

Research on a health and wellness platform based on O2O model

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Abstract. The rapid development of e-commerce has brought great development opportunities to the field of health and wellness. This paper will further explore how to stimulate the operation and consumption of physical stores through online marketing and online purchases or bookings. Through various means such as discounts, information sharing, and service reservations, news about physical stores is transmitted to internet users, and ultimately transformed into their own physical store consumers. It is a platform dedicated to driving the development of the offline physical health and wellness market through online sales and booking, which helps people enjoy the healthy life.

Keywords: Electronic-commerce, Public health, Web management, O2O model.

1. Introduction

Efforts are being made to mobilize all sectors of society, implement the principle of prevention as the main focus, and implement the action of Healthy China in order to improve the overall health level of society, which is currently a hot topic [1]. The project we managed closely links the current trend of e-commerce with people's daily lives.

In 2021, health care is expected to rank among the top three consumers among young people aged 18 to 25[2]. Due to people's insufficient understanding of the field of health preservation, many health preservation venues were eventually forced to close. Although the development of our health and wellness products is rapidly growing, and the scale of our country's health and wellness market has jumped to the second largest in the world, there is still a considerable gap between us and the world's leading level in the development of the health and wellness industry [3].

Hence, we propose a new method of managing the healthy preservation venues based on O2O model [4] in order to establish a creative mode of health venue towards young people. We carefully design the sale mode, propagation mode and service mode to fit the current market needs. In addition, it is necessary to perform the financial plan, risk plan for our management.

2. Background

2.1. Feasibility analysis

The increasing pressure of life and work, as well as the negative impact of environmental damage on health, have led to an increasing demand for health and wellness among people [5]. It can be seen from Figure 1 that in recent years, only 5% of the healthy population in China has health risks as well as a large number of people have health risks [6]. Based on this survey data, the future direction of the health and wellness market can be roughly predicted, and it will definitely become one of the consumption hot spots in the future. The health center adheres to the traditional treatment theory of traditional Chinese medicine, meridian regulation, and the balance of yin and yang in the human body, with the goal of treating diseases that have not yet appeared; In the theory of health preservation in traditional Chinese medicine, it advocates "treating diseases before they occur", which means preventing possible future diseases. Traditional Chinese medicine therapy senses impending diseases, while traditional Chinese medicine treats already existing diseases. Compared to this, Western

medicine treatment is fast and efficient, its research methods are scientific, and its results are reproducible and have data validation. Our project adheres to the combination of traditional Chinese and Western medicine for health preservation, achieving a 1+1>2 effect. The original intention of promoting this project is to enhance public awareness of daily nutrition and health knowledge, guide everyone to focus more on their own and family's health status, cultivate scientific and healthy habits and strong health awareness, strengthen physical resistance, live a happy life, and jointly build a healthy and harmonious community. This has led to an increasing need for people to maintain good physical health year after year.

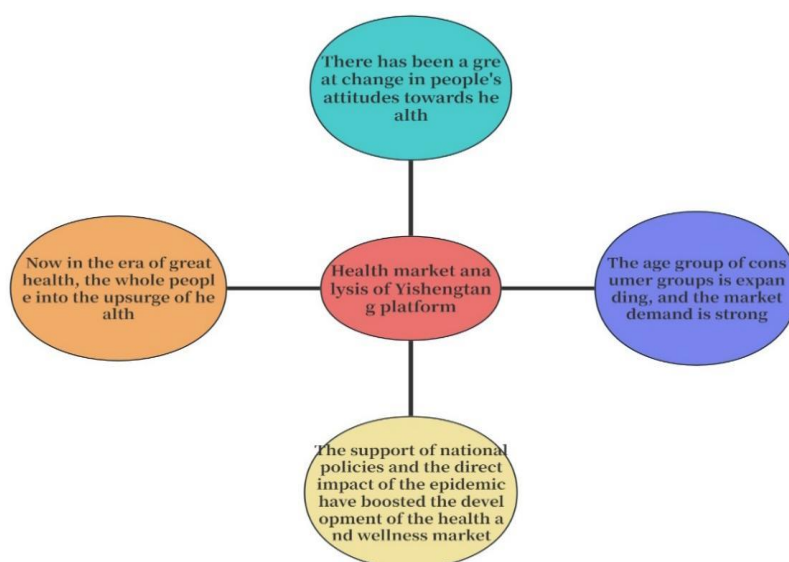


Figure 1. Health and Wellness Market Background Analysis.

In the era of the internet, due to the advancement of online sales and live streaming sales technology, project operations have become more convenient, and we can better integrate offline business opportunities with the network, making the network the preferred platform for offline transactions. Driving the development of offline health centers, foot baths, and other health centers through online sales of health products [7].

With the rapid increase of the elderly population, China has already entered an aging society. The sharp increase in the number of elderly people in China has given rise to the rapid development of the health service industry, and its market size has reached a significant level. And the market size is now rapidly expanding, with a growing population of chronic patients. These are all killers that threaten the health of the Chinese people, so people have begun to pay attention to the harmonious coexistence of the ecological environment and life and health [8]. The demand for health products and services is rapidly increasing as a result.

2.2. Product Features

We take the lead in achieving coordinated development of the health preservation market in China, so that various industries can work together to make the development becomes possible.

The project creatively adopts a combination of online and offline methods, utilizing the O2O model to drive the development of offline physical stores through online operations, and promoting products through multiple communication media.

3. Technical Proposal

3.1. Product Forms

In this networked era, the old-fashioned physical operation model has lost its competitive advantage in terms of price and distribution channels. Losing vitality and unable to meet the

continuously increasing demand of market users in the healthcare field. Unable to bring additional economic benefits to oneself while meeting cost requirements.

By integrating the Internet and utilizing its cutting-edge technology and advantages, this project has self-innovated and upgraded, effectively solving various problems in the physical industry. Based on this concept and idea, we have created a health official account, which is used to send articles regularly to attract customers to read. We will also find some brands to propose cooperation. We will include links to the products we want to promote at the end of the article so that customers can make timely purchases. We act as both Intermediaries between us to earn the price difference as our profit.

Advertising revenue. After the project promotion channel was opened, we began to expand our business and select products based on our business philosophy. We can cooperate with high-quality brands and earn additional profits through advertising placement.

3.2. Development planning

After analyzing the phenomena above, we need to determine the geographical location of the selected region. This model selects the values of the above 8 indicators in 29 Chinese cities. All the data are from the Chinese government Statistical yearbook, the National Geographic System Science Data Center and various government websites.

We selected a city in almost all the provinces in China to get the corresponding specific indicators for each country. Firstly, the entropy weight method was used to determine the weight of the selected index, and the variation degree of the index was used to objectively reflect the influence degree of the selected index on the final score. Then, the entropy weight method was used to determine the proportion of the distance between good and bad of each index calculated by TOPSIS algorithm [9], and finally the light pollution status index of each city was obtained.

The overall process is roughly shown in Figure 2.

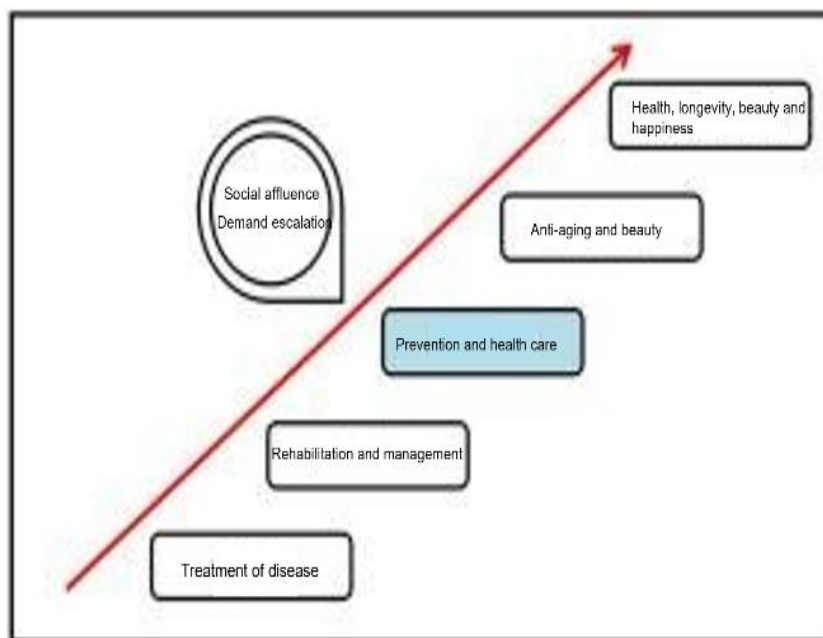


Figure 2. Nowadays, people's willingness to maintain health.

The entire project is divided into five stages.

1. Preparation period. Clarify goals, analyze project development prospects, consider potential issues, and identify strengths and weaknesses.

2. Startup period. Search for health centers, gyms, or individuals with strong willingness to participate and collaborate.

3. Operation period. Actively collect customer information and provide timely feedback on any issues raised.

4. Observation period. Observing foot traffic, conducting market research, starting comprehensive business, investing more in publicity, attracting foot traffic, and enhancing brand awareness.

5. Summary period. Display the results of data collection, summarize them, be good at identifying shortcomings, stop losses in a timely manner, pay attention to market trends, and make corresponding decisions.

3.3. Product Competitiveness

According to a survey [10], in recent years, people have gradually begun to pay attention to their physical health due to the impact of the epidemic, and the frequency of health care has greatly increased. Especially young people have started to develop the good habit of going to bed and waking up early, gradually integrating health preservation into their daily habits. The demand for personalized services to improve a healthy life and taste of life is constantly increasing, and the demand is becoming more rational. The requirements for safety and health are also becoming increasingly strict.

The internet penetration rate of health and wellness merchants is only 13.3%, and there is still a lot of room for improvement. We will use a wide range of communication media to increase the rate of internet adoption, provide feasible suggestions and solutions for customers to make the best choices, save them time and energy in product selection, and maximize the effect.

Figure 3 shows that the O2O model can also achieve multi merchant linkage. Combining various consumer advantages to drive the development of the health industry. Through our O2O model, consumers can easily view the details of the merchant's products and services, understand health and maintenance products and services, and make appointments. They can not only save more money than offline consumption, but also enjoy a dedicated offline service experience. For businesses, they can gain widespread promotion through the internet, attracting more new customers to purchase their products and services.

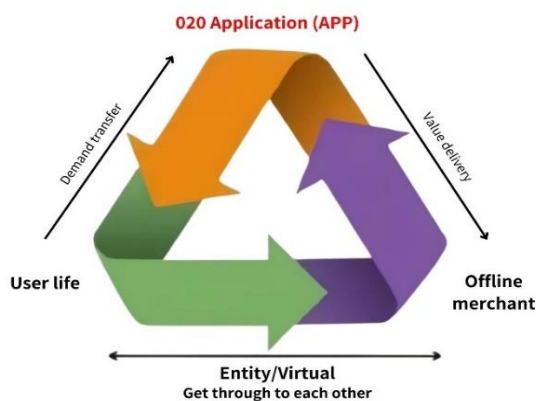


Figure 3. The transmission process of the O2O business model.

4. Operations Analysis

4.1. Market Outlook Analysis

In the context of the development of the e-commerce industry, there are also many food suppliers who do not pay attention to food safety issues. Nowadays, the market is filled with many unhealthy foods; in today's fast-paced lifestyle, many people suffer from immense pressure in life, work, and study, leading to deteriorating health. According to surveys, in our small social circle, a large proportion of people are in a sub healthy state. This also prompts people of all ages to pay more and more attention to health preservation and physical fitness. The market situation in the field of health and wellness is good, with huge market potential, and it will become a market hot spot in the near future. In the field of healthy living in the future, the development of product functions will more deeply adapt to the needs of society and the times. For example, various fields such as health foods for the elderly, customized healthy lifestyles, traditional Chinese medicine health foods, health laws

combining Chinese and Western medical concepts, health products for occupational health, and new technology driven health products will be deeply studied and explored.

4.2. Competitive analysis

At present, the health and wellness market in China is characterized by widespread dispersion, mainly due to incomplete early health food management strategies, as well as misunderstandings and shortages of health knowledge among the public due to the large industry revenue guidance. This has driven a large number of low-quality health product enterprises to stir up the market, resulting in the proliferation of low-quality health products and a gradual decline in public trust in health and wellness. Nowadays, the competition between the healthcare industry is becoming increasingly fierce, with numerous and powerful competitors competing for market share; At the same time, in order to pursue the advantage of scale, some companies have significantly expanded their production scale, resulting in an oversupply of products and disrupting market equilibrium, prompting them to adopt the strategy of low-priced sales. These are the major competitive factors that it is currently facing. Currently, first - and second tier cities carry the majority of health clubs, but the market has gradually become saturated. In the future, more high-quality health clubs may shift towards popular tourist cities in the second and third tier, as well as emerging cities in mainland China. At the same time, the health club will utilize mature technology and data applications, attach importance to analyzing user profiles, improve business strategies, and seek the next direction of business transformation. This will constitute a new trend in its development, presenting new development models such as personalized services, humanized management, information, and intelligence. It should be emphasized that although the health club market in first tier cities and major tourist cities is basically saturated, the future of the domestic health club industry is still full of development potential, and its demand is still continuing to grow. Moreover, with the development of China's economy and the increase in regional exchanges, the health club industry is expected to continue to expand into a wider market. Especially the development speed of second and third tier cities.

4.3. Financial analysis

In the early stage, the initial capital is relatively small and the technology is not mature, requiring more investment. In the early stage, more investment is needed. Facing all enterprises, especially the food industry, we can enhance the quality requirements for our partners. Through cooperation with the food industry, we can join the current e-commerce platform and process some food that is beneficial to the human body, achieving a win-win situation for both parties. The total investment of the project is 540000 yuan, of which 100000 yuan is mainly used for early promotion, product investment, and the purchase of various equipment. 240000 yuan of working capital is mainly used for various expenses in the early stage, and the inflow and outflow of funds are strictly controlled. 200000 yuan is used for salary distribution, and it is necessary to ensure that monthly labor resources are distributed on time and on time. After sufficient supply of funds in the later stage, we will increase investment in innovation, effectively combining technological and health elements to ensure the flow of funds, achieve balanced development, and achieve long-term goals.

4.4. Risk analysis

Competitive risk. The price comparison on multiple shopping platforms now leads to lower and lower product prices, which will reduce our profits; there are already relevant platforms in the field of health and wellness under the O2O model, which has an impact on people's weak awareness of health and wellness. Moreover, with the rapid development of the e-commerce industry, there are more bloggers with high traffic transforming, and the sales range is diverse, which has a significant impact on the sales volume of our products. There are also many comprehensive platforms related to it, and they have operational experience and mature funding and supply chains.

Operational risk. Due to flaws in the quality of merchant services and the inability to immediately address after-sales issues, this has led to customer complaints and even infringed upon their primary

rights, thereby triggering goodwill risks. Merchants must also bear the economic losses caused by responding to temporary changes from customers. Due to the lack of management experience in entrepreneurial teams, there is a high possibility of management errors.

Strategic risk. The sales of health products online may not be recognized by people, with doubts about product quality, uncertainty in the future market, and a significant rate of change in consumer purchasing intentions. There may not be fixed operators, suppliers, and the prospects of the e-commerce industry are variable, even influenced by relevant national policies. In the initial stage, there was a lack of partners and limited service scope; Strict requirements for the health and wellness field, or lack of suitable suppliers for long-term cooperation, etc.

5. Conclusion

We proposed a new model for managing a health care venue. Such model is used for dealing with the healthy worry which currently puzzled young people. We analysis the management in the angle of products feature, market and competition, etc. In addition, we also give a detailed scheme for risk analysis and the countermeasure for them. The management we used in the paper will be a reference for the healthy production to develop strongly in the era of Post Pandemic.

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