The Innovation and Development of Commercial Real Estate in China

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ABSTRACT
In recent years, China's commercial real estate projects have sprung up all over the country. After the high fever, there are many commercial complexes, shopping centers and the phenomenon of homogenization phenomenon. The development of the commercial real estate has entered a bottleneck period, we need to propose countermeasures in calm reflection and actively guide it out in the light of its general trend, and eventually entered the shared green road of sustainable development. This article will explore the innovation mode and transformation thinking of the future commercial real estate from two dimensions: the traditional commercial real estate seeking self-breakthrough mode and the new commercial real estate, actively opening up the new path.

INTRODUCTION
Commercial real estate success can be said to be three points by planning, seven points by operation. As the saying goes: "rich first road." Nowadays, the virtual invisible network road of the Internet has quietly surpassed the visible road of becoming rich, and is faster and wider. The market is changing rapidly, and the result of the unchanged is to be eliminated by the market. Facing the change of life style and consumption pattern, the management and planning concept of commercial real estate should be changed accordingly. For traditional commercial real estate, transformation and upgrading will have a way out; for the new commercial real estate, closely follow the needs of another way, in order to achieve the efficient use of limited resources and sustainable development of commercial real estate.

TRADITIONAL COMMERCIAL REAL ESTATE TRANSFORMATION MODE
In the Internet age, good at analysis and understanding of leveraging is very important. As everyone knows, the most direct embodiment of the commercial real estate boom is crowded, the reason why the Internet is on the impact of commercial real estate, but because of its convenience, so that you can stay at home to achieve the sale. It makes on the fast pace of the public can easily "house" in the virtual network space; but at the same time, we cannot ignore that the social nature of man will drive people to return to real space "move" cheerfully. The key problem is how to guide the public about leveraging the Internet transformation from "home" to "go out" and

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"move" behavior, make it become the new engine of commercial real estate especially shopping centers and commercial complex prosperity. Then, it is imperative to change the Internet "threat" to "dividend"—O2O mode, which is also an effective way to achieve sustainable development of commercial real estate.

**Online to Offline model**

O2O (Online To Offline) model refers to online marketing online purchase driven offline operation and offline consumption, the key through the Internet financial payment channel interoperability. [1] O2O through discounts, provide information and booking service, put the emphasis to push the line store information to Internet users, so as to effectively cultivate customers under their own line, and then follow up to "to store consumer attributes of goods and services, such as catering, fitness, watching movies and performances, beauty salons class. The premise of doing O2O is to have big data of customers. You must know what kind of activities a customer likes, what brand he cares about and what he is interested in.

**The key to successful model**

REALIZE THE CLOSED LOOP OF CUSTOMER CONSUMPTION

To achieve customer consumption closed loop, this model is not purely online marketing business model, but to achieve the customer from offline into the line and then return to the next offline of consumer closed loop, the purpose is to bring more passengers under the line.

O2O closed loop mode is the key to achieve sustainable business development, the line of users through the online payment can become memberships, through online payment to accumulate big data to guide the offline and online, eventually all consumption into the closed loop (O2O double closed loop mode as show in Fig. 1). At present, the commercial complex is not mature can learn from the successful experience of Beijing Xidan joy city.

O2O closed loop service implementation: (1) online "shopping fly-street" to buy, offline pickup from store; (2) online coupons, guide the consumer to complete the next line, and increase the viscosity of the service (such as a fine line, real time guide looking for parking spaces, store on-site" flying "payment etc.).
THE PRINCIPLE OF PROFIT, KEEP THE BOTTOM LINE

This model is not intended to do online, and the fundamental purpose of our online business is to help our customers improve the overall performance. Therefore, the positioning of commercial projects should be precise. Complex O2O must meet the comprehensive management model and value-added model, and cannot be contrary to the existing model. Running the line fitting process, not conflict, all procedures are set up in line flow, the line to help ease a part of the demand, to act as a pull line auxiliary means of stream of people, rather than to create a new way to profit. [2] Online shopping line down pickup, pull passenger flow and interaction.

RETAIN CUSTOMERS, VALUE-ADDED REAL ESTATE

The core of this business model does not lie in the rent, but in the real estate as a financial product in the management. The biggest purpose of holding business is to realize value-added: one is the appreciation of the property itself; two is the appreciation of the commercial real estate brand. To make business operations sustainable, attract passenger flow and retain customers, innovative ideas, including the creation of the environment is essential.

Sustainable exploration

How to cultivate customer loyalty, attracting passenger flow is only the first step, long time to retain customers and bring high frequency back rate to create long-term benefits, which is the key to the sustainable development of commercial real estate.
PLANNING ADJUSTMENT INNOVATION

Core attraction is not only shopping, but also leisure and entertainment. The positioning of commercial real estate projects should not provide a simple shopping environment for customers, but to provide a social networking platform and a series of viscosity of the service, the purpose is to obtain customer satisfaction and to lock customers, shopping malls to accomplish the transformation from a consumption place to place time of type.

Based on the analysis of big data, improve planning or format more targeted. Make full use of the big data collected by Wifi or Beacon, analyze the existing problems in the process of operation, and find the reason to optimize. For example, in front of missing passenger, no one on the line, the line design or overall planning problems, to find the main after improvement. Through the way of itemized carding, according to the need to make appropriate treatment, if necessary, change shop location, or even change platform. Big data platform can well verify the rationality of the comprehensive planning and design, and dynamic tracking adjustment, timely understand the change of customer demand, so as to ensure the prosperity and operation of commercial projects.

INNOVATION IN BUSINESS MODEL

For suburban shopping centers, according to the characteristics of the project it and the surrounding open environment to set the style, it may be fully integrated with the development of large venues around the theme. Located in Osaka for example to follow Japan Expo site converted to the main "play, learning and discovering" concept of the theme of entertainment and shopping complex commercial - Lalaport EXPOCITY. The project is funded by the Mitsui real estate to the Government lease development, comprehensive development on Business Park. [3] In the future, the prosperity of commercial real estate is more and more inseparable from the early planning of real estate companies, real estate company in advance to invite businesses stay involved, jointly developed business model, consisting of the true meaning of the marriage body sharing symbiosis, breaking the traditional business model fundamentally, while multi benefit also makes the whole city color, to create a sustainable and intensive benign development, resource utilization pattern of the whole industry chain.

INDIVIDUALITY INNOVATION IN BUSINESS FORMAT

For a city, the planning level should establish a global awareness, various commercial real estate projects to form differentiated benign competition, so as to achieve complementary advantages, win-win coexistence.

Firstly, cultural industry: in the business variety "+N bookstore", into "N" which reflect the diverse characteristics, the types of products rich and varied; both the quiet zone shows the "cultural center" standard, including Chinese and foreign books, children's educational products; also have dynamic and static spaces with various designs, such as paintings, porcelain, flower arrangements, creative products, and so on, which highlight the aesthetic concept of life; It can also expand the "extended reading" high allocation of sortie area, there are regular or irregular cultural exhibitions, which can be concerts, reports, symposia, lectures by writers or scholars,
etc.; also has interactive space cafes, clothing Museum and other places with features. Commercial and cultural prosperity at the same time the interpretation of public cultural prosperity, let the business platform to extend public platform, better play its social benefits, with the help of this platform for cultural popularization , at the same time, the business also enhance the cultural taste and quality, so as to achieve the common prosperity together; in the whole society widely create a "cultural life" nationwide reading atmosphere, it also opens a window for sustainable development in the ideology of our country.

The combination of various formats, the allocation of functional areas and spatial layout are particularly important in the overall layout, which can be based on the preferences of different mainstream consumer groups or the scope of the project radiation It includes the style and texture of the shop decoration, the content richness in the dynamic and static space. The purpose is to build an interactive platform for people oriented cultural life. Precise positioning to expect even beyond expectations, to avoid recession, too.

Secondly, entertainment, education, high tech, infuse experiential business vitality.

In the current commercial complex, most of the mainstream entertainment projects are video game city, KTV and cinema, although they can attract some customers, but the time to retain customers is always limited, and rarely lead to secondary consumption. The introduction of high-tech experiential entertainment will be the general trend, such as flight simulator, VR+ simulation, etc. The flight simulator uses a real flying platform, according to the real engine manufacturing equipment, layout, with three-dimensional imaging, and related software [4], so that people can experience the real flight, but also be able to enjoy a variety of missions to bring a sense of accomplishment, but also a lot of knowledge solutions to airlines, bring them happiness at the same time retain customers.

CROSS BORDER INTEGRATION MODE OF NEW COMMERCIAL REAL ESTATE

"Agriculture + real estate + tourism vacation / health care endowment" pastoral village mode

First of all, the overall economy is stable and well developed, science and technology change rapidly, environmental protection is paid more and more attention, in this context, the concept of healthy green will be more popular, and the four key factors affecting human health, the most important dietary and lifestyle (as show in Fig. 2). Therefore, this model will be closer to the sustainable development of commercial real estate in the future, such as the rise of domestic farm near Amy, Taiwan Chinese shared Flying Cow Ranch perhaps in the future more and more popular, after all, there is a land of idyllic beauty in everyone's heart, it also can become the experience is the core of education base and parent-child paradise, let everyone sharing the happiness of a family union in this.

Secondly, as everyone knows, China is a large agricultural country, "work at the sunrise, return at the sunset " way of life since ancient times, advocating harmony between man and nature "," imitation of nature ". In contrast, contemporary people under the dual pressures of work and economy, this is not what they yearn for life? From the age structure of the National Bureau of statistics of the sixth census in (as
show in Fig. 3, Fig.4), with the aging population China structure trend forecast, to 2050 every 4 Chinese in 1 elderly people, Chinese will become highly aging country. [5] Thus, the demand for pension facilities scale is huge, and the current market blank or supply serious shortage, pension real estate as the main carrier, the market development potential.

Finally, the Central Document No. 1 in 2017 clearly pointed out: to cultivate livable and characteristic villages and towns. On the foundation, characteristic and potential of the industry, the construction of a number of cultural tourism of agriculture "three-in-one" production, life, ecological improvement a production capacity of two three depth of fusion characteristic village. [6] China's macro national policy is good, undoubtedly for the cross-border integration of real estate and agriculture provides an opportunity.

"Double education + real estate + local characteristic culture" mode

Strong combination can win. Real estate companies rely on their unique business development sources and resource integration capabilities, so that their business projects can have strong support and a steady flow of power, will show the demeanor. For example, Culture Industry Investment Co., Ltd. Of Wanxin taking the construction of urban cultural complex as the leading factor, through the new media, "reading life" and other new cultural formats implanted, integrated Yintai Commercial comprehensive consumption experience elements, to create a city cultural landmark and new space for citizens' cultural life. A matter of education is the inexhaustible power in the future in the cultural status of the soul will help the development of real estate education. For this project, education. In the future, education in the cultural and spiritual status will provide inexhaustible impetus for the development of real estate.

Children's consumption has become a new round of growth of experiential formats in commercial real estate projects. From the age structure of the National Bureau of statistics of the sixth census in 0-14 years old accounted for more than 16.6% (as show in Fig. 3), but after the two child policy liberalization, the proportion of the population aged 0-14 can predict the next 10 years will be improved greatly, and, with the improvement of the cultural level, education has been paid more and more attention, which has also brought about opportunities for the development of a series of related industries, such as children's education.

Education without borders, learning endless. The Internet era, the education sector is also facing reform and upgrading, "entity education + virtual education" combination of innovative development pattern will become the trend of the times, rebuild the formation of the ecological chain of education industry.
CONCLUSION

The resource is limited, including nonrenewable land resources, to adhere to the confusion between the principles of sharing is to represent the general trend. I believe that the beneficiaries will eventually feedback, green sharing in the long term, the development of commercial real estate is the case. As the current chairman of China Xi Jinping advocated "the beautiful scenery is riches, for commercial real estate, embrace the resources to retain the customer is the suction gold artifact."
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