

E-Commerce Accelerating Rural Development

— Case study of Furniture Manufacturing in
Shaji Village

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History and Current Situation

Households: 1,180 Population: 4,849

History:

- Furniture business started in 2006: 3 on-line shops
- 2007-2008 take off: more on-line shops opened

Now: over 400 on-line shops (at least), annual revenue over USD \$50 million

- Factories: over 80
- Shipping companies: 13
- Support businesses: over 20 (supply stores, repair shops, etc.)
- Telecom: 2 (China Telecom, China Mobile)
- 2 banks



Small:

Workers: 1-5

Area: 50 m

Invest: \$8,000

Medium:

Workers: 10-20

Area: 100-200 m

Invest: \$30-50 k

Big:

Workers: >30

Area: 2000-3000 m

Invest: >\$100 k

Furniture Manufacturing





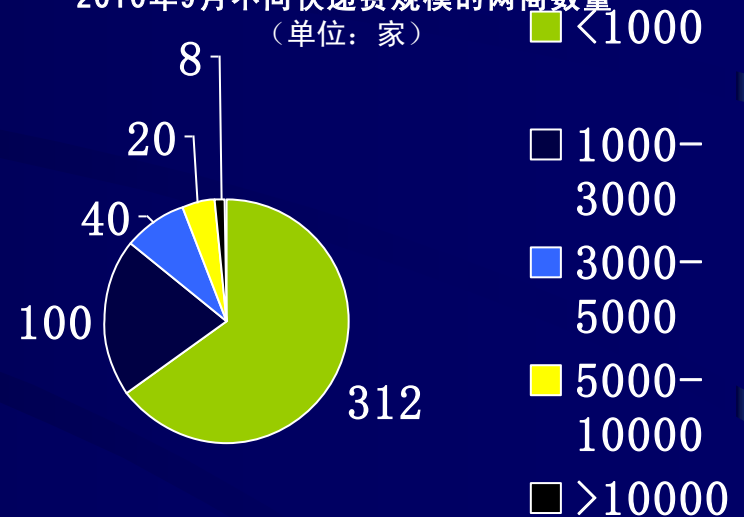
EMS Development for Delivery

- 2007: 4 customers, annual revenue \$3,000
- 3Q of 2010: 480 customers, revenue \$300,000 (20% market share)

2008-2010年EMS快递费
(单位: 万元)



2010年9月不同快递费规模的网商数量
(单位: 家)



- Accelerating growth in the entire value chain: banking, supply, machinery, etc.

Key to Development

Internet: broadband
fixed / mobile

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_7997

