

Application of C2M Customization In The Manufacture Of Myopic Sunglasses

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Abstract

Here is not a successful case of e-commerce in the spectacles industry to learn from, the integration of e-commerce is the future direction of traditional glasses retail enterprises, Internet glasses is the inevitable trend in the future. This paper presents an application scheme based on C2M personalized customization in myopic sunglasses manufacturing, and designs a set of feasible implementation and marketing promotion scheme.

Keywords

C2M Mode, Personalized Customization, Myopic Sunglasses, Manufacturing Industry.

1. Introduction

In the 4.0 age of industry, the B-C model, which is centered on vendors, is in the process of disintegrating. Large production, large retail, large brand, large logistics advantages will no longer exist. The traditional enterprise is about to enter the individualized intelligent mode. The new business model in the information age is consumer-driven, consumer-centered, individualized marketing, integration of production and marketing, customized production, rather than the competition in cost of homogeneous products. In the future, everything will turn around to the consumer-centered situation, there will be C2M mode. C2M mode refers to the customer to factory, customers according to their own needs through the network directly to the factory orders, factories on a single schedule, production mode.

As a new multifunctional product, myopic sunglasses gradually enter people's visual field. It meets the needs of visual clarity, anti-ultraviolet ray, anti-glare, fashion trend and so on. It has a broad market prospect. Myopic sunglasses and C2M mode have natural adaptability. The greatest advantage of C2M is to meet the customized needs of consumers. Glasses themselves are a customized product. Nowadays, the pursuit of "different" consumption concept is becoming more and more popular. The C 2 M mode of myopic sunglasses must be promising.

2. Market Research

2.1 Market research

2.1.1 Market scale of China's glasses Industry

More than 90% of the external information that human beings can perceive comes from vision. Capturing light, perceiving color, and receiving the rapid changes of the dynamic world, for human beings, the sense of vision - eyes, is an important carrier of communication between the soul and the outside world. Therefore, everyone hopes to have a pair of bright eyes and enjoy a clear, lasting and comfortable healthy vision. However, the reality is unsatisfactory. According to the National Visual Health Report issued by the China Health Development Research Center of Peking University in

2015, the number of people with myopia is close to 450 million, and the incidence of myopia is 33%. According to conservative estimates, by 2020, China's myopic population is expected to be close to 704-711 million, accounting for 50% of the total population of China. The increase in the number of myopic population will give birth to China's huge eyeglasses market and huge growth potential. According to the research of China Industry Information Network, in recent years, the sales scale of China's eyeglasses industry is shown in Figure 1.1.

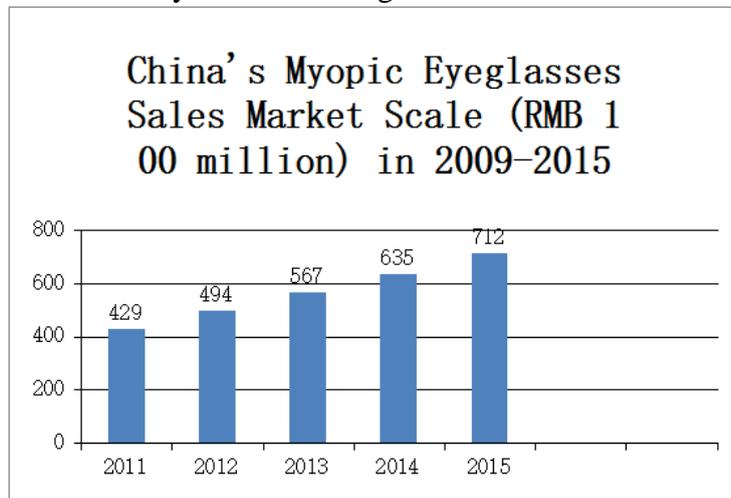


Figure 1.1 Market Scale of Myopic Eyeglasses in China, 2009-2015

2.1.2 Market Scale of Sunglasses Industry in China

Sunglasses, also known as sunshades, as the name implies, are the role of shading. In the sunlight, people usually adjust the light flux by adjusting the pupil size. When the light intensity exceeds the human eye's ability to adjust, it will cause damage to the human eye. In outdoor activities, especially in summer, it is necessary to use sunshades to shield the sun, in order to reduce the damage caused by eye adjustment fatigue or strong light stimulation.

Sunglasses are suitable for all consumers, wearing sunglasses is not only to protect the eyes, but also to pursue the needs of fashion. More and more people buy Sunglasses as an accessory to reflect their personal temperament. According to the statistics of Zhiyan Consulting Company, the sales of sunglasses in China from 2009 to 2015 are shown in Figure 1.2.

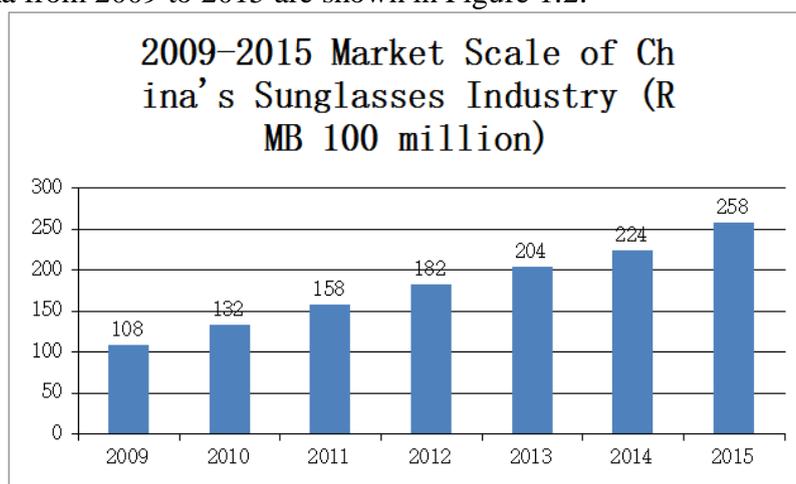


Figure 1.2 Size of China's Sunglasses Market from 2009 to 2015

2.1.3 Consumption Trend of China's Glass Market

With the rapid development of China's economy and the improvement of people's income and consumption level, Chinese people's consumption of glasses presents the following trends and characteristics:

- ① The use of glasses has changed from single function to multi-function

Since the invention of glasses, its main function is to correct visual acuity, but with the diversification of life, glasses are gradually used to improve other aspects of life to meet the wearing needs of different occasions. All myopic people in order to correct their vision will be equipped with myopic glasses, but in summer, because of the strong sunlight, people who are outside often need a pair of polarized sunglasses. How to get both? The emergence of myopic polarizing sunglasses has solved people's demands for clear vision, sunshade, fashion and so on, and has great market potential.

② The Development of Glasses Wearing from Popularization to Individualization

With the continuous enrichment of material life, people's pursuit of individualization is becoming more and more intense. Whether functional or fashionable, glasses should be personalized products. Different designs and styles of glasses are needed to meet these needs in terms of race, face shape, visual habits and dress combinations. Customized products based on personalization are more in line with the needs of consumers.

③ The Development of Glasses Consumption from Entity Store to Network Sales

According to the tracking and statistics of the National Light Industry Eyeglasses Information Center for many years, the annual sales of China's eyeglasses retail sales in 2015 were about 71 billion yuan, and the sales of e-commerce were about 6 billion yuan. Then, eyeglasses e-commerce accounts for only about 8.4% of total sales. Compared with the three traditional retail products subverted by e-commerce (clothing, books, 3C), the Internet has not yet had a substantial impact on the spectacles industry in macro. But embracing the Internet and merging e-commerce is the future development direction of traditional eyeglasses retail enterprises. Internet + glasses are the inevitable trend in the future.

2.2 C2M Myopic Sunglasses Manufacturing Industry Model

2.2.1 Business Model Planning

C2M is Customer-to-Manufacture (customer-to-factory). It is a new type of E-commerce Internet business model, also known as "short-circuit economy". It is the user orders directly to the factory through the website according to their own needs, and the factory produces according to the single-row schedule, thus saving the price space of the intermediate link and opening the cost-price consumption mode for users.

The C2M retail model of myopic sunglasses will be "data-driven manufacturing", that is, the user orders first, and the manufacturer produces the products according to the user's demand data (frame, lens color, myopic degree, etc.). Personalization and industrialization are integrated to win the market and the consumer's habits with high cost performance. The C2M business model of myopic sunglasses is shown in Figure 1.3.



Figure 1.3 Business model of myopic sunglasses C2M model

C2M business model is innovative and technologically advanced, which provides a very good way for the Internet transformation of traditional manufacturing enterprises, and directly opens the way for consumers and factory production lines. C2M enables private customization, a high-end consumer

behavior, to become popular in the virtual market of the Internet, changing the traditional concept of private customization as exclusive authority. Relying on the powerful interactive function of information sharing and Internet, it creates a new way for customers to manufacturers, and becomes a bridge network middleman connecting producers and consumers to help consumers make purchase decisions and meet their needs.

2.2.1 Business process planning

The C2M retail model of myopic sunglasses is designed around the core business model of "personalized customization". Customers can access customized websites through the Internet and see the latest and most fashionable sunglasses. In the "exclusive customization" module, choose your own style, frame color, lens color, fill in refractive data, and submit the order. The business process design of C2M mode for myopic sunglasses is shown in Figure 1.4:

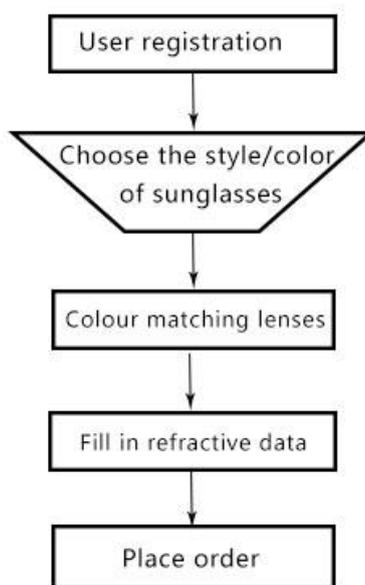


Figure 1.4 Business process diagram of C2M mode for myopic Sunglasses

2.3 Marketing Promotion Strategy of C2M Myopic Sunglasses Manufacturing

The marketing mode of e-commerce in the era of Web 3.0 is to transfer value through users, strengthen the sense of user participation and experience, and use social media for marketing. Social media refers to the content production and exchange platform based on user relationship on the Internet. Social media tools include micro-blog, blog, forum, SNS and other new media. Low-cost strategy is an important promotion strategy for C2M retail sales of myopic sunglasses. Using free social media tools to promote e-commerce is an important promotion channel.

2.3.1 Micro-blog promotion

Sina Weibo, QQ Space, Renren. com, Kaixin. com and other social media platforms have low barriers to use. Everyone can write "soft articles" to publicize their products. Their value lies in interaction and trust, especially for the young generation of innovation and entrepreneurship, the establishment of product brands, high premium selling products, promote product e-commerce marketing.

2.3.2 WeChat promotion

Mobile Internet is based on mobile terminals and has a huge user group. Driven by the maturity of wireless network, 4G, mobile addressing, mobile payment, two-dimensional code and other technologies, it has penetrated into all aspects of life. The characteristics of mobile e-commerce, such as anytime, anywhere and improvisation, enable users to use fragmented time to obtain information, which contains tremendous business opportunities. Wechat can make fission marketing, make use of sharing function, make users become free propagandists of businesses, with the help of incentives to forward users to produce a wider range of focus and higher conversion rate.

Myopic sunglasses can spread influence through these new media, achieve brand communication and promote sales goals.

2.3.3 Glasses Forum

Forum is a platform for a large user group. The industry uses the forum as a platform for network communication to publish the information of products and services of enterprises through text, pictures, videos and other ways, so as to make the target customers more deeply understand the products and services of enterprises. The group classification of the forum is very pertinent and interactive, and the forum gathers a large number of potential customers. Interactive communication with potential consumers can be achieved in the forum, so as to promote the brand of enterprises and deepen the market awareness of online marketing activities.

3. Conclusion

With the development of our country's economy, people's life is more and more abundant. Hobbies such as tourism, mountain climbing, fishing, driving and other hobbies give birth to the demand of myopic people for sunglasses. Myopic sunglasses are professional glasses products, which have both technology and fashion. They are the synthesizer of glasses products. At present, there are not many professional manufacturers of myopic sunglasses in the market.

Made based on C2M (customers) of the electric business platform, to realize connecting the bridge between manufacturers and consumers, using the user services to private business model, to allow consumers to use online sales platform through the network to the manufacturers customize their glasses and order directly by the manufacturer, to produce to meet the requirements of users of glasses. However, in the traditional e-commerce market, manufacturers sell whatever they produce, instead of making products suitable for a single customer according to the different individual customers. Private ordering the high-end consumption of human behavior in the network virtual market to civilian, changed the private tailored for the exclusive authority to traditional philosophy, relying on the information sharing and the powerful interactive function of the Internet to create a customer new way for manufacturers, middlemen, and become a bridge between producers and consumers of network to help consumers to purchase decisions and meet the demand. C2M project is innovative in mode and advanced in technology. C2M mode directly opens up the access of consumers and factory production lines, provides a very good way for the Internet transformation of traditional manufacturing enterprises, and has profound significance and influence on "Internet + manufacturing industry".

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