

A Brief Analysis of the Street Stall Economy

Lu Liu¹, Kejia Dong², Xieneng Zhang³, Lei Jin³

¹School of Economics, Anhui University of Finance and Economics, Bengbu 233030, China

²School of International Economics and Trade, Anhui University of Finance and Economics, Bengbu 233030, China

³School of Accounting, Anhui University of Finance and Economics, Bengbu 233030, China

Abstract

When it comes to the street stall economy, everyone should be familiar with it. With the rapid development of my country's economy, the street stall economy has gradually become active. Especially in 2020, affected by the epidemic, my country's economic development is facing severe tests, and the street stall economy has become a hot topic. This article It will introduce and analyze the current situation of the development of the street stall economy in a more comprehensive way, and make a reasonable and correct interpretation of its development trend, advantages and disadvantages.

Keywords

Stall Economy; Status Quo; Moderate Development.

1. Introduction

The street stall economy refers to the temporary and fluid business operation that has not been registered with the industrial and commercial administration department. One, it has prospered the economic market, and it has also allowed people who are far away from the fireworks of the world to trace the fireworks.

The street stall economy has a long history and is nothing new. It existed in ancient times. The street stall economy was the "primary state" before the commercial immaturity of all walks of life. At the beginning of the reform and opening up, it was this kind of street stall economy that was activated little by little. People's yearning for wealth and thirst for a market economy. Back then, Yiwu businessmen "exchanged chicken feathers for candy", and many well-known entrepreneurs had a history of "setting up stalls" in their early years. This history is not too far away from us, and many parties are still there. With the increase of urban management level and online consumption, the street stall economy is gradually sluggish in some cities. In 2020, due to the impact of the new crown epidemic, the global economy will be sluggish as a whole, the downward pressure on economic growth will be great, the employment situation will be severe, and the growth rate of national income will increase. slow down. In order to give priority to ensuring people's livelihood needs, the central government actively leads the development of "night economy" and "street stall economy". On May 27, 2020, the Central Civilization Office clarified that in the 2020 national civilized city evaluation index, street markets and mobile vendors will not be included in the evaluation of civilized cities. During the two sessions, Premier Li Keqiang praised the "street stall economy", and during his inspection tour in Yantai, Shandong, Premier Li Keqiang said: "Street stall economy and small store economy are important sources of jobs and fireworks in the world. It is the vitality of China." Premier Li Keqiang's affirmation of the street stall economy twice aroused people's strong enthusiasm for the street stall economy. In the context of the epidemic, it is the popular desire to loosen the "street stall economy", but the actual operation involves a complex game of multiple agents.

2. The Current Situation of the Stall Economy

In the past, under the strict control of the urban management, the street vendors staged scene after scene of you chasing me. While people were busy making money, they were also busy avoiding the "hunting" of the urban management. Before graduating from high school, I always see this situation. Now that I have entered the university, the stalls around the school have gradually become orderly, and there is no longer a situation where the nervous and exciting urban management drives the stallholders. orderly operation. While people enjoy the street stall economy, some people worry about the future direction of the street stall economy, how long it will survive, and whether it will have adverse effects on the environment. Therefore, we must correctly and comprehensively recognize its development status and reveal its development connotation. The current situation of the stall economy can be summarized as follows:

2.1. Under the National Laws and Policies, the Stall Economy has become a Legal Act

According to the relevant laws of our country, under normal circumstances, with the official opening of the economic policy of street stalls, setting up street stalls is now a legal act. Because there is no fixed place of business to set up a stall, there is no need to apply for a stall certificate. As long as the time and place are designated under the control of the relevant local management department, it is legal to conduct legal business. At the same time, if you want to set up a street stall, you need to apply for a temporary registration certificate, a health permit and a health certificate. Sanitation permit and health certificate are required documents for food stalls. Article 3 of the Measures for the Investigation and Punishment of Unlicensed and Unlicensed Businesses of the People's Republic of China stipulates that the following situations do not belong to unlicensed and unlicensed business operations: (1) Selling agricultural and sideline products and daily necessities at the places and times designated by the local people's governments at or above the county level; Or individuals use their own skills to engage in convenient labor services that do not require a license according to law; (2) In accordance with the provisions of laws, administrative regulations, and decisions of the State Council, engaging in business activities that do not require a license or registration. Today, with the introduction of the new policy, street vendors have gained a sense of peace of mind, and they have also generated stronger enthusiasm, making the street stall economy richer and more dynamic.

2.2. The Threshold for Employment in the Operation of Street Stalls is Low, the Investment is Small, and the Way of Setting up Stalls is Flexible

Street stalls have less economic investment and are easy to operate, and are suitable for most low-income groups who are difficult to find employment. The first is migrant workers who have migrated to cities. A large number of laborers have poured into cities, and employment opportunities cannot be fully covered. Especially in 2020, affected by the epidemic, it will make it more difficult for farmers to find employment in cities. The threshold for employment in street stalls is low, the investment is low, and the controllability is strong. There is policy support, so the stall economy has attracted a large number of migrant workers. Secondly, college students, as a new type of street vendor, choose "training stalls" with low risk and low investment in order to accumulate social experience and earn a pot of gold. Especially under the influence of the epidemic, the development of enterprises is difficult, the requirements for employees are very high, it is difficult for college students to find jobs after graduation, and some people have the idea of starting a business, so they will set up stalls. Thirdly, the stall economy is not only a way out for the unemployed, but many office workers also jokingly proposed a new type of career plan: working in the company during the day and practicing stalls at night. Street stall management is undoubtedly the lowest risk, relatively free time, and

extremely low threshold to make money, allowing people with low incomes and difficult employment opportunities to meet their living needs.

2.3. The Variety of Goods on the Ground Stand is Rich and Varied, and the Profit Range is Large. it is Easy to Obtain Small Profits, but it is Difficult to Obtain Large Profits

The main types of street stalls include barbecue snacks, milk tea drinks, breakfast and dinner, clothing and nail art, fruit and vegetable sales, mobile phone stickers, children's toys, small commodities, etc. Among them, food and clothing are the most widely distributed and the largest in number. Relevant survey data show that the daily turnover of street vendors is 80-500 yuan, the profit is 20%-40%, and the average daily income of mobile vendors is about 120 yuan, which is a medium level. Various types of stalls are combined with each other to maximize customer sharing and mutual promotion, and the stall economy has achieved better development.

2.4. The Polarization of the Street Stall Industry is Serious, and There are Huge Differences in the Acquisition of Benefits

The economic development of street stalls is affected by many factors, and the development of the street stall industry is unstable. Sometimes stall owners sell a lot in one day, and sometimes they sell very little. The stall owner is suspicious of himself and his products. I have learned some real cases. Some vendors never set up their stalls in one place to the end. They always set up in different places. They find several places in advance, and then change the stalls every day. more so they can make more money. In the street vendor industry, only if you give 12 points of spirit, it will reward you with 12 points of benefits.

2.5. The Impact of the Street Stall Economy on the City Appearance and Environment is Greatly Reduced

The former street stall economy, due to its disorder, affected the city appearance and environment. Today, taking the street stalls in the pedestrian street of the Bengbu Department Store as an example, there are trash cans on every street, and garbage trucks are regularly cleaned up. The sanitation workers also perform their duties after a clear division of labor. Today's street stalls not only no longer cause huge damage to the city appearance and environment. The bad influence has actually increased the fireworks in the city and made people feel a sense of happiness.

2.6. The Development of the Street Stall Economy is Uncertain and Affected by the External Environment

The street stall economy is easily affected by weather. When the weather is bad, people generally do not choose to go to street stalls to select goods, and merchants are also restricted from setting up stalls. The external environment is dynamic, uncertain, complex and vague, so external Under the influence of the environment, the economic development of street stalls is uncertain, and stall owners need to broaden their development ideas.

2.7. Residents have a Sense of Consumption on Street Stalls, and Their Recognition and Tolerance of the Street Stall Economy are Improved

Residents can choose from the street stall commodities at will. There are many kinds of street stall commodities and the price is cheap. Its flexibility and convenience bring a more relaxed lifestyle to the residents' daily life, which makes most residents very supportive of the street stall economy.

2.8. The Economic Composition of Land Stalls has Changed

Nowadays, the street stall economy is also being modernized, and fresh blood has been injected to make the street stall economy more youthful. Now there are many places where self-service street stalls are being held. During the closure of the school, some college students will set up self-service stalls on the school road, selling small flowers, jewelry, etc., there is no special person to take care of it, and contactless trading can be achieved through QR code payment, which is also a manifestation of the flexibility of the economic operation mode of street stalls. Although street stalls are a traditional business, consumers are changing and their needs are changing. It is true that young stall owners should inject living water into the rivers and lakes of street stalls. For young people to set up stalls, maybe the uncles and aunts don't understand what "packaging", "marketing" and "traffic" mean, while young people who set up stalls use another way of setting up stalls to refresh the content and purpose of the stalls. , enriching the street stall economy and enriching people's way of life.

2.9. Some Cities have Stopped the Street Stall Economy, Which is not Suitable for the Development of All Cities

Although the street stall economy will bring fireworks and happiness to the city under effective governance, the current situation of the street stall economy shows that the street stall economy is not suitable for all cities. Now many cities have stopped the street stall economy. In June 2020, Beijing released information reiterating that the "street stall economy" is not suitable for Beijing. In response to illegal acts such as setting up stalls, occupying roads and other illegal activities in individual locations that have been strongly responded to by citizens, the Beijing urban management department will strengthen law enforcement inspections and deal with such illegal acts that disrupt the city appearance and environmental order in accordance with the law. Different cities have different orientations and different stages of development. Once they are divorced from reality, rushing up and blindly following the trend will be counterproductive and "cannibalize" hard-won governance achievements. The People's Daily also said that the street stall economy can heat up but not "fever". On the surface, the "street-stall economy" was released to stabilize employment and restore the economy, but in fact it was to clear up manufacturing inventory, save upstream companies and factories, and digest production capacity. One day when the production capacity is digested, it is not impossible for the stall economy to "recover".

3. Correctly Interpret the Stall Economy

3.1. Affirm the Positive Significance of the Stall Economy and Recognize its Development Advantages

First of all, we should affirm the positive significance of the street stall economy. The street stall economy can facilitate the lives of the people. At the same time, the street stall economy can also relieve the employment pressure of the people. Especially in some small and medium-sized cities, the street stall economy should be well developed. Pan Helin, Executive Dean of the Digital Economy Research Institute of Zhongnan University of Economics and Law, said in an interview with a reporter from Securities Daily that the stall economy is a re-reflection of the special value in the new era. The street stall economy has long been an important part of supporting the local economy and citizens' lives. While giving play to the huge potential of promoting consumption, stabilizing employment, and prospering the market, it also reflects the new idea of the government's management model to change from "blocking" to "sparse".

3.2. Do not Blindly Follow the Trend, See Clearly the Scope of Economic Application of Street Stalls, and Develop Moderately

Secondly, we should understand that the stall economy cannot develop blindly, Yang Delong, chief economist of Qianhai Open Source Fund, once told Times Finance. "In the short term, the street stall economy market is a hot spot, and many concept stocks have risen sharply and are sought after by funds; in the long run, the street stall economy is still a measure taken to deal with the recent sluggish consumption, and further steps will be taken in the future. Regulations." The street stall economy cannot disrupt the order of urban development and the normal life of the people. At the same time, the street stall economy must also be supervised to ensure the health of the people and the consumption rights and interests of the people. The street stall economy is an important part of the market economy, but the street stall economy is definitely not one of the main forces supporting China's economic development and the main channel for realizing commodity circulation. It is not suitable for encouraging development in all cities. It should be based on the size of the city. Different, moderate development.

3.3. Constructing a Scientific Way of Governance to Protect People's Livelihood and Employment

Affected by the epidemic in 2020, the development of enterprises has been hindered. In 2021, the epidemic situation will be greatly improved, and the development of enterprises will pick up. However, now the epidemic situation is very serious, and the graduation season is approaching. There are huge challenges to ensure people's livelihood and employment, and urban development is also facing great challenges. face a huge test. Mr. Liang Sicheng said that the city is a science. Like the human body, it has meridians, pulses, and texture. If you don't treat it scientifically, it will get sick. Obviously, only by building scientific and efficient governance can cities be healthier. A simple rush will inevitably lead to a rush, which needs to be avoided. "To do a good job in urban work, we must adhere to the people-centered development concept, and walk out a road of urban governance with Chinese characteristics, so that the people can feel the charm of the city and the charm of governance.

4. Summary

In this paper, through the introduction of the street stall economy, the analysis of the current situation, and the reasonable interpretation of the street stall economy, under the current economic situation, the street stall economy can not only promote the employment and income of the masses, reduce the pressure on the government, but also form innovative stalls and innovative life. The way, street stalls are no longer simply a traditional business, and fresh blood and innovative business methods also make them more integrated into people's lives, which is a win-win for society and people. Supporting the street stall economy is a social trend, but it cannot be blindly supported, and it cannot create a situation of "overheating of the street stall economy". It is necessary to clearly require all cities to specify special areas and hours for "stall owners" to operate according to their own conditions and the requirements of the masses. Promote standardized management, ensure that street stall markets are clean and hygienic, do not hinder traffic and residents' lives, create a good environment conducive to the healthy development of street stall economy, make the economy more prosperous and diverse, improve people's sense of happiness, and make the city more harmonious and progressive. , out of the urban development path suitable for their own.

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