

Proposal: Planning Outline

In my planning outline, the opportunity that I have already found is the electronic finance industry. According to my own research about finance market, there is one opportunity I am thinking about the finance market, finance industry has already become the most important and popular industry, and the financial industry has tended to be saturated at present. However the electronic finance industry is in “bud period”, and it is an irreversible trend in future. So, it is a good time to enter into electronic finance market. Before writing my document, I considered about this electronic finance opportunity in two ways. One is the chance or opportunity that we can enter in this industry, I can consider some ways such as join an electronic trade company, or build our own electronic finance platform. Another one is how to develop our own business or career, cooperating with the original finance organizations or using finance power to nibble the original finance industry step by step. If we decide to develop the electronic finance, the original finance organizations and all economic people will become the stakeholders, it also will happen the initial question between the original finance industry and electronic finance industry, and we do not know that they will become two opposites or collaborators in future. My future objective is researching how to solve the opposite problem (or benefit distribution). In my own initial research, I found that the key point that decide these two sides become opposite or partner is benefit distribution. If they can deal with the benefit distribution well, two sides could collaborate well. If they cannot, the original finance industry and electronic finance industry will become opposites. This kind phenomenon shows the benefit problem is my research key point. Except benefit problem, the other aspects is also necessary in the research, such as political effects in two finance industries.