

中国农民的网商之路
A Chinese farmer's
e-entrepreneur adventure

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我毕业后分配到胜利油田一家单位，过着朝九晚五，按部就班的生活。但是一直没有割舍下家乡的草编情节。2006年9月，我辞职回家开了网店

After graduation, I was assigned to work at Shengli oil field, a state-owned-company in Shandong Province. I lived a normal life as everyone did. However, I never forgot my dream of straw weaving. In Sep 2006, I quitted my job and opened an on-line store.

“想怎么就怎么，好好的工作给辞了，你无法无天！不能回去！”

“How dare you quit your job? You can never come back.”

“一个月了，还没有卖出一单。”

“It has been a month. I have not sold one thing.”

“我该怎么办呢？怎么这么难哦？”

“It is too difficult. What should I do?”



“没听过网上能卖东西，你就是找理由玩游戏吧，这孩子上学上废了。”

“I have never heard you can sell things on-line. Are you doing this as the excuse for playing games?”

“没有钱了，节约开支，一天一顿饭。”

“I have no money. I eat once per day.”

“不会拍图”

“I do not know how to take pictures.”

“不会运营”

“I do not know how to run a store.”



早期工作的场景，在院子里拍照和包装。

At the early stage, I packed the goods in my back yard.



- 2016年全县淘宝户达到12000户，直接间接带动就业12万人。交易额突破15亿元。去年“双十一”一天，交易额达到2100万元。
- 2016年湾头村淘宝户达到800户，电商线上零售额均突破3亿元。
- In 2016, there were 12,000 Taobao shops in our county, creating 120,000 direct and indirect job opportunities. The transaction amount reached RMB 1.5 billion. In Singles' Shopping Festival, transaction amount reached RMB 21 million.
- In 2016, there were 800 Taobao shops in our village and the transaction amount reached RMB 300 million.



大小适中 最佳比例
手工编织而成不含化学物质
美观实用 您的最佳选择
坐着换鞋才舒适

香蒲手工制作
TYFHA MANDAL STORAGE

Welcome to my hometown

