Key Success Factors Analysis of Integration of O2O into 7-Eleven Convenient Store

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Abstract. As information technology becomes more varied, the era of the Internet has come. The connection among the retailing industry, the Internet and online/offline integration is centered surrounded the consumers. The pattern of Internet management across all channel integration called consumer behavior. The dependence of full-path retailing on the use of Wi-Fi has become heavier and heavier as days go by, with the consumers being the core and connecting the management pattern of the Internet. It integrates critical factors in a cross-channel fashion. It develops Apps for 7–11 convenience stores and can solve future online Internet and offline store integration and create the best management values. This study combine the views that the literature in Taiwan on real/virtual integration, supported by the results of the questionnaires devised by AHP experts. It can test the crucial factors involved in the success of real/virtual integration.

Twelve crucial factors responsible for the real/virtual integration of cloud stores were found and listed based on previous literature. After eighteen 7–11 middle management, the order of priority were calculated according to AHP analysis as follows:

- The weighted average of the development of APP is 26.1%, ranking first.
- The weighted average of full-path retailing pattern is 12.7%, ranking second.
- The weighted average of automatic cashier is 8.1%, ranking third.
- The weighted average of finance technology is 7.7%, ranking fourth.

It is hoped that via this study retailing 4.0 and big data online-offline integration ideas or practice; driving APP development transformation and the connection between the internal convenience store with seamless virtual market and offline equipment real store. It provides experience in full-path purchase.

Keywords: 7-Eleven · O2O · Retailing industry · Key success factors · Analytic hierarchy process analysis

1   Introduction

Recently, Taiwan Uni-President Company, which owns 7–11 brand and has 5000 7–11 convenience stores, has moved toward an international and diversified business model. It has built a logistics support system with the advantage of access, and combined with offline entities and online virtual access networks to create consumer-wide retail convenience. In 2016, the consolidated total revenue was 215.36 billion NTD and after-tax net profit was 9.84 billion NTD. It was not only a record high, but also won the top 250 retail sales in the world for three consecutive years.

The 7–11 physical store is based on the customer's comfort and shopping space as the spatial planning concept, creating a unique design sense. The online virtual store is a combination of a dense store network, continuous upgrade of the ibon machine function and the ibon APP digital service platform to create consumer convenience, time-saving services, and strengthen the physical merchandise and e-commerce platform cooperation shop picking up, creating a virtual and integrated business model to meet the fast-growing e-commerce logistics distribution and storage needs.

However, compared with the physical channel, the unified super-business into the e-commerce business started late, such as the 7-Net business situation is not ideal. This paper hopes to explore the problem points, and to find out the opportunities of unified super-business in the development of virtual and real integration with the foreign O2O model or the new trend of retail 4.0, and formulate the future executable strategy and development [1]. The new retail model of the business, in order to respond to the current situation of entity super business operations dilemma. This paper collected several key factors, attributes, categories, and facets by collecting literature, discourse, expert opinions, or articles published on the Internet, and compile the structural map of the key factors of cloud super-business integration [2].

This study developed the structural data of key factors of virtual and real integration through the retail 4.0 model, interviewed professional managers and operational supervisors to conduct expert questionnaires, discussed the reasons and reasons for possible derivation, designed AHP expert questionnaires as a hierarchical analysis method, and the resulted of the questionnaires. The weighting data table of key factors was calculated by AHP weighting. Through the literature exploration and the professional ideas of the interviewees, the key factors of the new retail trend super-commercial integration are gathered, thereby providing a unified headquarters retail 4.0 for entity super-business. Consolidate the opportunity points and lay the next step for the e-commerce road.

2   Research Methodology

2.1   Key Success Factors

Hofer [3] analyzes the key success factors, covering the three major aspects of the main environment, the industrial environment or the corporate environment. The key factors and strategic planning procedures are used to link the three levels of the company's external environmental competitors in the industry. Competition with other companies

in the industry must have the lowest level of each critical success factor. Key success factors must be in a particular industry and must be technically or asset-successful to compete with others. The key factors for success are context, variables, and characteristics; proper and appropriate support, maintenance, and management, and organizations in the industry have an advantage in moving toward success. This study is a key factor in the success of scholars' interpretation. This factor will change over time. Enterprises and organizations will be affected by the current situation and future market operations and competition. The key success factors also affect the competitive position of enterprises and organizations in the market. Advantage.

2.2   Analytic Hierarchy Process, AHP

Analytic Hierarchy Process (AHP) is one of the analysis methods of Multiple Criteria Decision Making. AHP is to disassemble a problem into a dendritic structure level, which is carried out by AHP analysis method. It is the main key success factor for the offline and virtual integration of super-commercial online and offline. AHP is designed as a systematic decision-making method when problems need to be made, complex factors are often found, and the problems are affected by tangible and intangible factors. AHP has been viewed as one methodology that can provide better decision-making schemes and reduce the number of decision-making errors. The theory of AHP is to systematically classify problems with high complexity, classify them at different levels, and find ways to implement them after quantification. Comprehensive assessment, and then provide decision makers to make the most appropriate decision-making plan.

This study used small sample semi-structured and closed interviews as the main focus, so that the content of the interview can be focused on, avoiding the scope of open interviews too large, thus obscuring the acquisition of important key messages. The interviewees of this study were based on the professional managers and operations supervisors at the headquarters. The headquarters is strategically planning the unit entities, categories, virtual and integrated information systems and medium and long-term O2O development units of the national entity, through the marketing department managers of the headquarters and the physical store is dominated by consumers and the first-line operators of the national business executives. The basis of the hierarchical analysis theory is used. The evaluation is based on the respondents' suggestions, and the key factors are ranked in order. From the assessment content, check the selection. A strategic approach to development can be implemented.

The researcher has served the unified super-business for more than 10 years, engaged in the operation of the first-line counseling management operators and the convenience needs of consumers to understand the shopping behavior, initially based on self-experience, drafting the relevant factors of super-commercial real integration as preliminary information, supplemented by half the structured interview method was interviewed by three experts, the general manager of the technology company in China with more than 25 years of experience in the development of unlimited communication systems, the manager of the business management and regional marketing strategy with more than 25 years of experience, and the 20-year experience. The above medical supervision experience regional hospital medical supervision. The interviewers initially

drafted the topic on the super-commercial integration factor, interviewed three experts respectively, and gave the respondents free expressions of ideas and suggestions, with the revised data as the basis for the research data. Finally, four major facets are obtained. The contents were described as follows:

In terms of external facets, the three major directions are the full-channel retail model, segment marketing, and social media. The full-channel retail model, the transformation of retail enterprises in the future will be full coverage of virtual and real channels, consumers can buy favorite products in any channel, with the integration of online and offline development, O2O mode will be an important step towards the full channel. A full-channel shopping model that collects big data, mobile shopping, and social integration is evoking more consumer engagement. The SoLoMo community is not only a local ethnic group, but also generates consumer desires and ideas anytime, anywhere, and can purchase and consume at any time and any place [4].

1. The transformation of the retail enterprise is a virtual and full-scale coverage, integrating online and offline resources, opening up consumer shopping channels and accessing information, providing kinds of seamless retail services with no inconsistency and consistency, and opening up N contact points with consumers. Products are promoted to consumers, information is pushed to consumers, and consumers can be purchased at any time and without any means. Smart mobile device users can generate purchases and consumption behaviors anytime and anywhere. The all-channel retail model integrates online and offline channels, provides a consistent service retail model, connects to the Internet, builds a community O2O life service platform, and integrates online and offline channels to provide consumers with shopping convenience.

2. The rise of the network red economy is the best opportunity for brand influence. The socialization of the community and the current community are reunited according to the "interest" of shopping. The focus must start from understanding the customer behavior, according to the purpose of brand advertising, recruitment, maintenance, growth or Revitalize the development of a marketing strategy. The target customer group is connected to the marketing media and through the Internet information and offline information to integrate the consumer's "pre-transaction" shopping content data, record the customer's "no export" shopping demand, and effectively grasp the existing consumption. In addition to the customer base, it is also possible to develop potential consumer groups.

3. The brand image builds a self-fan group through the social media platform, provides potential consumers with pre- and post-value-added services, and releases new products and promotional information. The purpose is to achieve one-time service quality and establish a membership system to attract consumers to the second time. Buy and synchronize to create consumer surprises. Word-of-mouth communication is a spontaneous sharing and dissemination of things in the social circle. It has a strong influence on consumer shopping. It uses the interpersonal communication channel to connect with the loved ones and friends of the consumers, and provides social media platforms with high-quality services for consumers. Answering questions, interacting and accepting suggestions, social media is a new channel spreader for word-of-mouth communication that quickly delivers messages to tens of millions of people.

The internal facets are analyzed in terms of management innovation, staff quality, and information sharing. The business of super-business is people-oriented. It is organized by internal staff members and consumers. It is organized by the organization. The staff of the three classes, namely, the store staff and the operators, form the structure of the store, from a management perspective. In the pre-service, middle- and post-education training, improve the quality of personnel, and encourage, praise, reward and other leadership models, provide employees with surprises in their work, encourage employees to encourage them, and replace blame to influence the high turnover rate of organizational personnel; From information sharing, the company's upstream and downstream manufacturers can combine the Internet business philosophy, single-category access, use technology-based information technology, physical storefronts to connect with manufacturers' information devices, and data integration links to market customers from physical storefronts to confirm goods. After the order and payment, the manufacturer can deliver to the designated entity merchant or home delivery to the government within the next 4 h or less, to achieve unlimited shopping and pick-up, to satisfy the consumer shopping experience.

1. The internal management innovation of the organization, management structure and departmental establishment will change due to the marketing model. The single-channel customer source is easy to manage, and the multi-channel is moving towards virtual and real integration. The personnel must be able to plan physical activities and have network marketing capabilities. The organization should understand the mobile application technology, and must establish the concept of all-market marketing consensus, from push-to-pull marketing [5].

2. The education and training system determines online and offline sales. Whether it can be promoted continuously becomes an important factor. With the factors of the employee training system, the factors affecting the training effectiveness are difficult to control. The quality of employees and education and training are all important parts of solving consumers.

3. The physical store recruits new members and processes through software APP downloads. The specific member APP can know the identity of the member, learn the consumption record data and send coupons and points activities through the APP to drive online consumption power. APP's built-in store information and LBS Localization Based Service can guide the online customer base to the store, allowing the entity's business performance to cross physical and virtual [6].

The technology facet analyzes two aspects of developing APP and intelligent cashier. It connects online virtual stores and offline physical stores through APP software to provide customers with shopping experience, marketing strategies, use or login actions, and provide services. Coupons, discounts or bonus points activities enhance customer's repeated purchase rate; the software application level is broad, the development of software registration to provide customers, after logging in to the software to purchase goods, can quickly pick up goods at a specific time, specify physical goods or home delivery to the government, information software combination, customized to meet customer convenience needs; low manpower trends, high labor costs, hardware equipment settings to develop unmanned stores, to intelligent cashier. The way or the consumer uses a third-party payment method, which does not require

human service and generates consumer shopping queues for too long, providing convenience to satisfy consumers' shopping behavior [7].

1. The specific member APP can know the identity of the member, learn the consumption record data and send coupons and points activities through the APP to drive online consumption power. APP's built-in store information and LBS Localization Based Service can guide the online customer base to the store, allowing the entity's business performance to cross physical and virtual [8].
2. The consumer selects product to join the mobile shopping cart, and the new product barcode is outputted in the shopping cart. After completing the purchase selection, the barcode is automatically scanned on the product, the queue is checked out, the payment is completed through the mobile payment, the self-service is completed, and the person can be designated. Or no one's cashier's point of payment is paid in the traditional way or in a contactless e-wallet. Consumers get the store bar code on the Internet, use the mobile phone to check the Internet before the store scans the payment or shop, and check the store to see if there is a discount [9].

The government has three levels of analysis to analyze the "government regulations", "financial supervision" and "third-party payment outlook". Under the continuous changes of regulations, personnel costs have increased, and human resources distribution, designated entity business distribution and home delivery are fast to the cost of goods flow. The increase is reflected in the sales price of commodities; the financial supervisor provides the stored value service for the cooperation between the open bank and the third-party payment service industry, and the third-party payment provider entrusts the financial industry to provide identity authentication and stored value services. The stored value is limited to financial Industry supervision, in the absence of management costs and risks, if e-commerce provides stored value services, it can charge consumers the amount, when the operating conditions cause problems, there will be consumer insecurity and money laundering problems. The volume of e-commerce transactions is increasing day by day. Virtual store merchants and physical merchants complete the business transaction behavior by means of third-party payment. The network platform will become the basic shopping demand of the whole market, and the consumer demand and the shopping platform will be combined with the dividend distribution and distribution mechanism. If the designated time is delivered to the government, the designated merchants are delivered, or the value-added services such as theft of the customer must be prevented, the retail enterprise provides full-channel payment service, and the full payment credit card machine will perform functions such as credit card, scan code and inductive payment. The machine provides a variety of payment function convenience, reducing the cost of the business, shortening the checkout process and quickly paying for service functions. The entity merchant payment card machine service, through the financial institution cooperation system equipment credit card machine payment service, create a new retail super business transformation full channel digital payment service.

1. In the scope of the Labor Standards Law, the warehousing tally, the online logistics staff, the increase in personnel costs and the logistics cost of goods delivered by freight drivers, consumers expect goods to arrive quickly, and the price of goods is also affected by the rapid arrival of goods. The price of the item.
2. The government open bank cooperates with third-party payment service providers to provide stored value services. Third-party payment providers can provide financial institutions with identity certification and stored value services. Banks are highly financially supervised and have no management costs and risks. If the open e-commerce provider provides stored value services, the industry can pre-charge a large amount of money to consumers. If there is a mis-management, it may derive consumer rights (no deposit insurance protection) and implement money laundering prevention and other issues.
3. China's mobile payment market is limited by the lack of motivation for consumers, and the cooperation model between telecom, financial institutions and retailers with mobile payment systems has not yet formed, and data security issues may arise; various action payment emerging technologies and industry standards are born. Under the traditional financial institutions, retail entities and e-commerce cooperation is more diversified [10].

3   Result

The number of sample design questionnaires in this study was 20, and the respondents were mainly heads of professional managers and operations directors. The interviewees took the experience of management, marketing, system integration and head office strategic planning as a priority. The 20 professional managers and operations supervisors conducted face-to-face interviews by the author in a one-to-one manner to complete the questionnaire. The average interview time was about 30 min. In order to make the results of the questionnaire closer to the idea of super-commercial medium- and long-term planning, and to balance the background of professional professionals, retain the head office category management experts and first-line operation supervisors; improve the screening qualifications of category managers and business executives, leaving only the seniority >=5 years of questionnaire data, expecting to reflect the consumer shopping demand and the entity merchants super-business in response to consumer behavior through the results of senior and professional questionnaires, infinitely extending the feasibility of satisfying the consumer demand and the development strategy of super-commercial integration.

The importance of respondents' analysis of the matrices of external facets, internal facets, technological facets, and government facets is shown in the following Table. Among them, the "technical facets" have the highest weight, with an average of 0.342. For the "external facet", the average is 0.266; the other is "government facet" with an average of 0.224; the last is "internal facet" with an average of 0.168. The results of the competition show that professional managers and operational supervisors attach more importance to the technical and external structure than the government's facet and internal facets. In the test of C.I. and C.R. consistency, the C.I. value is 0.011 < 0.1, and the C.R. value is 0.012 < 0.1; indicating that the respondents have consistency in the importance of the criteria.

	External	Internal	Tech.	Gov.	Average	Weight	C.I.
External	0.257	0.335	0.243	0.231	0.266	1.077	4.043
Internal	0.125	0.164	0.179	0.203	0.168	0.675	4.021
Technology	0.366	0.317	0.346	0.339	0.342	1.379	4.036
Government	0.252	0.184	0.232	0.227	0.224	0.904	4.035

The interviewed experts ranked the importance of the four major facets in order. 1. The technical facet is 34.2% > 2. The external facet is 26.6% > 3. The government facet is 22.4% > 4. The internal facet is 16.8%. Respondents had a view on facet evaluation, with the highest data being 34.2% of the technical facets and the lowest being 16.8% internal facets. The results of this layer's facet evaluation, the data are falling below the median value of 20%, the gap value is not large, showing that the respondent's important appraisal of the facet does not have a very significant attention or preference.

AHP project factor "third level" importance analysis results, ranked by experts in the important ranking of the eight major projects through the calculation of weights followed by 1. Development APP 26.1% > 2. Full-channel retail mode 12.7% > 3. Intelligence Cashier 8.1% > 4. Financial supervision 7.7% > 5. Third-party payment outlook 7.4% 6. Focus marketing 7.3% > 7. Government regulations 7.3% > 8. Social media 6.7% > 9. Management innovation 6.4% > 10. Information Sharing 5.8% > 11. Employee Quality 4.6%.

Ranked first is the development of APP strategy factors for technology facets, with a weight of 26.1%. Compared with the smart facet factor of the same facet, the development of APP is the best strategic factor; 76.4% is in favor of the need to develop APP strategy. Very high, from the significant data, it is known that the interviewed experts attaches great importance to the development of the APP, and it is obvious that the first place is important.

Also ranked second is the external channel's full-channel retail model with a weight of 12.7%. Compared with the same facet of segmented marketing and social media, the full-channel retail model covers consumer purchases in unlimited network coverage. Under the circumstance, smart mobile devices will be popularized, and products can be purchased on the information platform or purchased from physical stores anytime and anywhere to form a seamless retail; this is an external facet project, which can be known to have a great impact on virtual and real integration.

In particular, the financial supervision of the internal facet and the third-party payment outlook are the two items. After passing the AHP questionnaire, the importance of the project in the fourth and fifth places is known to the retail industry. Supervision, third-party payment outlook pays attention to the degree. The government's facet was ranked third in the first appraisal, but when it entered the second-tier appraisal, the ranking was upgraded to the fourth and fifth place, showing the respondents and experts, although the government policy There is no special preference, but it is very important for financial supervision and third-party payment - especially the fourth financial

supervisor has a weight of 7.7% (34.5%), and the fifth third-party payment weight is 7.4% (32.9%). There are two project system factors in the government's facet, ranking fourth and fifth. This ratio of high proportions has led to an upward increase in the government's facet rankings. It also allows the author to know that the super-commercial integration is successful, and that the super-business executives and category managers need to have confidence in government policies.

The results of the analysis of the key factors of the third level, the results of the comprehensive ranking, the respondents integrated 12 key factors, the ranking by weight processing is 1. Development APP 26.1% > 2. Full-channel retail mode 12.7% > 3. Smart Cashier 8.1% > 4. Financial Supervision 7.7% > 5. Third Party Payment Outlook 7.4% 6. Focus Marketing 7.3% > 7. Government Regulations 7.3% > 8. Social Media 6.7% > 9. Management Innovation 6.4% > 10 Information Sharing 5.8% > 11. Employee Quality 4.6%.

This level is ranked by the four major facets, the eleven major projects and the AHP analysis weight value data. The first place to be ranked is the development app of the technology facet. Through the literature, we can know that this part is to let the industrial staff, the large users of large LBS operators (LBS in the localization push function), to achieve lower visitor realization. Shopping behavior, retail enterprises analyze and manage customer data, construct a channel bonus mechanism and platform, and integrate big data with online and offline virtual businesses.

The super-business category managers and supervisors highlight the evaluation of this factor, agree with the importance of APP development in the cloud super-commercial integration, and present uniqueness; APP development is a precise marketing mobile device newsletter, sending valuable information to provide Consumers who need it can download coupons or purchase merchandise accumulating dividends points and other incentives in smart mobile devices, and use mobile wallet to pay for the purchases and frequency of the purchases. Group push coupons. Therefore, this factor in the AHP questionnaire is a unique high proportion and has become the most important key factor.

The full-channel retail model is the second place. The transformation of the retail enterprise in the future is a virtual and full-channel coverage. It can purchase favorite products in any channel, and with the integration of online and offline development, the O2O model will move toward the full channel [11]. Collecting all-channel shopping models of big data, mobile shopping and social integration, evoking more consumers to participate in channel consumption. The third place of smart cashier means avoiding the checkout crowd. It is also the starting point for no one to overtake business. The cloud function that consumers and the Internet platform expect can be used to simplify the labor cost without card withdrawal, payment and transfer. And simultaneous extensions can be used across international mobile payment services.

At present, the community O2O strategy is difficult to achieve, mainly for Taiwan's convenience and super-business density. The active community O2O needs to cooperate with upstream and downstream suppliers to achieve resource sharing. After the customer is introduced into the physical store, consumers can't buy it. The required products can

be immediately connected to the mobile device or IBON machine to provide shopping, providing fast delivery or home delivery to the government distribution service strategy, consumers in the community shopping rate increase, and further promote community O2O consumption dependence.

Intelligent cashiers are the main reason for the reduction of personnel costs. The choice of "machines" rather than "people" has a close interaction between employees and consumers, affecting consumers' offline storefront service and line marketing expertise, directly affecting the perception of service. Indirectly affecting the operational quality of retail enterprises, employees' education and training are highly valued; traditional selection, education, retention, and talents require time. The Internet era pays attention to speed, and education and training enhances the quality of employees. The development direction is trained by work. The rotation of the work content or the senior staff or managers to lead the staff, learning the different areas of work to develop employee service, comprehensive work execution and personal work characteristics, will be time-consuming and labor-intensive and eliminated by the information automation era, Therefore, the final main reason for sorting.

At the end of the rankings is the ranking of 11 employees. Its factors are internal level projects. This factor ranks the response expert's recognition of the factor and one of the medium and long-term strategies for the future. The key to the success of cloud-based super-commercial integration is to increase consumer purchasing rate and dependence, and to purchase full-channel retail merchandise when going out or not, and to be able to get goods in close proximity to physical businesses or at home quickly and at specific times. The quality of employees is limited by automated cash register machines, consumers can purchase goods, can purchase goods anytime, anywhere, and can practice any physical store can quickly pick up the goods, so the community O2O and staff quality, seamless retail, shopping for consumers The interaction rate is low, and the importance of identity is low.

Based on the above analysis, the data of 18 professional managers and operational supervisors interviewed and evaluated the results, the respondents most concerned about the development trend of virtual and real development to develop APP software. In the era of Internet big data, smart mobile devices are commonly used and unlimited networks. Under the coverage of the road, it becomes the most important link between online virtual stores and offline entities to enhance the purchase rate of consumers. In the successful business strategy of retail 4.0, the development of APP software links online and offline stores and the second place in eleven facets. The full-channel retail model is launched, connected to the whole market, and it can be used in any space position at any time. It can realize consumption behavior arbitrarily. Through the third-place intelligent cash register, high labor cost and low manpower, the entity super-business manpower is facing the biggest problem for the current situation. In combination with the effective use of third-party payment methods for smart cashier results, the future will significantly improve labor costs and significantly improve operational performance.

Level 1 goal	Level 2 aspects			Level 3 criteria		Final weights	Ranking	Conformance testing
KSF of O2O Strategies of 7–11 in Taiwan	External	26.6%	2	Full-path retailing pattern	47.5%	12.7%	2	C.I. = 0.014 C.R. = 0.025
				Segment marketing	27.4%	7.3%	6	
				Social media	25.1%	6.7%	8	
	Internal	16.8%	4	Innovation management	38.1%	6.4%	9	C.I. = 0.055 C.R. = 0.095
				Employee manpower	27.4%	4.6%	11	
				Information sharing	34.5%	5.8%	10	
	Technology	34.2%	1	Mobile app development	76.4%	26.1%	1	**
				Automatic cashier	23.6%	8.1%	3	
	Government	22.4%	3	Government policy	32.6%	7.3%	7	C.I. = 0.009 C.R. = 0.015
				finance technology	34.5%	7.7%	4	
				Third-party payment	32.9%	7.4%	5	

4   Conclusion

The cloud super-business virtual integration development APP interview questionnaire, the success of the key factors evaluation is the highest degree of acceptance, is the integration of science and technology information technology, the next road is based on the retail 4.0 thinking spindle, cloud super-business and physical business links, through APP software development, Extend the diversified marketing strategy, APP built-in store information combined with software push function, APP members provide consumer accumulated bonus points by real-name system, non-members to issue coupons, attract customers to the store to consume shopping, and improve consumer loyalty Degree, platform cooperation mode combined with upstream and downstream partners, strategic alliance cooperation to reduce costs [12].

The relationship between cloud super-business and big data is the highest in the external facet in the full-channel mode, and the second in the eleven facets. Unlimited networks are covered by the entire channel in the market. Consumers rely on mobile smart devices to shop in online and offline mode anytime, anywhere, and full-channel mode shopping has begun on the market. With the integration of information technology development, the entity super-business can connect to the ibon machine through the smart mobile device network, diversify the O2O channel trading platform,

and the intangible store combines IT to develop all-round shopping and social activities. The customer consumption marketing model is not affected.

Financial supervision ranks the highest in government regulations. The government's open service industry can use third-party payment stored value services. Financial institutions provide identity certification and stored value limits. They are subject to high financial supervision and have no management costs and risks. If the open e-commerce provider provides the stored value service function, it needs to first collect a large amount of money from the consumer. If the business is not good, it will affect the consumer rights (no deposit insurance protection) and prevent money laundering. Most of the national laws and regulations are designed with reference to the Uniform Money Services Act set by the United States Unified State Law Commission, so that non-bank institutions that meet certain qualifications are licensed by the competent authority. It is able to operate part of the banking business; the "Management Measures for Payment Services of Non-financial Institutions" in mainland China is included in various financial payment financial supervision issues. Paypal, Alipay and other international third-party payment and storage companies are non-financial industries. After development, governments have established special laws. Domestically, for the financial industry, the stored value business has the basic source management, the non-financial third-party payment industry, the development of management norms, with reference to foreign development experience, can also avoid the ills that have emerged abroad.

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