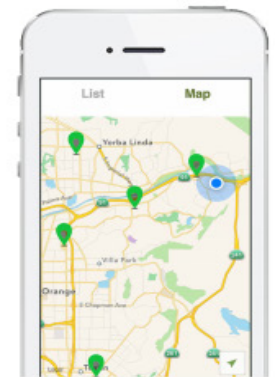
Products  
Product distribution and feedback



Scan  
Scan the receipt



Gift Cards  
The money will give back to Gift card



Map  
Easy to find the shop nearby

# 04

## SYSTEM ANALYSIS







## SYSTEM ANALYSIS

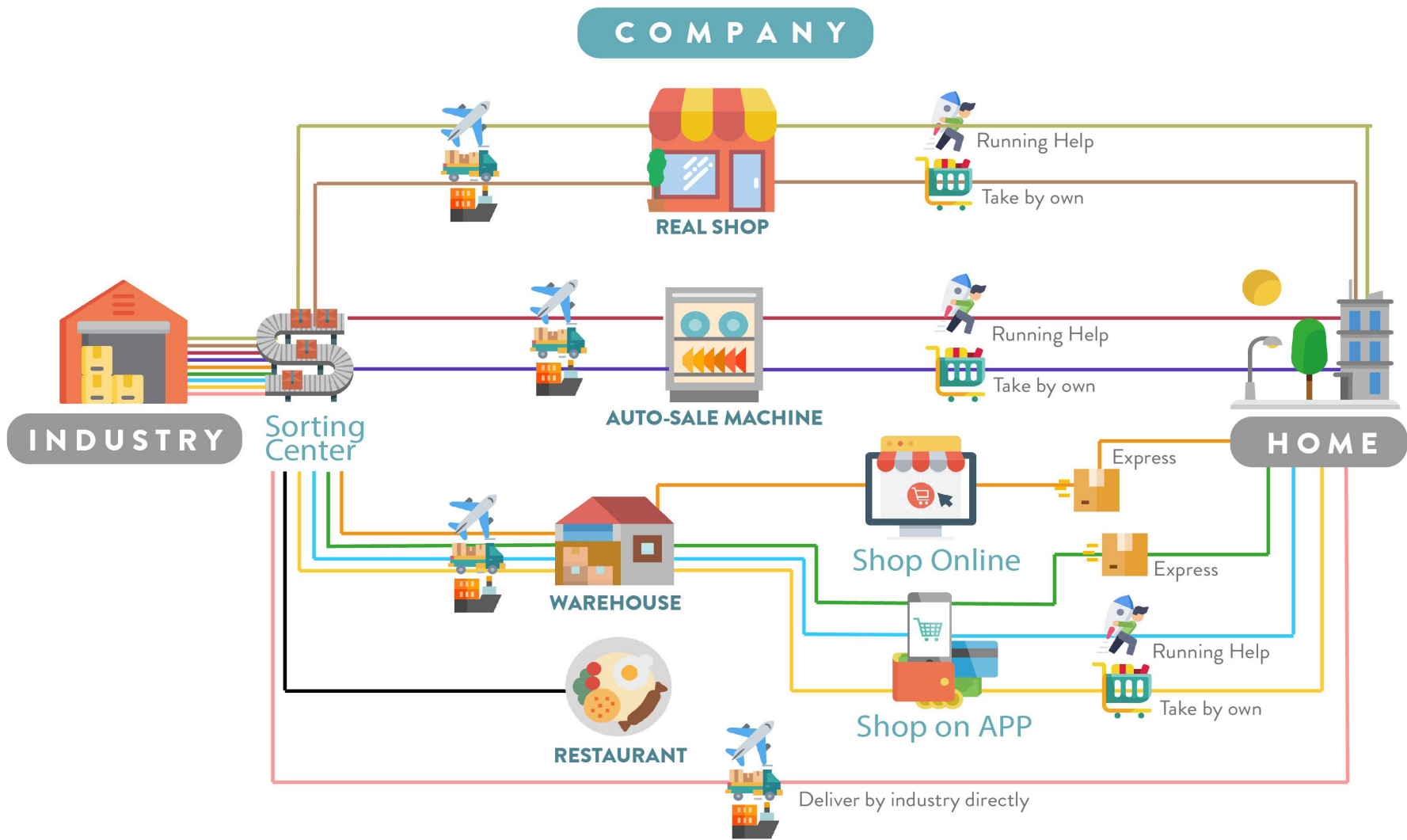
In this chapter, through the analysis, research and comparison of the operation process system of the five companies mentioned above, we extracted the most common and simultaneous steps of the five existing companies and summarized them into a representative system process that can summarize the existing online shopping platform in the Chinese market.

The whole process follow a process of "understanding and definition" to "research and arrangement" to "analysis and synthesis" to "concept and development" to "model and trial and error" to "implementation and promotion". The research on the system is the process of studying for the purpose of realizing information, including the materialization

of information needed for corresponding problems, the design of information collection methods, the management and implementation of data collection process, the analysis of research results, the conclusion and the determination of its meaning, etc.

Based on certain theoretical principles and scientific methods, this paper systematically and purposefully collects, sorts out and analyzes the history and current situation of the supply and demand of commodities in the market. It is not difficult for us to find many problems with the system.

After in-depth investigation, we can improve their problems and



optimize their existing system. This information is of great reference value for the "platform for selling organic baked foods" to be completed.

## EXISTING SYSTEMS

We will first before the collected five related to organic food companies one by one analysis, and process it fuses in together, form a relatively conform to today's more consistent system of food sales platform. In these companies, have a plenty of standard specialized to sell organic food on the Internet, but just in the overseas, there also is some China has developed very famous food sales website, some are apps that deliver fresh organic food to the home in a very small range, and some are guidance apps that focus on the publicity function to help consumers find and encourage them to buy organic food.

Of course, there are also many factory stores like Eataly, which we

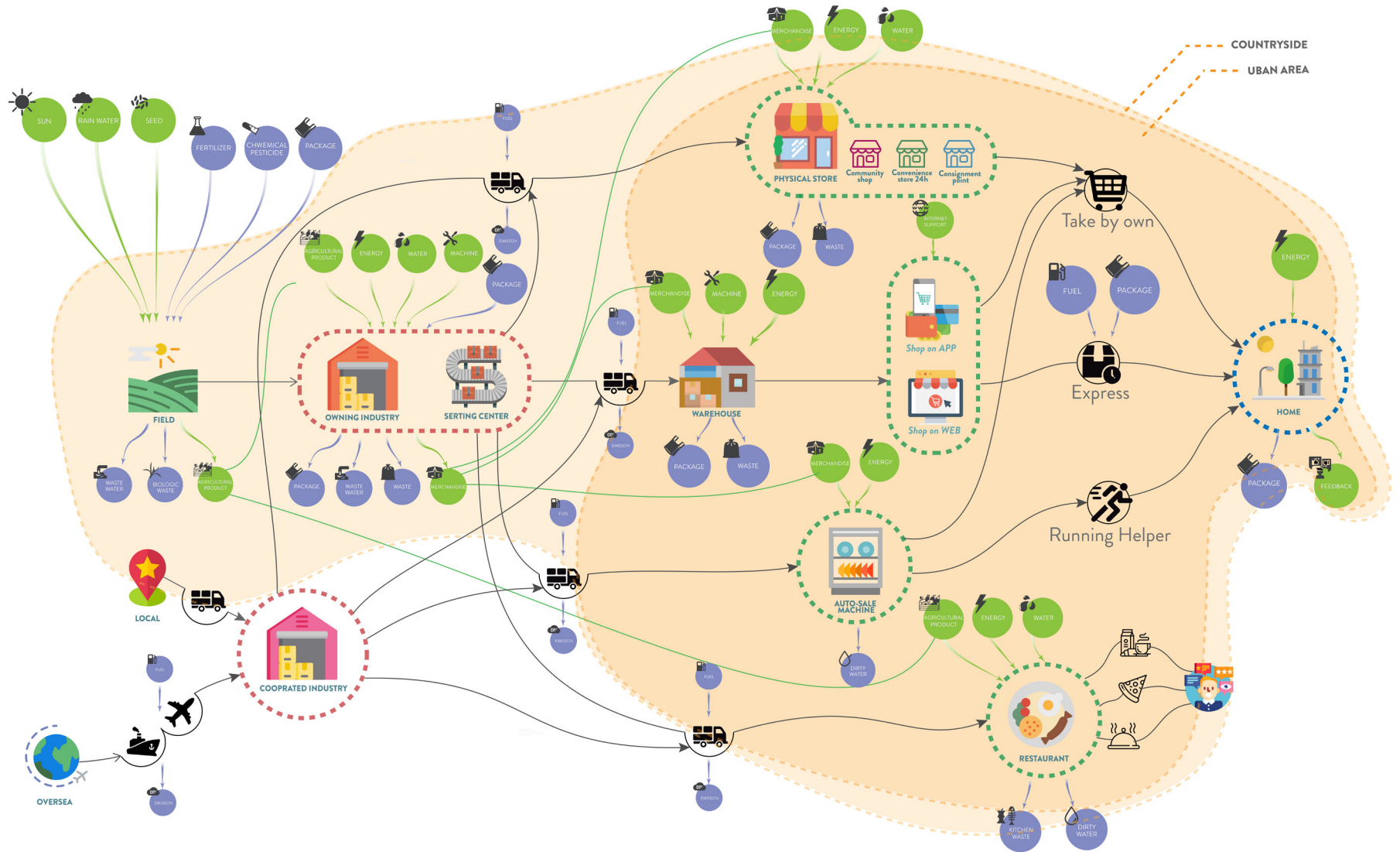
are familiar with for selling food. I think this is of great help to the communication between us from distant China and the professors that live in western countries.

Eataly company plays a very important role as a bridge of communication. Clarifying each company's business needs is a prerequisite for all analysis and design: Identify system stakeholders and their concerns. Determine the business requirements of the system, that is, "who" uses the system "what". Determine the functional scope of the system, that is, what the system "contains" and what it does not contain.

System needs to satisfy almost all the concerns of stakeholders, so make sure all of these concerns are involved, is one of the most important stakeholder , of course, the user (sometimes subdivided into different types of users) moreover should also include suppliers, partners, operations, sales, and the boss, even government and so on, also including research and development testing and operational.



# SYSTEM ANALYSIS



Of course, each company should also have its own characteristics and functions different as others while meeting the basic sales functions. In addition to the essential basic functions, we have selected the links and functions that we think are better and organized them into the following system diagram. As can be seen from the figure, organic food from raw materials to the final consumer goods in the hands of customers must pass through the farm, factory and sales platform.

It starts at the organic farm, goes to the factory, processes it, turns it into something that can be sold. Here, due to food freshness, transportation cost, storage cost, land rent and other reasons, farms are generally in the suburbs, and the factory is often close to the farm, so we do not take into account the farm-to-factory transportation.

Some companies do not own their own farms and factories. All the products sold by the company are from farms and factories with related cooperative relationships, mainly non-local and overseas products, and mainly transported by air and ships.

Factories are usually equipped with sorting centers to help them sort products more efficiently and quickly and distribute them to various sales platforms. The company's private warehouses, direct stores, vending machines and restaurants are in the same class. According to the demand, the company will directly transport the goods produced by the factory to the sales platform in the same city.

The transportation means are mainly trucks, which can be divided into self-operated and cooperative agent operation companies. In this process, there is also the case that raw materials of food is directly transported from the farm to the company-owned restaurant for timely processing.

Four different sales platforms are the subjects of our study:

Firstly, physical stores can be subdivided into community stores. Such stores generally have high sales volume, large liquidity of goods,

complete categories, low prices, and are closer to the community. It is convenient for citizens to buy. Physical stores pay more attention to shopping experience, so they can see brick-and-mortar products of better quality assurance.

And there are 24-hour convenience stores and campus grocery stores. Compared with community stores, these two stores are more targeted to consumers. The general stores are small, but they can provide a lot of convenience for special groups.

The second is the way to buy organic food through mobile app and website platform, which is also the key of the system we will study. In the first three quarters of this year, Chinese online retail sales reached 6278.5 billion yuan, up 27 percent year-on-year, ranking the first in the world.

In recent years, with the improvement of Internet penetration, especially the mobile Internet, the scale of online shopping users has been expanding, and the supply mode of online retail and other emerging markets has continued the high growth trend.

The new drivers represented by the Internet economy have not only become the main driving force for keeping the economy operating on a reasonable range, but also laid a good foundation for further economic transformation and upgrading.

Online shopping, is through the Internet to retrieve commodity information, and through the electronic order goods issued shopping request, and then fill in private check account number or credit card number, after the order generated by the manufacturer through the mail or through the courier company home delivery and other ways to send the goods to the hands of customers.

Chinese net shopping, general payment method basically is divided into two kinds: money arrives deliver goods (direct bank transfers, online remittance) and assure trade is goods arrives to pay.

For consumers, they can "shop" at home and place orders for time or place restrictions. Access to a large amount of commodity information, you can buy local goods does not have; online payment is safer than traditional cash payment to avoid cash loss or robbery; from order, buy goods to goods door-to-door without the presence of the scene, both time and effort saving; online goods save the cost of renting stores, hiring employees and storage.

Generally speaking, their prices are better and cheaper than similar goods in ordinary stores. Can protect personal privacy, for example, many people like to buy adult products online, go to the physical store to buy embarrassing. For businesses: due to online sales inventory pressure is small, low operating costs, operating scale is not limited by the site.

Based on the information, we infer that in the future, more enterprises will choose online sales, timely feedback of market information and timely adjustment of business strategy through the Internet, so as to improve the economic benefits of enterprises and their ability to participate in international competition.

Thirdly, for the whole market economy, this new shopping mode can realize resource allocation with higher efficiency in a larger scope and at a broader level. To sum up, online shopping has broken through the barriers of traditional business, and has great attraction and influence on consumers, enterprises and the market. It is undoubtedly an ideal model to achieve the effect of "multi-win" in the new economic era.



<https://www.pinterest.it/pin/189080884332152285/>

## ADVANTAGES :

1. Time-saving and labor-saving. Look up all goods on the net, you only need a few minutes to be ok, need not go again the high street of crowd is searched, the network shopping that from tired break double leg goes shopping to mouse control develops, and should you have certain buy a target only, search can be found directly in the mall slightly, it is time and effort saving really.

2. Save money. Online mall has breakthrough establishments, they develop so rapidly is the low threshold, the network marketing without large inventories, to rent expensive stores, purchase channels is not complicated, this leads to the low cost of network management, so selling goods online are much cheaper than in real life, to save a lot of money to buy the same product on the Internet.

3. Relatively safe. Overall shopping online payment system is very safe, and now the bank of the net a little bit more complicated than before, the increase in the program is to increase, what's more, a lot of such as pay treasure to third party trading platform, it greatly ensures that you pay the money absolutely erratically, even if you buy the products are not satisfied to return, so your money to return to our pockets.

4. A complete range of foods. Sometimes want to buy things, in each big mall looking for half a day, nearly dead tired but could not find, or you need to run around, pick and choose to compare, but online shopping mall with a page view clearly describe the basic parameters and data of this product, let you clearly understand its characteristics, and online mall includes almost all the things you can think of, even in the online retail industry rapid development, maybe you should not have found a thing that he wanted for a long time.

5. Price comparisons can be made. There are a lot of guides to there that compare shopping sites, where you can visually compare the

prices of the same product in different stores, and you can just sit there and find the lowest price.

6. You can receive the goods without leaving your house. Shopping online is just like enjoying the treatment, as long as you pay the money, even if you take the form of cash on delivery, they will be very happy to deliver the goods to your hands in the fastest time, and even want to say thanks you.

7. There is no time limit of orders. When you want to buy when you buy, in general, the advantages of online shopping are still a lot.

## DISADVANTAGES :

1. If you can't see the real thing, you can only see the introduction and pictures, so sometimes there is a certain error.

2. The mail needs a certain time, now are generally used express, generally within 3 days on the delivery personnel of your hand.

The online shopping platforms we investigated were delivered directly into the company's warehouse, delivered by express delivery, picked up goods at the store by ourselves, and delivered goods by "running helper". What is worth introducing here is Chinese running helper mode, which is a characteristic mode of China."

Because of Chinese large population and low labor costs, many people are willing to help earn money in their spare time. People contact helpers on organized web platforms according to their wishes, and pay for them online in exchange for helping to pick up the goods and deliver them to their homes. This practice is called "running helper" in China.

Secondly, nowadays, vending machines has realized the function of selecting goods and placing orders online, then pays online, and finally finding the nearest machine location and using the QR CODE to pick up goods.

With the development of economy and the progress of technology, more and more vending machines appears in schools, factories, subways, hospitals and other places. There are many kinds of vending machines in the market.

There are beverage vending machines, snack vending machines, fruit and vegetable vending machines, dairy vending machines, general merchandise vending machines and so on. Vending machines has been around for years, but technology and market maturation are only a few years away.

Modern vending machine can say are smart vending machine, not only support such as COINS, cash can also support the micro letter, mobile payment, Alipay, Baidu wallet can even support Union pay card, employee card, student card and other credit card to pay, in addition to can remote monitoring, do not need to operating personnel to the scene to personally know the vending machine operating data. The above functions are not only greatly convenient for everyone

to buy things in the vending machine, but also convenient for the business vending machine operation.

There are a variety of vending machines, but they use only a handful of aisles, including the most machines, but they use only a handful of aisles, including the most common spring-coil aisles, crawler aisles, high-precision s-shaped stacking aisles, and cluster cabinets.

Vending machines it is equivalent to the significance of the combination of physical stores and online shopping, the main difference between a vending machine are compared with the entity shop is widely distributed, are more likely to spread, without waiting for, can sell all kinds of goods (without packaging, shape is not fixed, size larger, complete sets of plans and so on all can), simple construction, lower manufacturing costs. Low cost, can sell a variety of goods, snacks and drinks is all right.

But there are some disadvantages: the quantity of goods is small and the space utilization is low. Selling bottled drinks is easy to get stuck, and replenishment is troublesome. It is necessary to take out the goods channel and carefully place the goods one by one.

Vending machines, as machines, also incur regular maintenance costs. The variety of goods is few. His delivery method also combines in-store pickup with shopping running helpers.

Finally, the self-run restaurant (supermarket restaurant) models has become very popular in recent years. It is both a supermarket and a restaurant.

Such as Eatly, you can either buy raw materials here and cook them at home, or you can ask the chefs here to prepare delicious meals for you. Here is a relaxed and happy environment, unique layout.

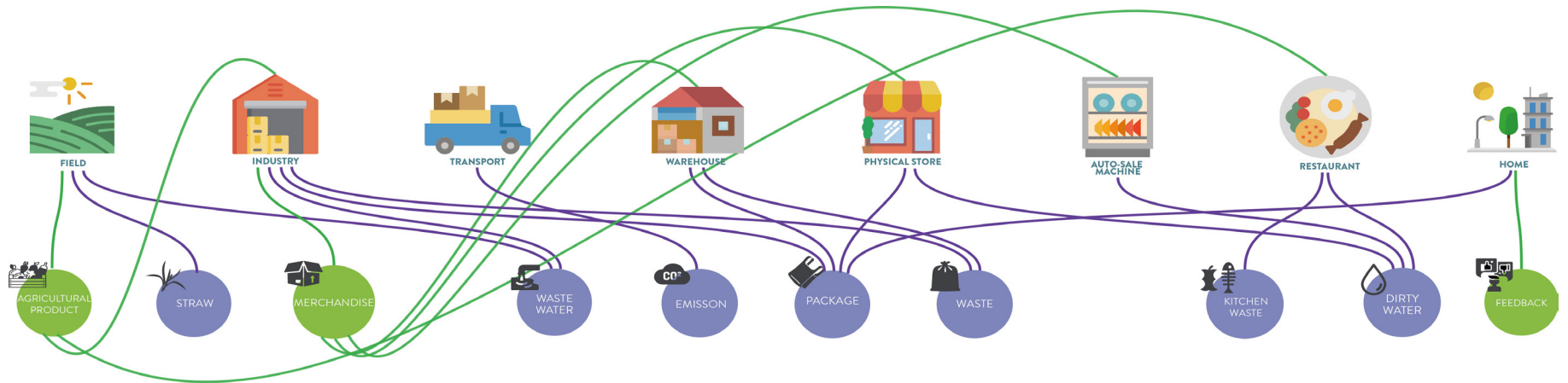
The owner of the supermarket restaurant advocates a slow pace of life with fresh ingredients, elegant din environment, exquisite store layout



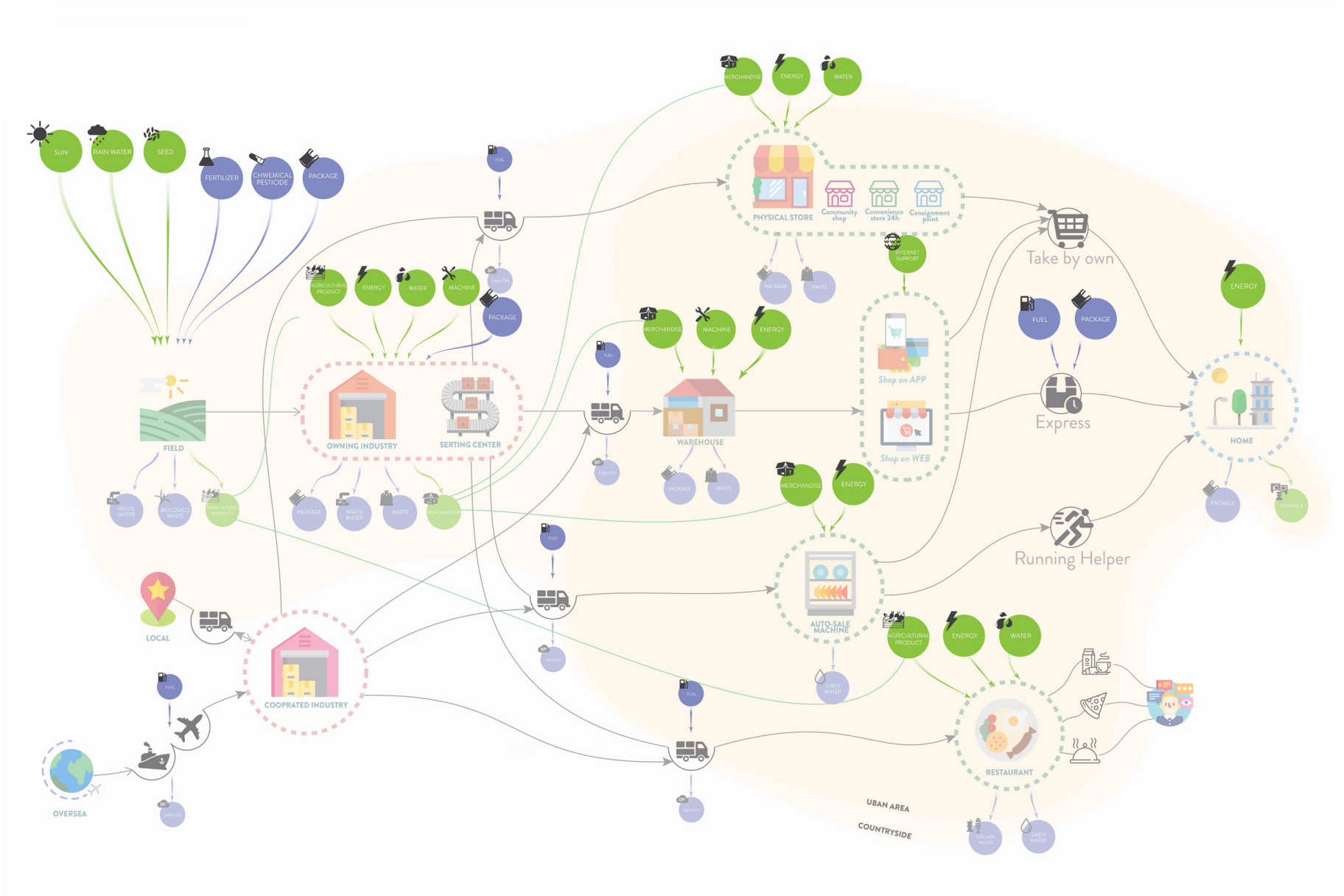
and good geographical location.

This restaurant, which employs famous chefs and nutrition experts to make delicious food by selling ingredients in supermarkets, has realized industrialized and standardized production, optimized the backfield for catering enterprises and realized the popularization of delicious food. In other words, you can think of it as a comprehensive platform combining "to express food" and "private restaurant".

## ALL OUTPUTS



# SYSTEM ANALYSIS INPUTS



## INPUT & OUTPUT

After all links have been clarified and smoothed, input and output of each link will be clearly marked. It is not difficult to find that the input and output of the farm is mainly about the input and output of planting related to some weather factors, pesticides and water sources, etc., which are not necessarily related to the sales of organic food platform we want to study, so we will not discuss too much.

The input and output related to the factory and the sorting center are mainly the supply of water and electricity and the discharge of garbage and waste water. Although this is a common feature of many factories, it does not seem to have any particularity worthy of further study, but one of them, the use and waste of a large number of packages, has attracted our attentions. Compared with the general factory, as the source of the sales platform, produced a greater amount of packaging waste. At the same time, the sales platform also produces a lot of paper, plastic, metal, rubber and cloth waste in the process of operation.

The most serious are paper packaging and plastic packaging, which is consistent with the results of the previous product research, because in the previous research, we found that most of the product packaging is made up of independent plastic packaging and carton, paper bag or plastic packaging.

Plus at present stage, in the process of transportation is the main packaging and protective packaging cartons and plastic foam, due to wear and tear, in the process of transport and manpower investment is needed to use too much, these packing are rarely reused or recycled, waiting for their only be abandoned and the direct access to the end of the recycling plant. In the process to express delivery of the Internet platform to the consumers' home, there are even mountains of packaging waste.

Packaging waste refers to the solid waste formed from the packaging of products. Packaging waste has various forms, large output and great impact on resources and environment. Excessive packaging has become a public hazard of garbage behavior.

Express packaging has become the main source of packaging waste. Reduction and recycling of packaging materials are two ways to reduce packaging waste, with the rapid development of e-commerce, online shopping has become an important way of consumption.

According to statistics, from November 11 to 16, 2014, the express volume of Chinese express industry reached 586 million pieces, an increase of nearly 70% compared with the same period of 2013. A large number of express packages are thrown away after one-time use, which wastes resources and pollutes the environment. How to deal with them has become a difficult problem of people.

Packaging materials generally includes wood, foam, tape, tape, fiber bags, cartons, etc. Each piece of goods should be wrapped with foam cotton into a carton, sealed with tape and tape, and then reinforced with wooden nails and frames, so as to ensure that the goods in transit without any risk.

Express packaging is mainly divided into file bags, cartons, waterproof bags, fillers, tapes and other categories. For most recipients, after getting the express, they open the express, pick up the goods, and tear off the information bars on the package, and then they may conveniently discard the packaging bags and boxes in the garbage can.

Whether in office buildings or communities, many of these discarded packages are eventually collected by cleaners or "collector" and sold to recycling stations. According to the survey, in many large and medium-sized cities, the proportion of people who reuse express packaging is less than 10%.

A survey conducted by students from WuHan university of technology

provides some evidence. 20% "collect and sell" discarded packaging. Only 8 percent "save it for next shipping". How much economic waste does the abandoned package produce?

Take the carton as an example, the recycling price is about 0.5 yuan per kilogram. Such low prices have even made some recyclers reluctant to recycle cartons. The disposable use of express packaging also causes environmental pollution.

According to incomplete statistics, China produces about 16 million tons of packaging waste every year, and the proportion of packaging materials in municipal solid waste exceeds 30%.

And with the development of online shopping, this problem will become more serious. More pollution also comes from packaging that is not recycled at recycling stations.

For example, in order to avoid the damage to foods in the express delivery process, many senders will take measures such as multi-layer tape packaging and adding fillers.

For air bags, plastic bags and other materials and tapes filled in express packages, most recycling stations will not recycle them, so the usual treatment for these materials is to throw them away directly.

Tape and other materials are mainly polyvinyl chloride (PVC), such products cannot be natural degradation, nor artificial safety treatment, the mainstream treatment method is landfill or incineration. Waste PVC buried in the soil for 100 years will not degrade; if burned, it will produce a pungent smell, harm human health and pollute the environment.

In addition, we should pay attention to the heavy use of trucks in transportation and the exhausts emissions caused by them. Automobile exhaust pollution is the environmental pollution caused by the exhaust gas emitted by automobiles.

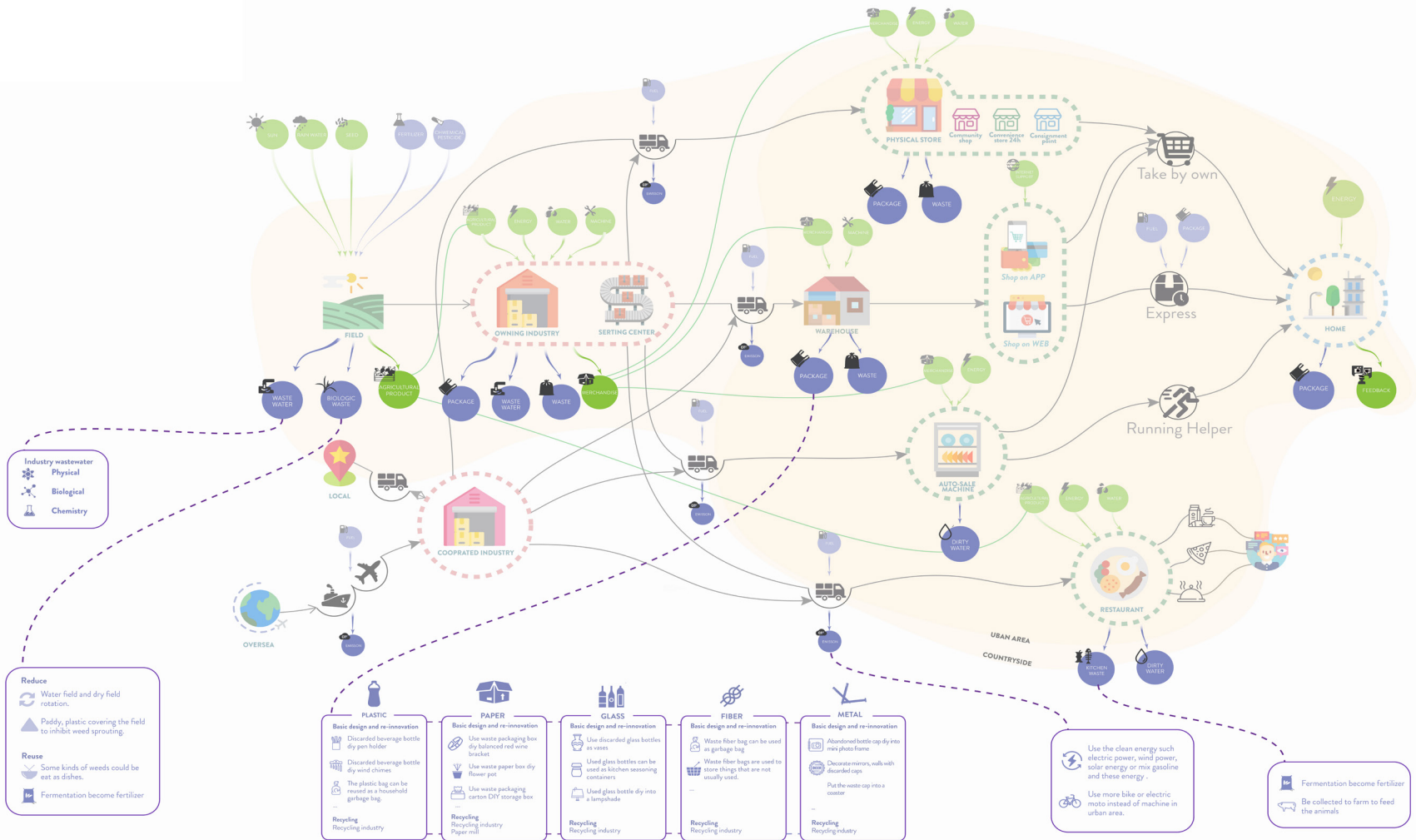
The main pollutants are carbon monoxide, hydrocarbons, nitrogen oxides, sulfur dioxide, lead compounds, benzopyrene and solid particles, which can cause photochemical smog.

In addition, carbon dioxide (CO<sub>2</sub>), sulfides Sox (SO and SO<sub>2</sub>), nitrogen oxides NO<sub>x</sub> (NO and NO<sub>2</sub>), chlorofluorocarbons and other greenhouse effects caused by the atmospheric environment, ozone layer damage and acid rain become more serious. CO, NO<sub>x</sub>, Sox, the elimination of unburned hydrocarbons HC, PM and automobile exhaust will pollute the air, which is very harmful to humans, animals and plants.

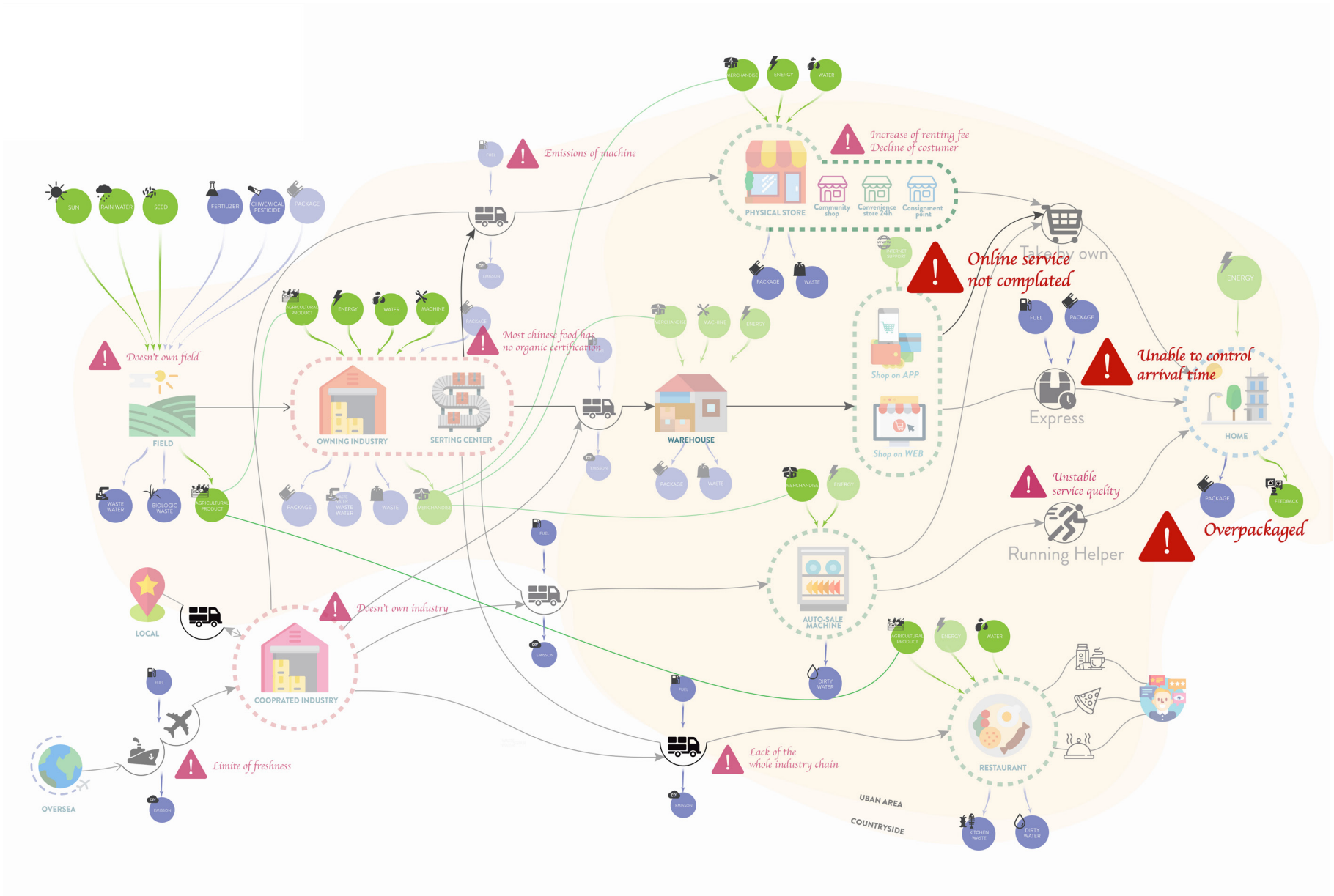
Automobile pollution has become a worldwide public hazard, and its "contribution" to the increase in greenhouse gas concentration cannot be ignored. The internal combustion engine of a car is actually a small chemical plant that consumes a lot of oil.

When gasoline is burned, it generates driving force and also produces many complex chemical reactions, which emit a large amount of greenhouse gas and aggravate the greenhouse effect.

# SYSTEM ANALYSIS OUTPUTS



# SYSTEM ANALYSIS PROBLEMS



## PROBLEMS

According to the part of understanding a serious analysis of the output, and after a lot of material collection and found the problems of each link, we summarized the following images reflect the existing organic food production and sales of the main problems existing in the system, these problems include most of the factory does not have its own production base, industrial chain is not complete, lack of authentication information, can't control the logistics time, personnel quality is poor time, etc.

First of all, some factories do not have their own farms, so it is not easy to control the quality and supply of raw materials.

The long transportation distance from the farm to the processing factory often leads to the reduction of the freshness of raw materials. This problem leads to the quality of goods sold on the platform at the source.

Similar to this situation, some companies are unable to own their own production factories due to the company size, capital status or geographical location, etc., which leads to the incomplete process of the company and the lack of the company system, reducing the controllability of the company's operation process.

In the upstream, from seed selection/land selection, to planting/breeding and other links to strictly control, macro-control product structure; in the processing link, will realize to the product quality the entire journey control, guarantees the food safety; downstream, more healthy and nutritious food will be provided to consumers through technological research and innovation.

Consumer-oriented, through the effective control of key links such as raw material acquisition, logistics processing and product marketing, the whole industrial chain from field to table can be realized.

Secondly, among the surveyed companies, except for Yunchu one station and Jingdong mall, which provide sales services in a small area, other companies do not have complete industrial chains under their own management.

The whole industrial chain is a development mode proposed by Zhongliang. It comes into being against the background of the upgrading of Chinese resident food consumption, agricultural product industry and food safety.

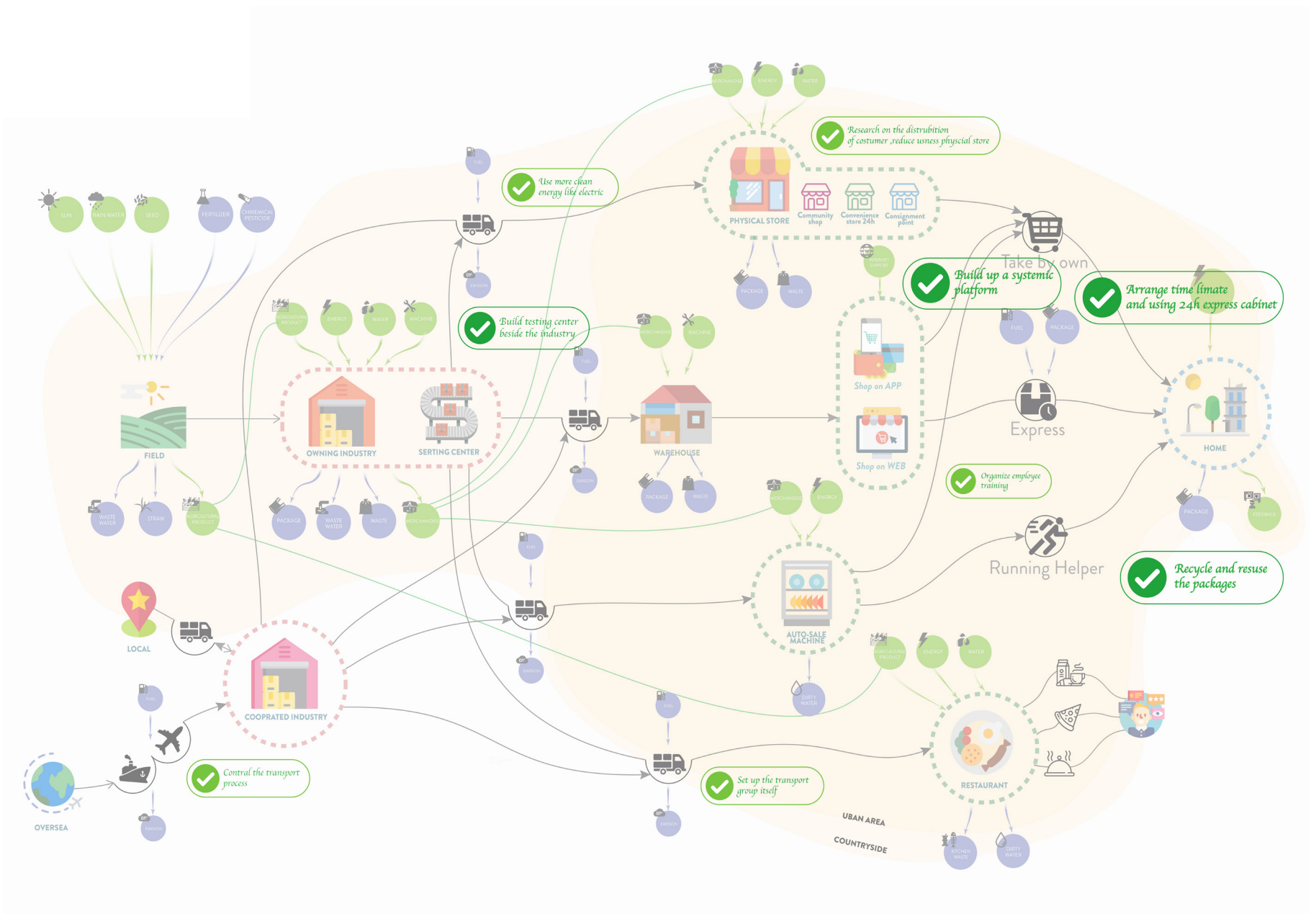
The whole industry chain is based on the consumers as the guidance, start from the source of the industrial chain, after planting and purchasing, trade and logistics, food ingredients and slaughtered feed raw materials processing, aquaculture, food processing, distribution and logistics, brand promotion, food distribution and so on each link, implement food safety traceability, form the whole process safety, nutrition and health food supply.

At the same time, we found that one of the important problems with this process is that most of the products of the company (3 of the 5 companies studied) are provided by the cooperative farms or factories due to the lack of the complete system of the company.

Therefore, many organic foods lack the recognition and certification of organic certification bodies. Most of the products sold on these platforms claims to be organic to consumers, but most of them are not systematically tested and certified, and do not have the labels issued by organic certification agencies, a phenomenon that is more common to China. In China, many people are not familiar with organic food.

Currently, the certification of organic food is handed over to the market and completed by a third party. Some scholars believe that this may lead to the problem of insufficient self-discipline of certification bodies and the problem of merchants paying for certification. In addition, Chinese current certification of organic products is certification before production.

# SYSTEM ANALYSIS PROBLEMS





Certification bodies certify soil, air, water and planting methods, issue certificates, approve yields, set deadlines, and approve production, which can lead to post-certification neglect of process management.

For brick-and-mortar stores, unless they own their own property and land, the biggest problems are the increasing rent of shops and the decreasing consumers due to the change of consumption pattern and consumption concept.

Because rents in hot Chinese cities have gone up like crazy about the past month. Beijing, Shanghai, Guangzhou and Shenzhen are up nearly 20 percent year-on-year. The main reasons are as follows: first, our demand for quality of life and comfort increases, leading to the increase in average to rent.

Second, the city centralized demolition of illegal housing, group rental and partition houses and other dangerous housing, reducing the market housing, in short supply.

Third, renters move to the urban center, increasing the market demand on the urban center and tilting the market to the supplier. Fourthly, the rise of housing price leads to the increase in psychological expectations of owners and the industry, which also plays a certain role in the increase in rent.

Today, with the rise of new media, customers prefer the shopping mode of "stay at home, pay on delivery", which makes the customer flow of brick-and-mortar stores and the transaction amount of film industry plummet.

For network platform, and we have to complete the end product of relationship is the largest, so in the research phase is particularly careful, we will all have online sales of the company are to compare.

All the functions and characteristics of the website or app has lists and compare carefully and found that all of the web site features

are not comprehensive, some lack of food certification supervision function, some detailed information about a lack of food, some lack of site service personnel communication, and even can only do simple purchase or guidance role.

In the process of goods from the online sales platform to the hands of customers, the most important are the delivery process, which every one of us often encounter: unable to control the delivery time to the home. Shopping is convenient on the Internet and it is convenient to send things. However, we began to complain that I did not receive the express timely at home when it was delivered, so no one would receive it.

Downstairs in the security room and no security, what do you do? Even if some websites have advantages, and can choose the specific day and time of delivery, there is still the dilemma that customers cannot accept the delivery when they leave temporarily.

This is a waste of energy and energy for both the company and its customers. If you choose the running helper method and seek the help of a complete stranger, you will inevitably have doubts. In addition, the distribution scope will be limited, so the price of running errands will be relatively higher.

Due to the limited staff in the store, it is easy to be understaffed during peak period, resulting in delivery delay. At the same time, the management of errand runners is not strict, the quality of personnel is uneven, the safety of goods is also an important factor of customers to consider.

## SOLUTION

We spent a lot of energy to collect data onto the Internet, looking for solutions to each we think interesting problems, we find and reference for the existence of many countries in the world have some interesting or useful case, and according to the influence of the problem and we are interested in questions of degree, as well as the most important: the organic food market in China is actually the most needs to solve the problem, put forward the corresponding, the solution of different level. Of course, some solutions are only a possibility to solve the problem, and will not be studied in depth.

At the same time, some schemes will become the object of our final in-depth study, and constantly improve and optimize, and more practical needs will become our final solution to the problem.

The first are the whole industry chain. We refer to the success of

Jingdong mall and Yunchu one station, and suggest that the company can establish a complete industrial chain system covering planting and procurement, trade/logistics, food raw materials/feed raw materials and biochemical, breeding and slaughtering, food processing, distribution/logistics, brand promotion, food sales and other links.

Through the whole process of product quality control, food safety can be traced to create a "safe, safe and healthy" food industry chain. This initiative also includes the training and optimization of running helpers in the concept of "whole industry chain", so the problem of uneven staff quality can be solved.

But the most outstanding performance lies in the traffic management in the transportation process, which not only includes the vehicles for the short distance transportation, but also includes the air transportation and the sea transportation in the long distance transportation, such as planes and ships and so on.



In the transportation process, try to use clean energy, such as electric energy, wind energy, solar energy or these energy and is a combination of diesel vehicles, will be more conducive to the ecological environment, reduce air pollution and greenhouse effect, in order to "organic" concept to the extreme.

Despite the promise, widespread adoption of renewable energy must effectively reduce costs and make the company as a whole sustainable. In May 2011, the UN's intergovernmental panel on climate change, according to a report issued by the current global existing potential of renewable energy technology the use of only 2.5%, if these potentials to the full use of the correct public policy support, to 2050 renewable energy will be able to provide 77% of global energy demand every year, and can reduce the total amount as high as 2200 to 5600 metric tons of carbon emissions. The economic and technological challenges of rolling out renewable energy will be enormous, the report said.

Second, these companies need a quality testing center to certify organic food. This is not an easy thing to achieve, because organic food inspection and certification requires a qualified and authorized company to complete.

And certification is expensive, which is an impediment to the organic certification process. Therefore, it is a better choice if the company can establish a partnership between a fixed organic certification body or set up an organization of organic certification qualifications.

Third, the improvement to online store carrier. And that's where we're going to start. We will focus most of our efforts into these solutions. Not only is the theme of our project the shopping platform for organic food, but we also believe that it is the most designable, operable and realizable part of the whole system. And in the process of research, we found that China does not have a system for the purchase of organic food platform.

As organic food becomes more and more important today, we would

like to see the emergence of such a website to advocate people to use more organic food and realize the deeper purpose of this action: to protect the environment and maintain the sustainable development of the earth.

Therefore, we try our best to consider environmental friendliness in every link to the website, including the sustainable development and recycling in the transportation process (from the factory to the warehouse and from the warehouse to the customer to the final customer).

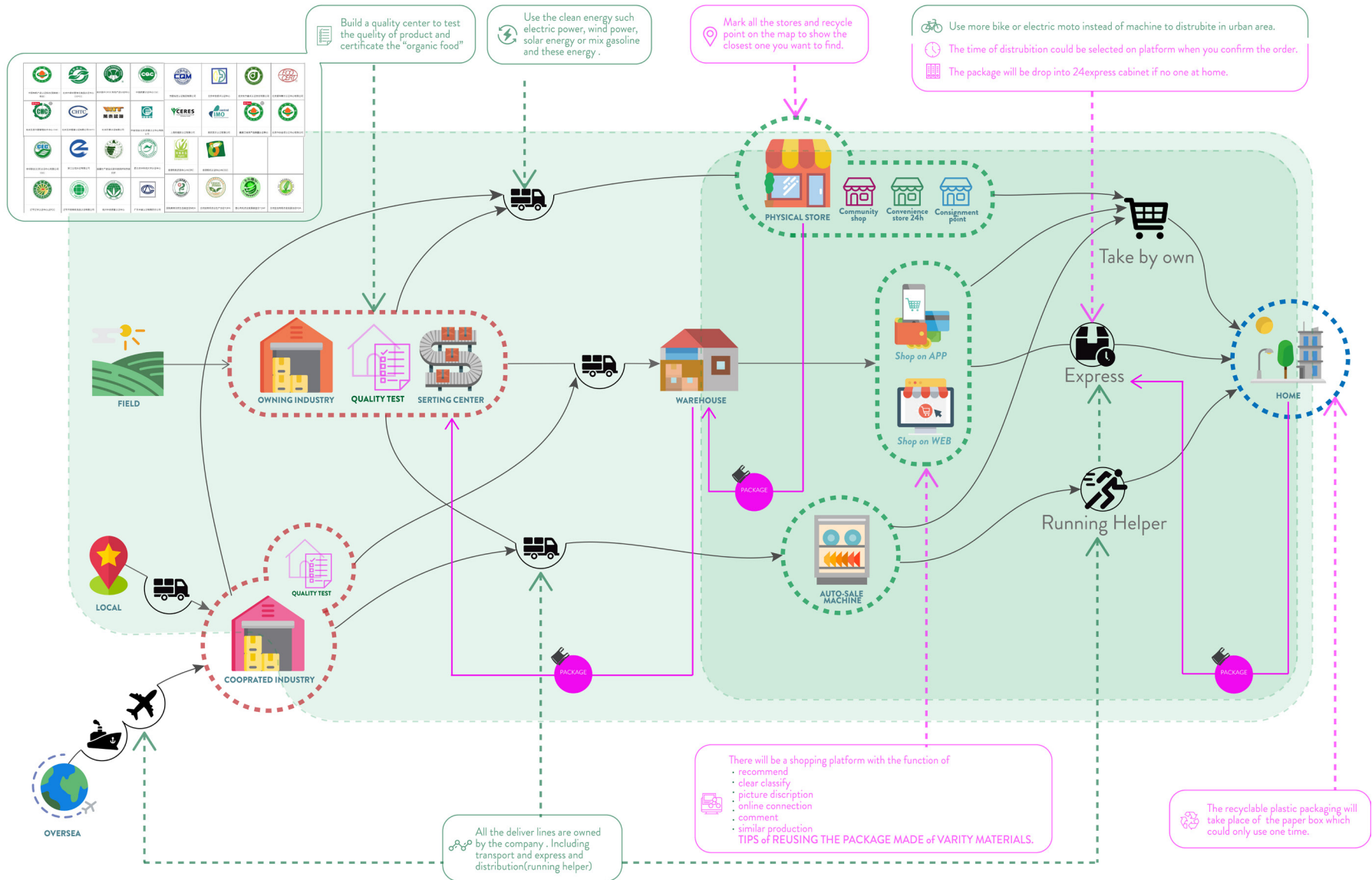
In the process of transportation, we advocate short distance express within the city to use more bicycles and electric cars to replace cars. According to a survey, in large Chinese cities, due to serious traffic congestion and the popularity and reasonable division of non-motorized lanes, bicycles and electric vehicles move faster than bicycles when the departure and destination are less than 10KM away.

This proves the feasibility of non-motor vehicle transportation. We will design a website platform with better shopping functions, including: education people organic knowledge, clear product classification, relevant product recommendation, perfect introduction to real pictures, online real-time contact and other functions of the website.

It is worth mentioning here that we have also added optional specific time to deliver the express in the express function, or choose to use the 24-hour service express cabinet to solve the situation that no one at home or not sure about the time to receive the express.

Of course, all of these choices are made on the web interface, and all of these choices depend on the consumer's actual situation. On the site, we'll also add a new feature that maps the closest brick-and-mortar stores with the items you need. In cases where you are in urgent need of a product and can't wait for a delivery or running helper, you can use this feature to find the easiest way to get the product you needed.

# SYSTEM ANALYSIS



Finally but not least, we improve the delivery and transportation process in the box to try it can be recycled. We found that a Chinese e-commerce company called Suning has been researching and launching a kind of reusable express box. A "Shared box" is a recycled box. Its cost is low, and environmental protection, to solve the problem of excessive packaging, express waste provides a new way of thinking.

We know from Suning that this kind of packing box can save one tree of 10 years' age for every 2000 times or more. During that year's double 11, Suning will launch in 13 cities, with a total of 200,000 planned for 2018. At the same time, we will arrange a recycling point near the store or the express cabinet, so that the express box can be recycled and used for many times in the process of transportation.

Of course, it would be nice if you gave it directly to the Courier who will deliver it to you next time. Compared with the traditional cartons, which are easy to wet and break, the 2.0 version of Shared express boxes is more durable and shock-resistant.

Compared with the first generation, a single box weighs only 50 grams, the most important are to achieve a lighter folding design. It only takes 5 steps to open and use, and only 4 actions to recycle and fold.

It is very suitable for stacking yards in the way of warehouse and transportation, which can effectively improve logistics transportation efficiency, save warehouse capacity and improve logistics turnover. In the design of recycling system, the new version of shared express box realizes the whole process of warehouse, sorting, packaging, distribution, recycling online, each box code is the only identity card, can achieve dynamic inventory and recycling management.

In addition, the new Shared express box adopts an integrated production and manufacturing system, which significantly reduces the intermediate cost, stabilizes the price of raw materials, and can be 100% recycled for pollution-free recycling without any waste water or

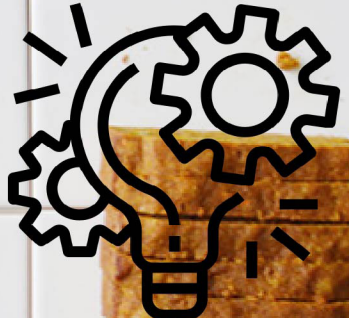
gas generated in the recycling process.

More intelligent, more environmental protection, more lightweight Shared express box products will be constantly innovative research and development, the future based on intelligent express box, the whole process of accurate positioning, real-time visual view, community automatic recycling station, will soon be gradually realized one by one, so as to build a link between businesses, express and users of green Shared packaging ecology.



# 05

## PROJECT







## PROJECT

After browsing most food websites, we found that the concept of organic food in China is low, we hope to do a website of organic food education and purchase, so "organiker" was born, a website that sells organic baked goods.

We named the design "ORGANIKER", which means people who eat organic food. LOGO designed is also an idea that one person is eating "organic" again. The web-page is dominated by green and yellow, which is an organic and healthy food that is appetizing.

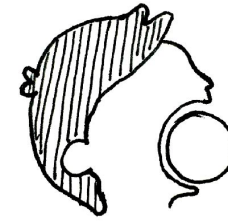
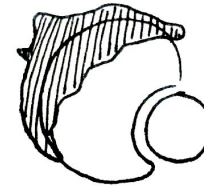
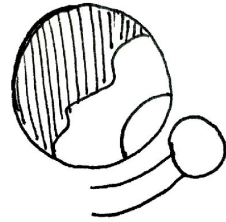
At "organiker " you can find knowledge about organic food and animated animations. We hope to be entertaining and educational, and to promote this knowledge through video animation, so that more people can pay attention to the benefits of organic food.

At the same time of promotion and purchase, we also optimize logistics and its transportation packaging, and strive to achieve the green of

the entire industry chain as much as possible, and minimize the waste generated in the logistics and purchase process. We have considered the existing environmentally-friendly courier boxes on the market and improved and re-innovated on this basis. In order to match the arrival time of the courier as much as possible, we hope to combine the idea of controlling time and picking up the pieces. Therefore, in "Organiker" you can find "limited arrival" and "Fengcao", in addition, in the case of modern life is so busy, you can also choose the running helper to help consumers make purchases, save time for consumers and provide a new job opportunity for some people. In order to facilitate users to purchase in the store, we also launched a real-time positioning system to facilitate users to find nearby stores.

In order to let more consumers know about our website and get more information about organic foods, in order to get better publicity for Organiker, we also put forward a series of propaganda methods, which will be specifically mentioned in the following articles.

## 5.1 DESIGN OF LOGO



### NAMING

The word "Organiker" evolved from "Organic." "-er" is a suffix of a certain kind of person in English. Letter "c" changes as "k". "ker" is pronounced similar to Chinese "客". And "客" also means "the man engages in an activity" in China. The name can be understood as people that eat organic food or an organic enthusiast.

### SHAPING

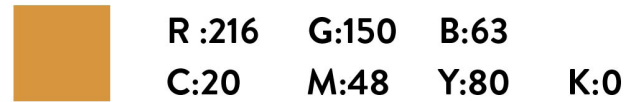
The design of logo is inspired by a child that is eating. We extracted it as a side face with a big mouth to eat food. The word "O" has become the food in the mouth, which looks interesting and lively. It has placed our desire to eat healthy and happy.



## ORIGINAL



## COLOURS



We use orange colour to represent power and freshness. Bring the energy to mental and blood, which is an important indicator of human health.

## FONT



The letters in the logo use the Octarine font. The first letter is a capital letter, in bold. There is enough volume to turn into biscuits in a small boy. The other letters of Organiker are Octarine's lowercase light. The slim fonts and the lines of the people are more harmonious.

## REVERSE



## BLACK AND WHITE



## SCOPE



This logo will be used on the homepage of the website, courier boxes, promotional video, promotional posters, and physical store shopping bags.

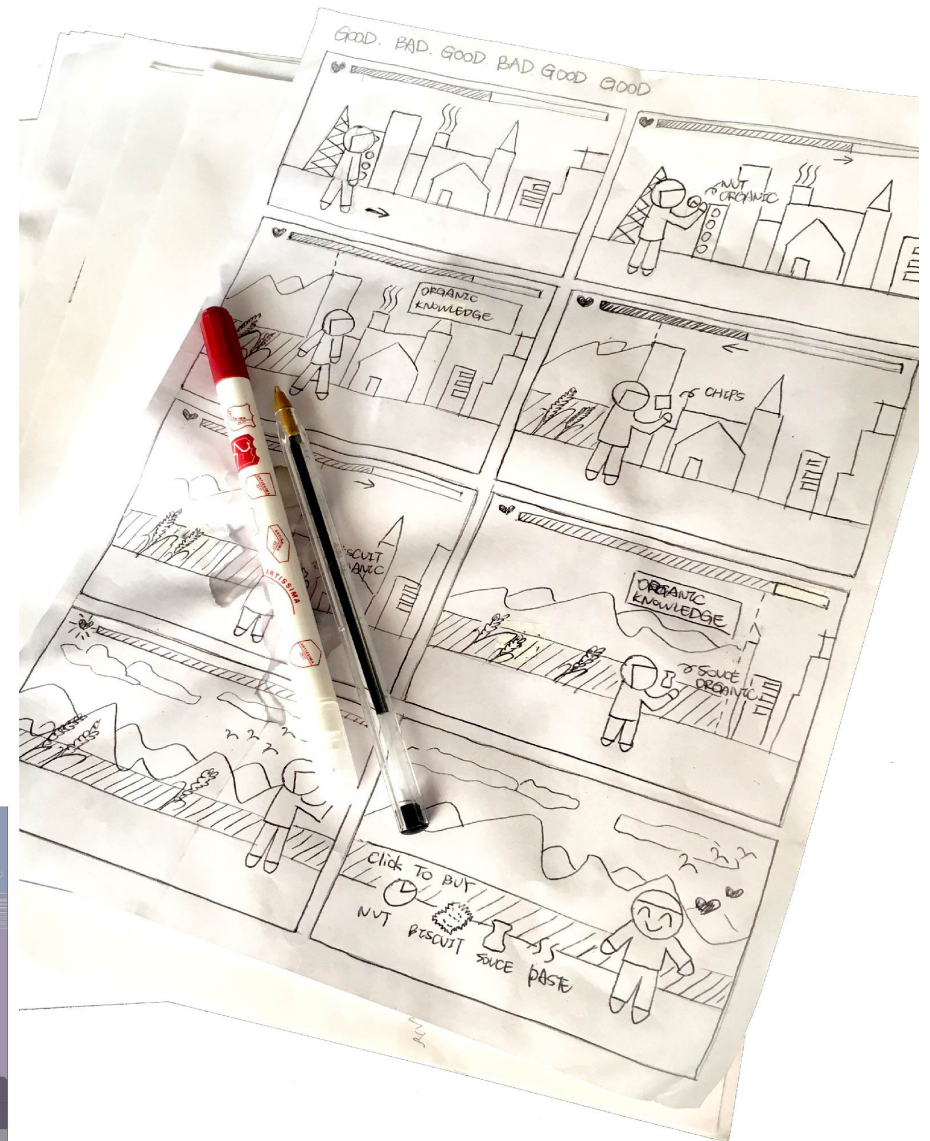
## 5.2 PLATFORM SOLUTION

### EDUCATIONAL CARTOON VIDEO

We had made the opening of the website an animated form, which not only vividly captures the interest in consumers, but also helps more people know the existence of our specially-designed organic food website, and interspersed educational information about the animation to make more people be able to understand why you should eat organic foods while watching animations, so that more people can join the organic family.

At the same time, animation can be placed in many public places, such as the bustling streets of the square, hospitals, gyms and other public areas of television, etc., can increase people's opportunities to understand organic knowledge. I also hope that more children can easily understand the importance of organic food through animation and cultivate good habits of eating organic foods from an early age.

The story takes place in an ordinary city. Since this software is





designed for China, which is especially lacking in organic knowledge, here we can see that it is Shanghai, China from the “Pearl of the Orient” and the World Financial Center.

The protagonist of the story is a young man who lives in the city and is used to the Chinese-style sub-healthy food culture. There is a bar to the interface that represents his health value and will change with his physical condition.

First of all, a packet of potato chips appeared in front of him. When he ate unhealthy food such as potato chips, the blood strips will decrease, indicating that his health value has decreased and his physical condition has deteriorated. While the potato chips disappeared, there will be a message box popping up, telling him not to eat unhealthy foods, but to eat organic foods, so as to protect the earth while enhancing their own physical fitness.

We want to warn people about the benefits of eating organic foods and organic foods in this way. Later, he began to eat organic biscuits, blood strips will increase, indicating that his health value is rising, his physical condition is getting better.

At this point, the message box will also display some information about the benefits of eating organic foods, such as protecting the environment and increasing biodiversity. The biscuits he used before will also be automatically drawn to the lower left corner to become an icon with a purchase function.

As he completes these moves, we can see that the background of the animation has gradually changed from urban to rural, which means that people can eat organic food to protect nature and be closer to nature.

After that, young people will continue to eat organic sauce, organic paste and organic nut. In the process, his blood will continue to rise until he finally reaches the peak, which means his condition is very



healthy. When he eats these organic foods, he will pop up a message box to educate people about organic foods, in addition to the organic foods that are good for the human body, and why the price of organic foods is so high, etc. or the question which they interested in.

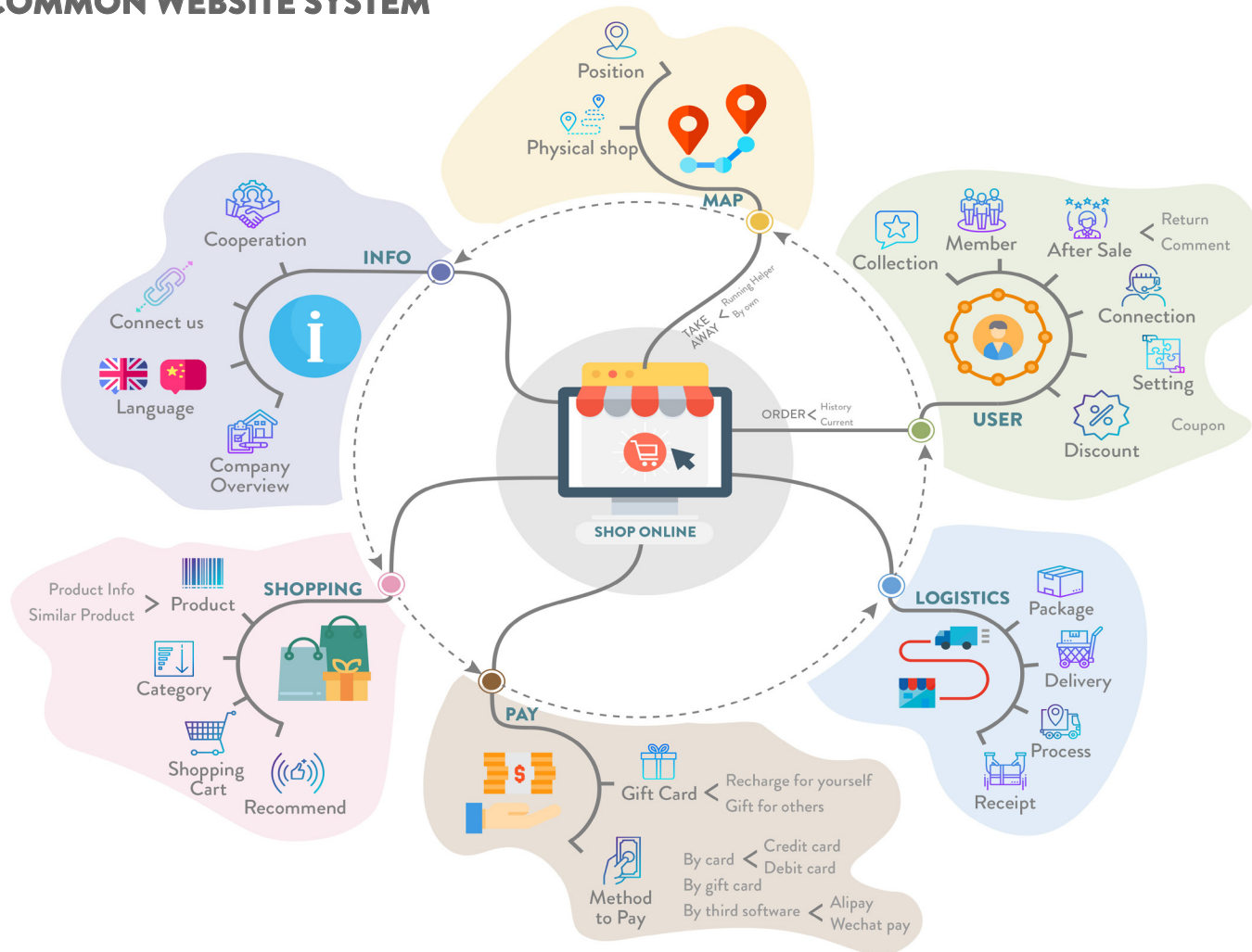
Of course, the background of the animation will be replaced by the village in the end. The organic foods consumed by all the protagonists will be left in the lower left corner of the page, and at the end of the animated short film, their names will appear on the screen, so that people can clearly know which categories of products our website are mainly engaged in. The protagonist showed a smile, the birds flew into the sky, the wheat ears swayed freely in the fields, and our logo and slogan appeared at the top of the screen, which is the end of the ad.

However, the short film played at the beginning of the website, although having the same plot and process, has the same educational significance. At the end, the picture of the product can be changed into a link between people to buy. Just click on the picture and you can automatically jump to the purchase page of the corresponding product and arbitrarily select the organic food you need.

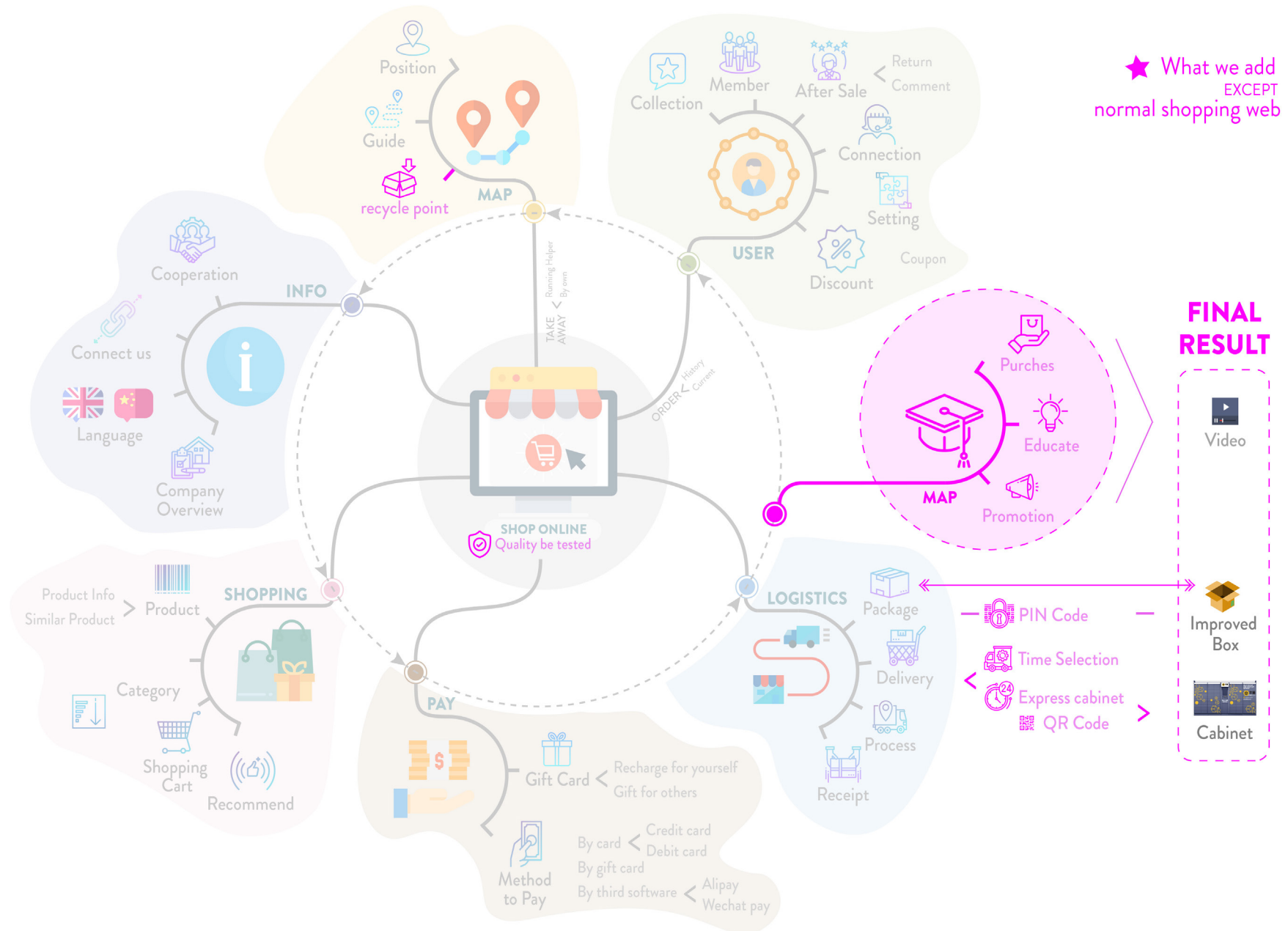
# DESIGN OF WEBSITE

Based on the results of the previous survey analysis, we have a series of solutions to some areas that need improvement and improvement, and these solutions will be clearly understood on our website. We conducted a series of analyses on existing food websites and integrated our ideas about existing web pages, and improved and improved them.

## COMMON WEBSITE SYSTEM

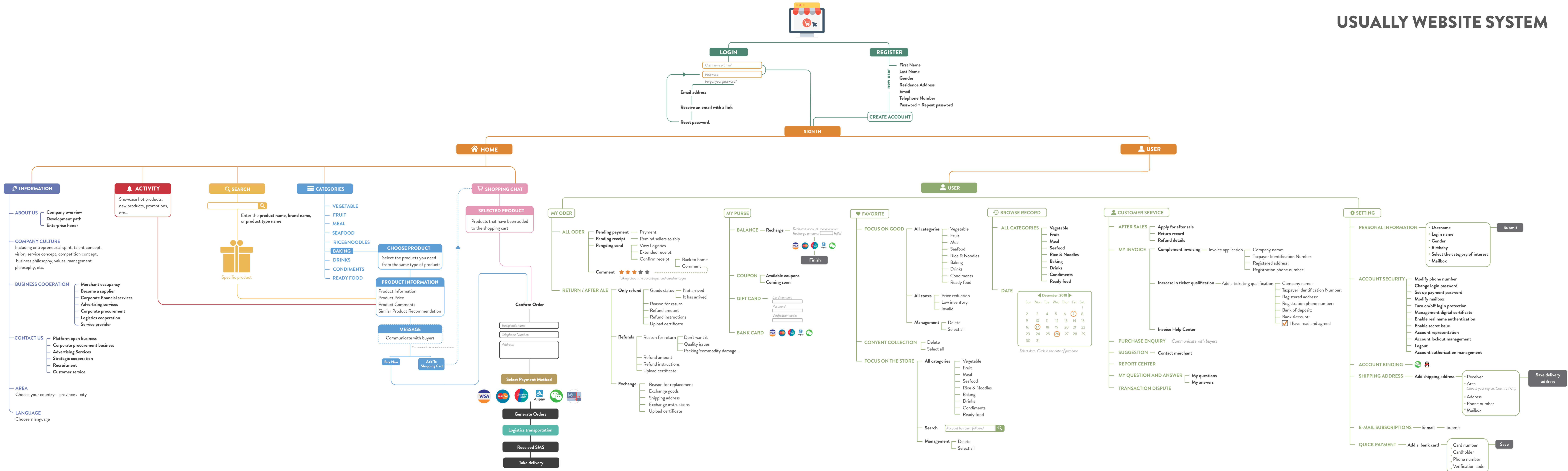


# " ORGANIKER " WEBSITE SYSTEM

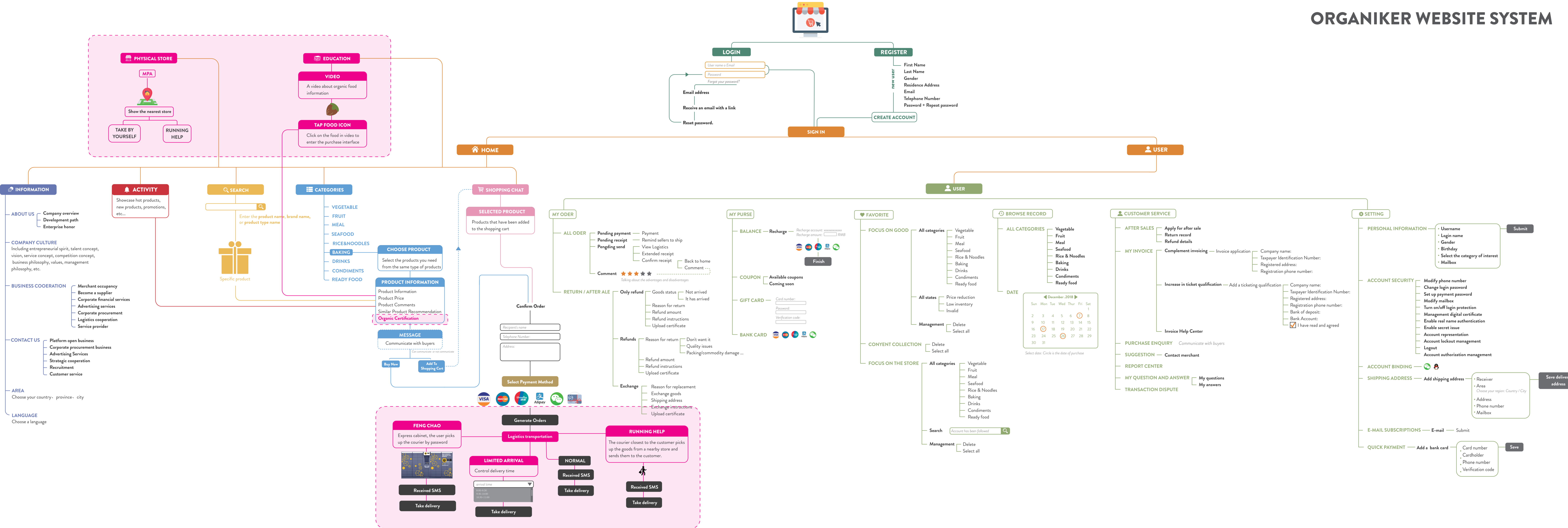




# USUALLY WEBSITE SYSTEM



# ORGANIKER WEBSITE SYSTEM



Organiker, a buying site focused on organic baked goods, aims to create an informal, natural, simple dining and shopping space. It provides organic food for everyone at a sustainable and reasonable price.

In addition to online purchases, you can also buy online stores. By looking up the store on the web, you can find the store closest to you, and plan the route for customer reference, giving the most convenient way to purchase. Organiker provides organic baked goods for the public, including organic nuts, organic biscuits, organic rice paste, and organic sauces. When purchasing food, customers can learn about products through product information, organic certification information, customer reviews, etc. Information on raw materials, nutrients, energy values, etc, can also communicate with customer service to understand the relevant information on the product and communicate the delivery method.

In the product distribution, including normal delivery (3-5days), limited arrival, fengchao, running helper four modes, customers can choose the delivery method according to their actual situation, effectively control the arrival time of goods and the way of receiving goods. During the delivery of goods, customers can

browse the webpage and pay attention to the logistics dynamic information and the distribution personnel information in real time. If there is an emergency, they can communicate in time, such as address replacement or failure to receive express delivery.

In addition, organiker also uses publicity and education as its main purpose, combining organic food knowledge with product purchases to appeal to citizens to buy organic foods and popularize organic foods for various aspects of human ecology.

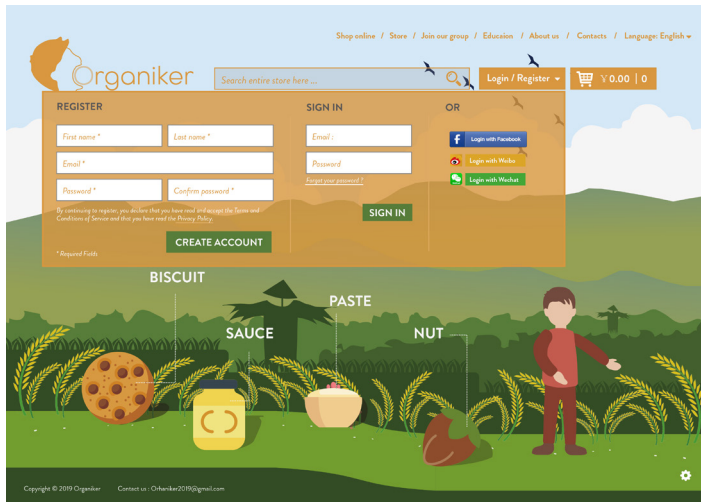
Websites are a short organic as the lead of entering the website, the food information promotion animation takes the last fixed scene of the web-page as the home of the website, and clicks on the food icon in the home interface to conduct the shopping experience.

At the same time, on oeganiker's homepage, you can also find relevant information that you need to find, such as business cooperation, organic knowledge, language switching, etc.

The following will show and explain some important web interface:



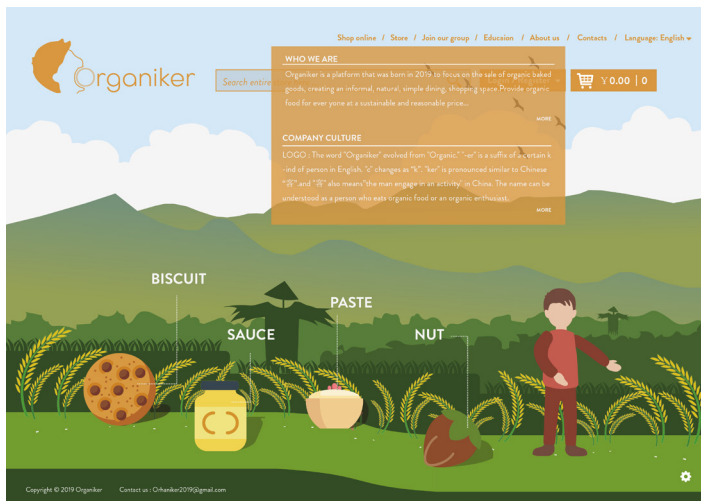
Home: we will use the last screen of the animation as our home page, and you will find the information you need above.including organic food education, company information, business cooperation, language switching, search, etc.



Register or login: you can register for a new account or you can log in with facebook, we-chat, sina weibo.



Language switching: select the language you want, English or Chinese.



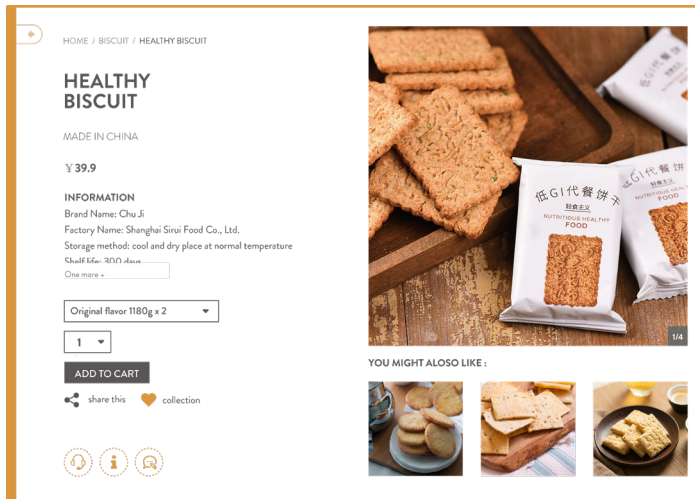
About us: company profile, company history, company culture and other information, let consumers know more about “Organiker”.



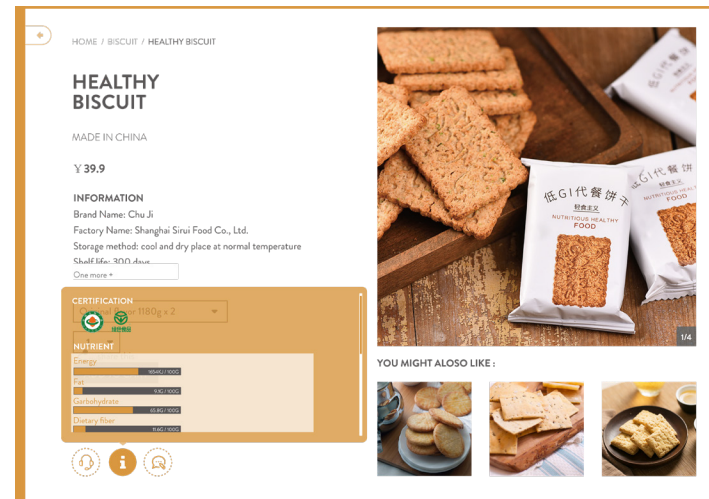
Organic Food Education: provide information about organic foods, popularize organic food knowledge, and make consumers aware of the benefits of organic foods.



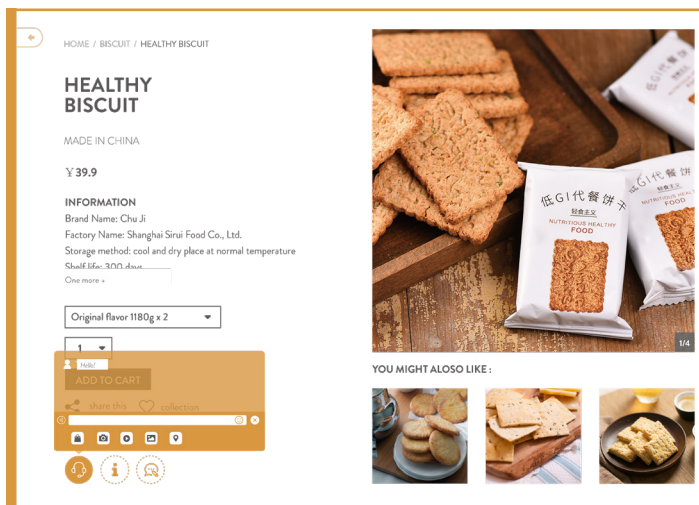
Food classification and purchase: after clicking the home food button, enter the purchase interface, select the desired product, and display its price, consumers can collect or purchase.



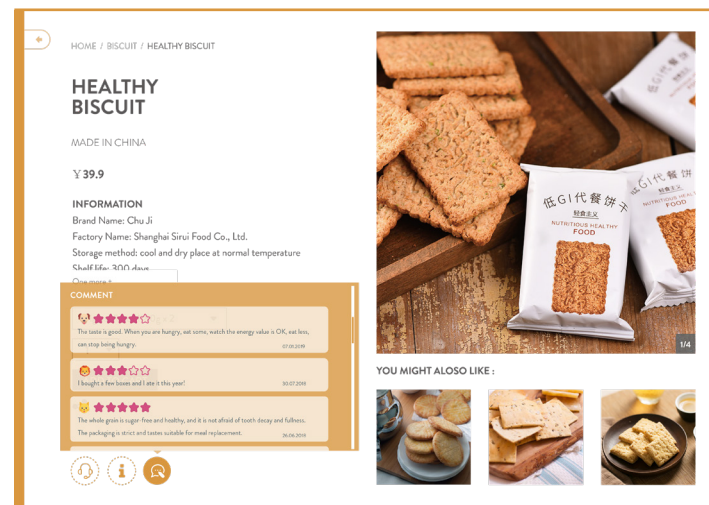
Collection: Collection of products of interest.



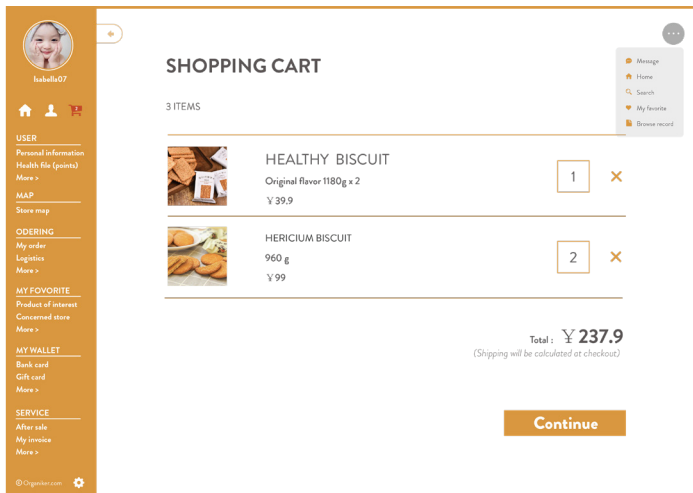
Product Information: Description of product information, including product name, shelf life, organic certification, product energy value, etc.



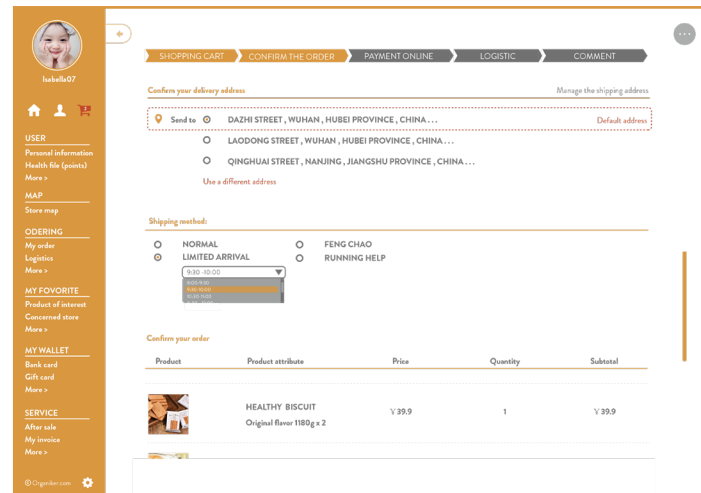
Customer Service: Communicate the product and its logistics.



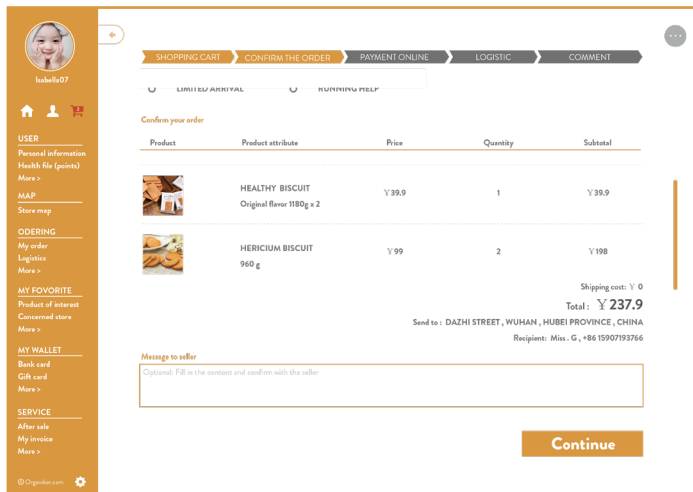
Product evaluation: browse other consumers' evaluation of products and understand the true situation of the products.



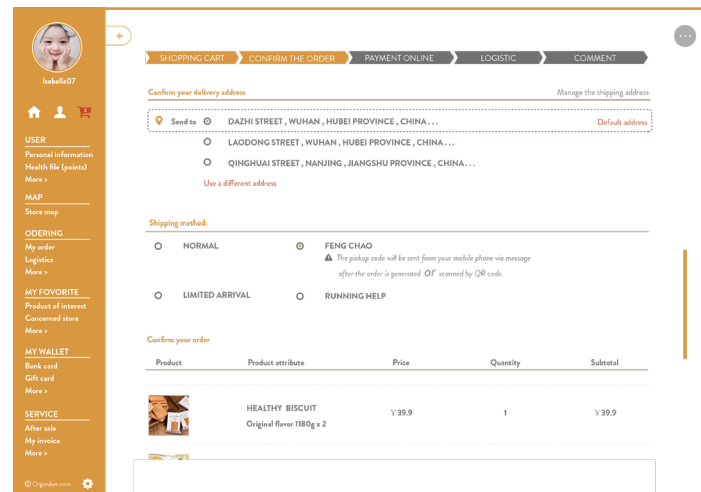
Shopping cart: view products in your shopping cart



Confirm order: Fill in the shipping address, choose the logistics method, if you choose "limited arrival", you need to choose the delivery arrival time.

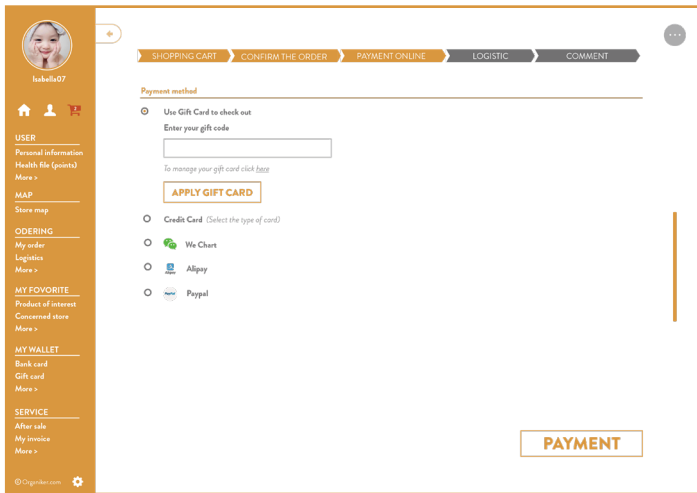


Confirm order: after viewing the products in the shopping cart, select the desired product and confirm its order.

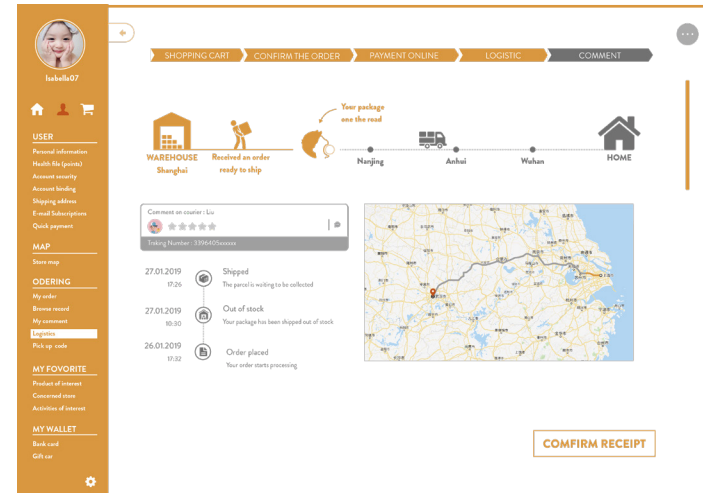


Confirm order: if you choose Fengchao, you will receive the pickup QR code or the pickup digital password.

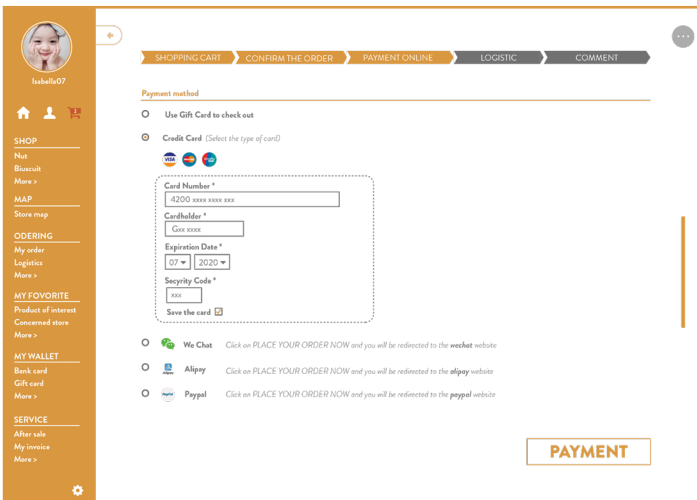




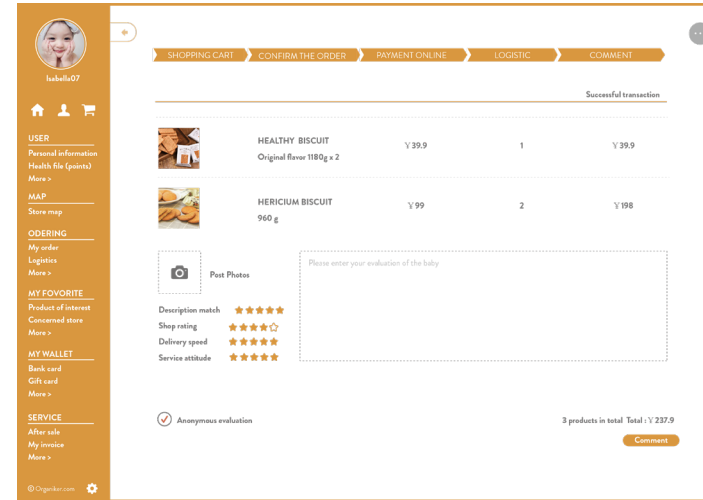
Payment: select card payment method.



Logistics: after payment, order production, view logistics process, and delivery personnel information



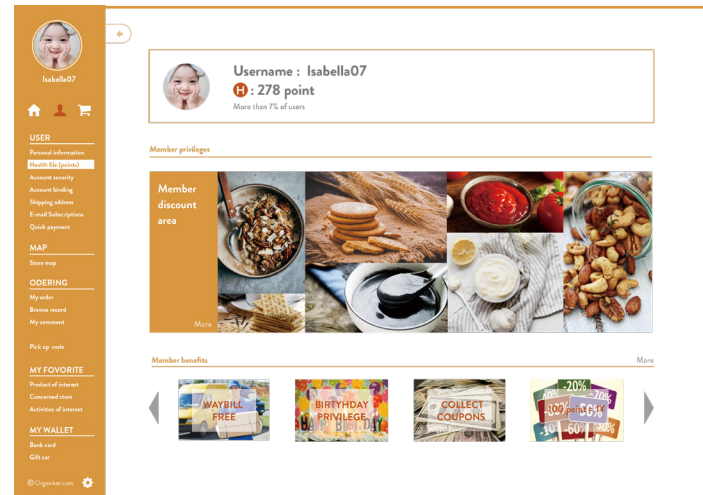
Payment: Select payment method, fill in relevant information, and pay



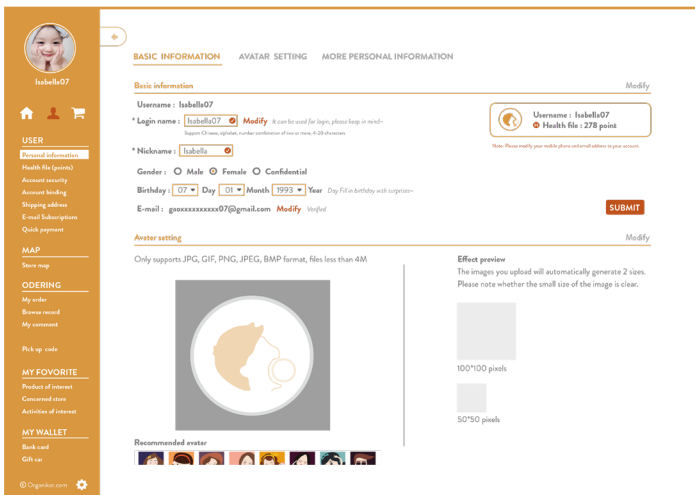
Comment: after receiving the delivery, rate and comment on the product



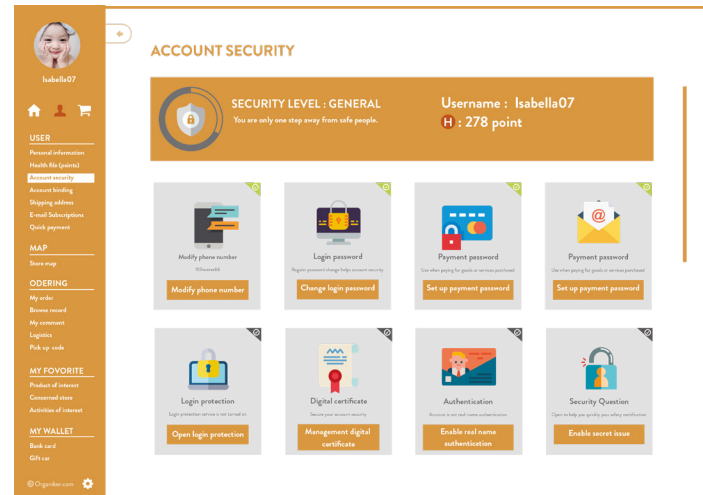
Directory: you can find what you need, such as users, maps, collections, etc.



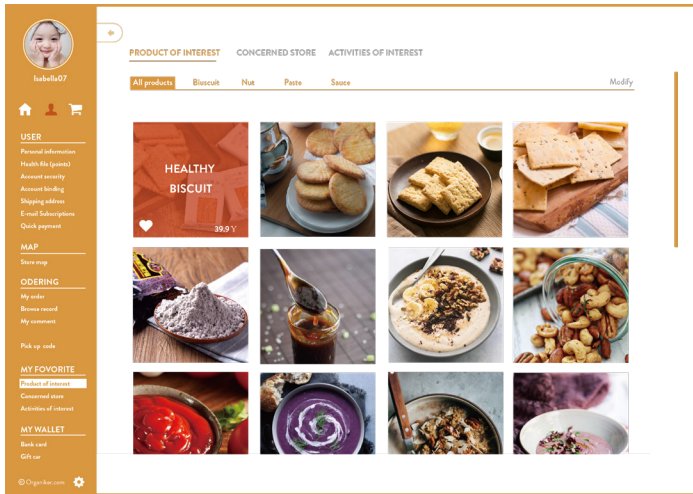
Members: You can find discounts here, and there will be activities to attract customers to buy again.



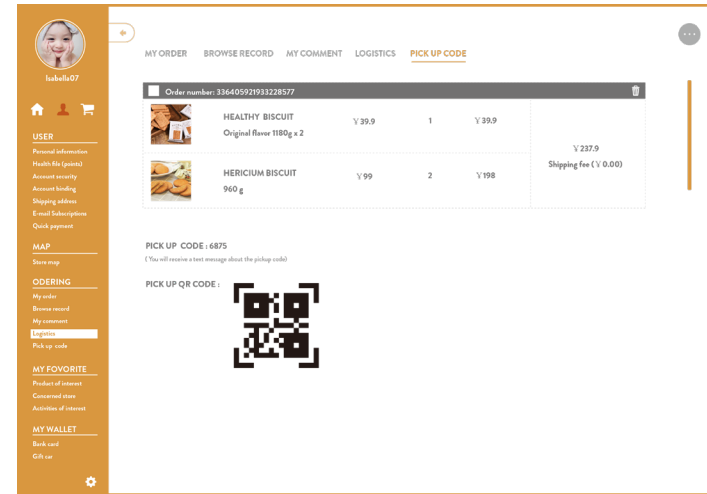
Basic information: user information, avatar, bank card, shipping address, etc.



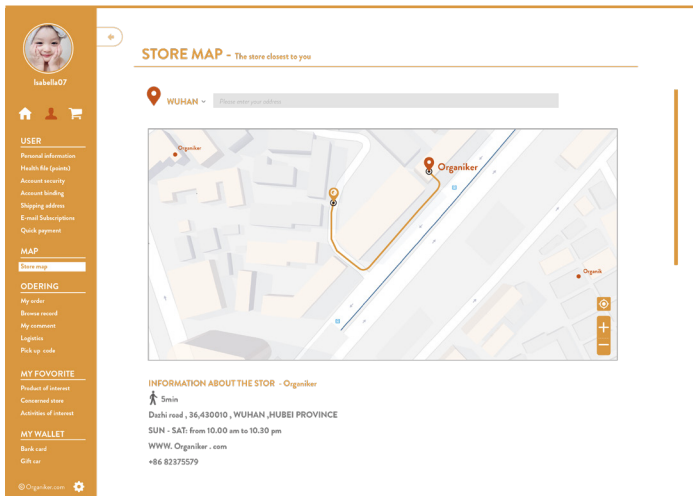
Account security: including account password settings, binding mailbox and mobile phone number, etc., to ensure account security.



Collection: including product collections, store collections, event collections, where you can find products, stores and events of interest.



Pickup code: after the arrival of the courier, the pickup code can be taken by QR code or digital code.



Map: According to the location, find the store nearest you and provide directions for easy searching.

## EXPRESS BOX / CABINET

The following system diagram shows the operation of two delivery companies, which are the mainstream delivery methods now. At the same time, we can see that no matter which way of receiving foods, express companies needed to use packaging boxes to package goods.

At this time, we can find that a large number of packaging boxes cause great wastes of resources and environmental pollution. So we focused on the optimization of the box. We felt that the existing Shared boxes were being optimized by adding a QR-code cipher lock, fresh-keeping features and more recycling. We believe this upgrade will bring more greener to our lives.

Compare with the traditional cartons, which are easy to wet and break, the 2.0 version of Shared express boxes is more durable and shock-

resistant. Compared with the first generation, a single box weighs only 50 grams, the most important are to achieve a lighter folding design.

It only takes 5 steps to open and use, and only 4 actions to recycle and fold. It is very suitable for stacking yards in the way of warehouse and transportation, which can effectively improve logistics transportation efficiency, save warehouse capacity and improve logistics turnover.

In the design of recycling system, the new version of Shared express box realizes the whole process of warehouse, sorting, packaging, distribution, recycling online, each box code is the only identity card, can achieve dynamic inventory and recycling management. In addition, the new Shared express box adopts an integrated production and manufacturing system, which significantly reduces the intermediate cost, stabilizes the price of raw materials, and can be 100% recycling without any waste water or gas generated in the recycling process.



For now this type of delivery box, through implementation express box sealing tape card, in order to ensure the security and privacy of express delivery, but this kind of plastic recycling, after the delivery person to express box, buyers need to use scissors or other sharp object should be cut short.

Recycled express box of great extent, alleviate the excessive packaging, and express the garbage, if can use other ways to replace the function of the plastic card, circulation express the function of the box and its environmental protection will also get more ascension.

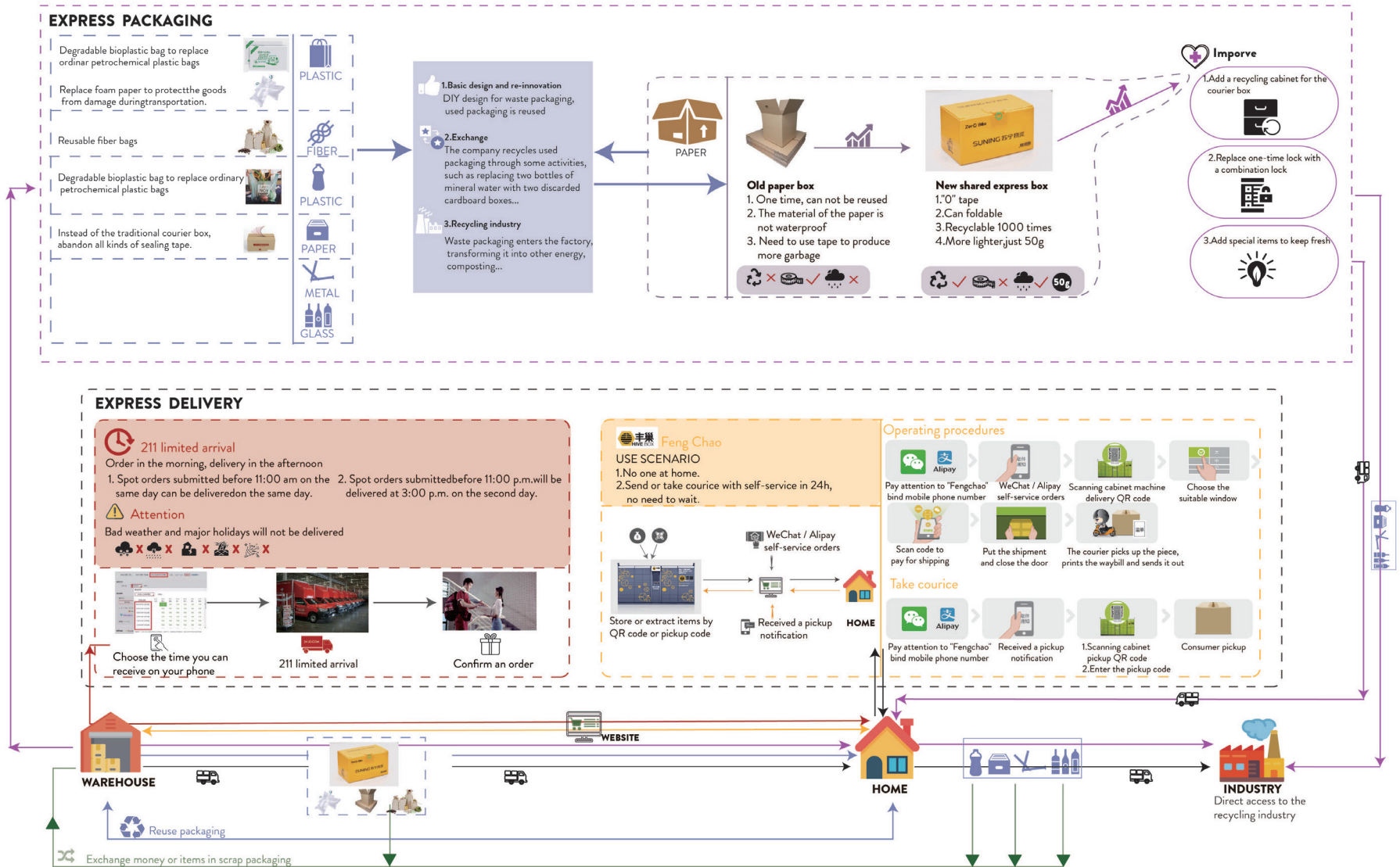
More intelligent, more environmental protection, more lightweight Shared express box products will be constantly innovative research and development, the future based on intelligent express box, the whole

process of accurate positioning, real-time visual view, community automatic recycling station, will soon be gradually realized one by one, so as to build a link between businesses, express and users of green shared packaging ecology.

The total number of express deliveries of China have exceeded 30 billion each year, and the carbon dioxide generated by burning non-degradable express bags and tapes is extremely harmful.

Green logistics is the focus on the current e-commerce industry and even the whole society. In addition to building a green supply chain and promoting industrial upgrading, we hope to establish a green industry alliance to achieve coordinated and sustainable development of economy and environment.

# SOLUTION



## 5.3 WAYS OF PROPAGANDA

When we completed our project, the professor raised a question: How to make more people understand and choose to use our website? That is a question about propaganda. This problem was not thought of in the process of completing the project before. After understanding and investigating the existing propaganda methods of the market. We considered the following most achievable ways.

First of all, static advertising, we chose the advertising light box of the subway station and bus station. With more interactive Lightbox ads, you can reach potential customers, engage them and make them enjoyable, and eventually log in to our website. Today's people spend more time on the way to work or go out than ever before. Since 1970, the number of people taking traffic on a daily basis has increased by 110%, and the number of vehicles on the road has increased by 147%. For many people, the only media that can be seen is the light boxes, bus shelters and spotlight billboards on the roadside when traffic jams. According to experts that study consumer behavior, outdoor media is among the many media, the closest to product sales. That is to say, this media is the "final reminder" before the consumer is about to shop. It is also a good choice to print our prints ads on outdoor billboards with high traffic in the city.

The ancient way of setting up giant billboards in public places has been practiced for thousands of years, demonstrating its effectiveness in transmitting information and expanding its influence. A giant billboard set up in a prime location is a must for any company that wants to build a lasting brand image. It's straightforward and simple enough to confuse the big advertisers around the world. Many well-known outdoor billboards, perhaps because of its persistence and prominence, have become the famous landmarks in the region. People may turn a blind eye to street buildings, but these giant billboards are unforgettable.

## DYNAMIC ADVERTISING SCREENS

We took advantage of the animated shorts that already exist on the homepage of the website. The short film contains educational information about people eating organic foods, and in this way, knowledge about organic foods can be more widely disseminated. People can understand the benefits of organic food while watching the video, and at the same time have an organic website that can know us. Many outdoor media is released on a permanent, all-weather basis.

They stand there 24 hours a day, 7 days a week. This feature makes it easier about the audience to see, and it is easy to see, so it lasts forever with the needs of customers. The trend of social activities is also good for outdoor media advertising. The survey shows that consumers are staying at home less than before, while television, cable TV, magazines, newspapers, books, and the Internet are tending to snatch consumers at home, apparently the effects of these indoor media. It has weakened than before. Therefore, in addition to the screen of the downtown square,

we also selected the TV in the gym and hospital waiting room as the target placement point. Most people in the hospital are physically present or have family and friends in their homes sick, so they will pay more attention to health. The gym people choose sports for their health. With the right time, place, and the right outdoor media, you can reach almost every level of people in the ideal range. With a little bit of skill, your advertising message will work seamlessly with the rhythm of your audience.

The last but not the least one is on the internet. We are planning to post the movie on the most famous Chinese videos interactive platform Douyin. And the most popular social platform, Weibo, which is equivalent to Chinese Facebook



# Organiker

A professional platform for  
buying Organic Food



You are destroying the Earth  
without Organic Food





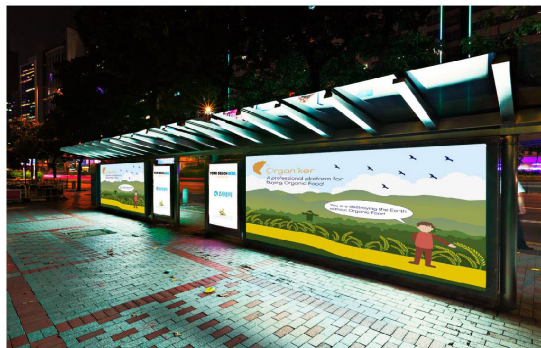
## Static



Underground ads board

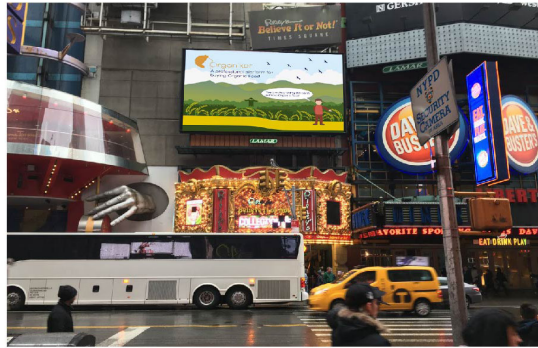


Outside city ads board



Bus stop ads board

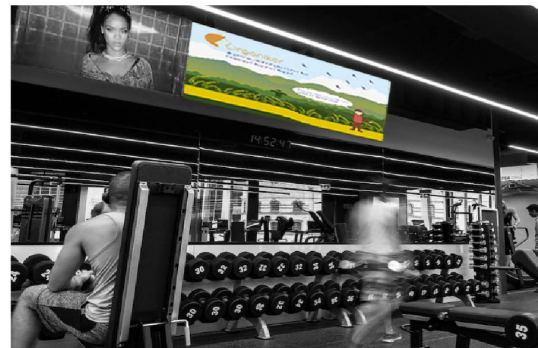
## Dynamic



Lively square/street screen



Screen in the hospital



Screen in the gym

## Internet



Short video APP Douyin



Social platform Weibo

In addition to traditional print ads and dynamic screen ads, we also consider using the latest and more interesting guerrilla marketing methods to promote our website.

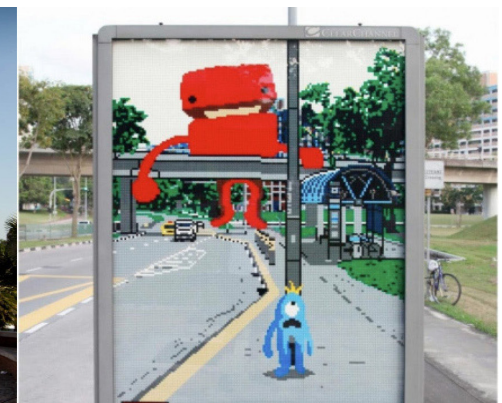
The concept of guerrilla marketing was pioneered by senior US marketing expert Jay Conrad Levine. It was originally taught how small and medium-sized enterprises can use the meager marketing budget to “small and big” to attract consumers’ attention. Recently, many large-scale Companies are also getting rid of traditional marketing methods and starting to adopt guerrilla marketing.

After nearly 20 years of theoretical development and practice, guerrilla marketing has become synonymous with “non-traditional and anti-traditional marketing” and has developed a series of anti-traditional marketing strategies to compete with traditional marketing methods.

Traditional marketing mainly uses large media such as TV, newspapers and large outdoor advertisements to establish brand awareness, while guerrilla marketing to emphasizes the interaction between brands and consumers, and is good at creating unique communication modes.

The traditional marketing methods mainly include the purchase of mass media, promotion and public relations activities. Since the main goal of guerrilla marketing is to establish a unique and long-lasting relationship with the audience to establish their own brand, the price is the main driving force and the short-term. The terminal promotion behavior with the main purpose of increasing sales. Therefore, the difference between guerrilla marketing and traditional marketing is mainly concentrated in media selection and brand public relations activities.

In terms of media choice, traditional marketing techniques rely on passive mass media such as TV, newspapers, and outdoor billboards to establish brand recognition and reputation with this “push” or “force sales” approach. The main criteria for guerrilla marketing choice media are cost and interaction with target consumers, which makes them basically do not to consider mass media, but prefer to create unique communication paths. In public relations activities, traditional marketing tends to use large-scale, high-profile activities to attract the public’s attention. For example, sponsoring large-scale social welfare activities is a frontal attack, while guerrilla marketing is “respectful” for naming rights and sponsor ships. Creative activities.



<https://goo.gl/images/bFSzsJ> , <https://goo.gl/images/fHmklQ>



### SEE IT IN YOUR DAILY LIFE

Divide our logo into two parts, the part of the portrait is printed directly in front of the escalator. Pointing the person's mouth in the direction of the elevator's ascent. The part of the word is printed on the side of the elevator.

When a person stands in the elevator as it rises, due to the visually poor effect, the illusion that the letters enter the human mouth is produced.



### TAKE PART AND GET DISCOUNT

We printed the word part in the wall. Place a spotlight in front of the walkway and measure the position of the lights and the points. When people stand at a fixed point and open their mouths sideways, they can try to launch their own head shadow on the wall, just instead the position of logo portrait part. We will arrange a promotional staff to introduce our web beside. If you are willing to take a picture in front of our activities wall, it is possible to get discount the next time you buy on our web.



# 06

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