

# Feasibility Analysis of College Students Returning to Their Hometown to Start an E-commerce Business

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## Abstract

Under the rural revitalization strategy, the development of rural E-commerce has become the new driving force of rural economic development and growth. Through the analysis of the policy soft environment, rural hard environment, personal ideal and realization of college students returning home to start an E-commerce business, it is believed that the opportunity for college students to return home to start an E-commerce business is basically mature. Through participating in the E-commerce practice during the university, relying on the E-commerce platform to achieve agricultural products up, to achieve the integration of rural E-commerce and rural tourism, with the help of E-commerce to accelerate the development of rural brands, E-commerce entrepreneurship timely formation of cluster effect and other ways to achieve rural E-commerce entrepreneurship.

## Keywords

**Returning Home to Start a Business; E-commerce Entrepreneurship; Feasibility Analysis.**

## 1. Introduction

With the in-depth implementation of the Rural Revitalization Strategy and the continuous promotion of supply side reform, rural E-commerce has become a new driving force for rural economic growth and a driving force for rural industrial prosperity, agricultural development and farmers' income increase. After the successful fight against poverty in 2020, in the coming "post poverty alleviation era", how to consolidate the achievements of poverty reduction and poverty alleviation and prevent returning to poverty after poverty alleviation is the key issue. Recruiting talents and introducing talents to rural areas is the key link to realize the Rural Revitalization Strategy. Contemporary college students have become the new force of Rural Revitalization because of their solid theoretical knowledge, certain practical skills and valuable innovation and entrepreneurship. The rapid development of E-commerce, especially the "Internet plus agriculture" blowout growth, makes E-commerce business gradually become a new choice for college students to return home and start their own businesses.

## 2. Policy Soft Environment: Relevant Policies Escort College Students' Return Home E-commerce Entrepreneurship

In recent years, in order to promote the development of agriculture, rural areas and farmers, and realize the great goal of rich life of Chinese farmers, the country supports the development of rural E-commerce from the policy level, and college students support rural construction and entrepreneurship of college students. First, the state has staged a series of measures to promote the development of the rural electric dealer market, launched the digital rural construction, E-commerce into rural comprehensive demonstration projects, "Internet +" agricultural products out of the village to the town of engineering, electrical business plan for poverty alleviation and other ground, combined with the State Council on promoting the development of rural E-commerce accelerate guidance "and other documents, It aims to promote the rapid and healthy

development of rural E-commerce and promote the upward movement of agricultural products. Therefore, the development of rural E-commerce is the trend of The Times. College students returning home to start their own business is a good time to take the advantage of the development of rural E-commerce and realize entrepreneurship. Second, in order to encourage college students to participate in the rural construction, the government introduced many policies and measures, such as "three helps" plan, plan, XuanDiaoSheng, western students work as village officials, rural teachers support plan, etc., from the national level shows that encourage students to sink to the rural grassroots, make contributions to new rural construction of determination and direction. In addition, for college students who become "new farmers" in rural areas, the state has also introduced a series of benefits, such as certain policy subsidies, tax exemption, and interest-free credit guarantee loans. General Secretary Xi Jinping pointed out in the eighth collective study session of the Political Bureau of the 19th CPC Central Committee that "talent revitalization is the foundation of rural revitalization, and more urban talents should be directed to rural innovation and entrepreneurship." It can be seen that college students returning home to start their own businesses is not only a reflection of their personal value, but also a practical action to support national construction. Third, under the guidance of the strategy of "mass innovation and entrepreneurship", the rural E-commerce business model has occupied a place. According to statistics, there are 5,425 Taobao villages and 1,756 Taobao towns in China. The trading volume of these Taobao villages and taobao towns is as high as 1 trillion yuan, directly or indirectly creating 8.28 million jobs, and playing a big role in the upward trend of agricultural products, downward trend of industrial products and poverty reduction. Therefore, the rural E-commerce entrepreneurship reflects the enabling ability and huge potential of E-commerce in entrepreneurship. Generally speaking, with the active guidance and implementation of the national policies, the soft environment for college students to start their own business in rural areas has been basically formed.

### **3. Rural Hard Environment: The Increasingly Mature Infrastructure Provides Conditions for E-commerce Entrepreneurship**

The development of rural E-commerce is inseparable from the construction of infrastructure, mainly in the road, network, base and logistics construction. First, by 2020. China has completed the "smooth" rural roads project, and almost all administrative villages now have access to roads. The length of rural roads has reached 4.200,500 kilometers, and traffic accessibility is basically achievable. Secondly, according to China's Digital Rural Development Report, by the end of 2020, 98% of China's administrative villages will have access to broadband, which has already provided the hardware conditions for rural households to access the Internet. Again, in order to encourage college students entrepreneurship and electrical business startup mode, much of the local government set up the college students' business incubators, rural entrepreneurship demonstration base, college students pioneer park, innovation employment support services center, financial support, technical service and related policies to help home business aspects such as college students, improve the success rate of entrepreneurship and promote business sustainability. Finally, rural logistics is the link to realize E-commerce sales of agricultural products. Only the coordinated development of E-commerce and rural logistics can help college students return to their hometown to start their own business in E-commerce. According to the latest data from the National Bureau of Statistics, the number of express delivery points in rural areas has reached 67,000, covering 92.6 percent of towns and townships, and gradually laying a three-level logistics distribution system at the county, township and village level. The development of agricultural products E-commerce, especially rural fresh E-commerce, cannot do without the support of cold chain logistics. At present, China has emerged such as SHUN Feng Cold Transport, JD Logistics, Andxian Da

Logistics and other logistics service enterprises with the national cold chain logistics distribution capacity, and have the initial distribution capacity to extend to the rural "last kilometer". The gradual improvement of these infrastructures provides necessary conditions for college students to return to their hometowns to start their own E-commerce businesses.

#### **4. Employment Pressure and Entrepreneurship: The Increasingly Severe Employment Pressure and the Internal Impetus of Entrepreneurship of College Students**

On the one hand, with the university enrollment expansion and industrial upgrading in China, graduated from the college students faces more and more severe employment pressure, according to statistics, in 2020 the national university graduates 8.74 million people, and college students future employment and employment more difficult, and encourage students returning home entrepreneurship is one of the measures to effectively reduce the pressure of urban employment, To a certain extent, it solves the problem of difficult employment of college students. , on the other hand, college students are a group of special business group, they have received higher education, has the reasonable structure of theoretical knowledge, practical experience, a more open vision and passion of the entrepreneurial spirit, coupled with their identity of "the second generation", full of deep feeling of home, the humanities, the environment, familiar with hometown knew more about rural policy, All these have become the internal impetus for college students to return to their hometowns to start their own businesses. Therefore, the "second generation of farmers" college students have unique advantages when they return to their hometowns to start their own businesses. Once returning entrepreneurial success, not only can solve the problem of their employment, also can earn enough face, in front of the hometown elder and, more importantly, "a side water and soil raises one party people, a party culture affect one person", successful business entrepreneurship in promoting the development of electronic commerce and local creative at the same time, also led to the fellows in local employment and rich.

The strong promotion of soft policy environment, the continuous improvement of rural hard environment, and the combination of employment pressure and entrepreneurial opportunities have created the opportunities for Chinese college students to return to their hometowns to start their own businesses. To sum up, at present, the development speed and quality of China's rural areas largely depend on the development level of rural areas. To steadily improve the economic level of rural areas, it is a good idea to advocate and encourage college students to return to their hometowns to start their own businesses. In Internet and E-commerce era of rapid development in China, returning students using special products, rural tourism products such as E-commerce business, both can play college students eyes open, with innovative thinking and learning ability strong advantage, and can solve the start-up cost co., LTD., business entrepreneurship results quickly and effectively, promotes the local employment purposes, is fully staffed. In the future, as long as the country gives guidance and creates better conditions, it is believed that in the near future, there will be a number of college students returning to their hometowns to start their own businesses.

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