

UGANDA'S DEVELOPMENT STRATEGY RECOMMENDATIONS BASED ON THE ANALYSIS OF AGRICULTURAL PRODUCTS IN THE CONTEXT OF CHINA'S E-COMMERCE

With the popularity of e-commerce, it is an inevitable trend to link it with the agricultural product economy. In recent years, agricultural product e-commerce has effectively solved the problem of lagging agricultural product sales. At the same time, e-commerce has also alleviated the uneven development of urban and rural areas and the massive loss of labor in agricultural areas. However, the advantages of e-commerce have not been fully utilized. The research explores and studies the promoting role of China's agricultural product e-commerce development model and the problems encountered in its development, and provides effective development strategies for Uganda's agricultural product business development.

The integration of e-commerce technology into the development of agricultural economy not only promotes the development of agricultural economy and increases farmers' income, but also transforms the structure of agricultural economy and promotes the growth of national GDP.

The main problems faced by agricultural product e-commerce models in the context of e-commerce.

1. Limitations of agricultural products. First, the periodicity of agricultural production. Second, there is no difference in the production of agricultural products. Since there is no deep processing for the sale of agricultural products and there are few intermediate links, there is no brand packaging for them, which makes agricultural products indistinguishable. Third, the shelf life of agricultural products is short. Fourth, market supply and demand information lags behind. Consumers' demand for agricultural products cannot conduct market surveys.

2. Incomplete development of e-commerce system in agricultural areas. Compared with urban areas, the e-commerce technology in agricultural areas started late, the technical force is not strong, the development of e-commerce system is not perfect, the logistics and distribution personnel are short, and the business reputation is also lacking. Many agricultural websites have appeared in recent years, but they are relatively few in number, and the quality of the websites needs to be improved.

3. There are loopholes in farmers' electronic information education. E-commerce information technology uses information technology to develop information resources under the premise that production relations adapt to the development of productivity.

4. Lack of professional electronic information technology personnel. There is a shortage of professional electronic information technology personnel in agricultural areas, and there is a lack of professional training in the process of promoting the e-commerce of agricultural products in agricultural areas.

Suggestions for Uganda to develop e-commerce models for agricultural products.

1. Strengthen the training of e-commerce talents. The government should strengthen the training of talents, should actively guide and promote vigorously, so as to make a qualitative leap in the level of networking in agricultural areas.

2. Improving the construction of e-commerce infrastructure. At present, Uganda's information technology has achieved exponential growth in the past 10 years, and accessing mobile devices to the Internet is the best way for Uganda to quickly enter the Internet era.

3. Improve the efforts to build agricultural products brands. To adapt to the development of e-commerce, it is necessary to build independent brands and promote brand strategies based on actual conditions.

In summary, the development of agricultural product e-commerce has not only promoted changes in product trade, but also brought gratifying changes to product production and management, which is of great significance to the development of new agricultural areas in Uganda.