Design and Development of Sports E-commerce Based on the Sports Industry Information

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Abstract. It is crucial to carry out sports industry technology with the development of economy globalization. E-commerce is important way to materialize the sports industry information. This paper intends to construct the system of sports e-commerce from the prospect of goal of design, the function as well as data design and technology. It also discusses the importance of e-commerce building and suggests some strategies related.

Keywords: sports industry, informationalization, sports e-commerce.

1 Introduction

1.1 The Sports Industry Informatization

Sports industry refers to a gathering of sports activities or branches that support the society with mutual competitive sports products or services, while informationalization stands for a historical process where we can make the best of information and technology, facilitate information communication and knowledge sharing. Sports industry informationalization is to increase the quality of industry economy through the use of information technology.

1.2 Brief Introduction on Sports E-commerce System

e-commerce means to realize the commercial exchange and administration management with the help of computer and internet. In a narrow sense, it is some business or on-line business which has been operated through the net and technology including varieties of services for government, enterprises, finance organization and so on.

Sports electronic business refers to the physical production and a series of electronic trading activities such as : production management, sport products marketing network, electronic payment, logistics management and customer management. The platform is based on information technology and Internet system as the basis, completion of the sports products from the production, supply, sell a series of management process. Electronic commerce is in the development of sports industry advanced components.

2   The Sports Electronic Business System Analysis

2.1   Objectives and Tasks

The system goal is clear. Sports product electronic commerce technology platform research and application development of sports products, accelerate the information circulation, promote the sports product commercialization, promote the development of sports information. The sports to the internationalization of. The market development direction. The task of the system are the following: (1) physical information sharing, accelerate the sports information circulation, maintain physical stability. (2) increase the sports product sales channels, change traditional sale pattern, increase business income. Let both sides of supply and demand the maximum possible direct transactions, reduce transaction costs, achieve a win-win situation of production and consumption. (3) in favor of setting up sports corporate image, increase market competitiveness of sports products.

2.2   System Module

The system of the service object is a sports enthusiast. Fitness, sports enterprise, national sports management department. According to the system construction goal, tasks and service object, the system is divided into a development module. (1) Sports products supply and demand information management system. (2) The sports products market and price management information system. (3) Sports products online trading system. (4) Sports products online auction system. (5) Sports products e-commerce platform management system.

2.3   Architecture

Software size determines the size of the software itself structure. The prevalence of three layer architecture. MVC framework, namely : the presentation layer, business logic layer, control layer. The presentation layer by JSP is to achieve, by SERVLET to realize control layer, business logic layer to realize by JAVABEAN.

3   The Analysis on Sports E-business System Function

The system is mainly to serve with the demand and supply of information and inquiries, price, trade show, online auction of four major functions. At the same time provide sports products e-commerce platform management capabilities. Details are as follows: management system, the main function of the completion of the is, rights management, user management, market order management and administrator management, member of statistical information, delete invalid information, decision support information, visit volume statistics work. Online transaction function, this part is the key part, relates to the system function and sports products division, modular design. Total design product display order, product management, order management, information statistics and four functional modules. The market and price information management system function,