

Management and Development of Street Stall Economy in the Epidemic Era

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Abstract

The impact of COVID-19 has caused a crisis for all mankind, and many regions hope to revive the economy and reduce people's living pressure through the street stall economy. This form of economy has always been controversial, accompanied by both positive and negative effects. This article analyzes the advantages and disadvantages of the street stall economy, refers to successful models from various places, and discusses how to manage and develop the street stall economy more scientifically.

Keywords: street stall economy, epidemic, management and development

1. Introduction

In the era of the epidemic, the government began to encourage the street stall economy, hoping to revive the economy. However, this has also led to various negative impacts such as dirtiness and disorder. This article analyzes the positive and negative impacts of the street stall economy, refers to successful models from various countries, and explores how to better manage and develop the street stall economy in combination with the rapid development of the Internet.

2. Street Stall Economy Around the World

The street stall economy originated from the flea markets in France and later became popular in various European countries, especially in Germany. Mainly selling old and second-hand goods, German street stalls are mostly located in parks, open squares, and suburban areas of cities. There is no need for the government to set up special areas, and there are no written regulations. They are all spontaneously formed by people into relatively fixed stall areas. After a period of time, people nearby know where to find their favorite old goods. However, street stalls are not without restrictions. The government requires long-term stall owners to report in advance, apply for business licenses, instruction manuals, and other relevant documents, and require stall owners to set up and withdraw stalls on time. In cases where there are many stalls, they need to be held in rotation to reduce the negative impact of the street stall economy on traffic and the environment. Relevant health management departments will also charge stall owners a certain fee for maintaining order and sanitation.

South Korea's street stall economy is called "road culture." In South Korea, snack stalls are called "packaging carts." Korean street stalls have developed from relatively simple snack stalls to flower shops, sushi shops, clothing stores, and daily necessities stores, with a wide variety of items and countless numbers. Most of these stores are mobile stores with unique decorations, which have become a unique landscape in South Korea. To solve the problems brought by the street stall economy, the government has established a "Small Stall Owners Association" to regulate the street stall economy and solve the problems of stall owners. Stalls generally do not have taxes. As long as the stall owner applies to join the "Small Stall Owners Association" and obtains approval, they can set up a stall. The government has strict control over the location and time of the stalls, and the government strengthens logistics services in areas where stalls are allowed. Stall owners are also consciously

orderly when setting up stalls.

In Hong Kong and Taiwan, the popular temple fair night markets are also a manifestation of the street stall economy. There are several fixed night market areas with large daily foot traffic, attracting many tourists and becoming an important cultural feature and economic source. For a long time, the Taipei City Government has adhered to a consistent principle in managing stall vendors: recognizing them as an inherent part of the city, allowing their existence, but not letting them go unchecked. Instead, they demarcate areas, stalls, and business scopes for protection and management. Stall vendors set up self-governing associations, which raise funds to hire security personnel to maintain market traffic order, and hire people to clean the environment and remove garbage after business hours. This self-management has led to the orderly development of the street stall economy.

3. The Role and Problems of the Street Stall Economy

During the epidemic, street stall operations are a very grounded way of earning income. This way allows people to feel the recovery of the folk atmosphere during the epidemic when they are not going out, and it also brings many benefits to society.

Stall night markets bring convenience to people's daily shopping. Some morning markets, night markets, and roadside stalls are mostly close to residential areas, saving transportation costs for people's shopping. Moreover, the goods sold at the stalls, due to the lack of store costs, are mostly low-priced, allowing consumers to get good returns at prices lower than shopping malls. This is convenient and preferential for both buyers and sellers. During the epidemic, people's income has decreased, and people are willing to consume at these low-priced stalls, which shows that the stall economy is a win-win method.

Setting up stalls also provides re-employment opportunities for many people who have lost their jobs due to the epidemic. Even in non-epidemic times, many people without capital and skills lack employment opportunities. These people can choose to join the ranks of street stalls, which do not require high costs or hard conditions such as education and skills. This undoubtedly provides low-income people with the opportunity to improve their lives through their own efforts, broadens social employment channels, and improves people's quality of life and social stability and harmony.

However, because it is difficult to uniformly manage street stalls, many stalls are set up randomly, and a lot of garbage is generated. Therefore, problems such as dirtiness, disorder, and traffic congestion have also followed the street stall economy. Many local governments have gradually begun to cancel mobile stalls and clearly expressed their attitude towards areas that are not suitable for the street stall economy.

4. How to Manage the Street Stall Economy

Some areas have banned the street stall economy, mostly because they feel that the harm caused by the street stall economy is too great and the management cost is too high. We can let the government assist in managing the street stall business and let the stall owners manage themselves more.

First, it is recommended that the government legalize street stalls, no longer in the gray area. Once this area is legalized, it must strictly define what is considered legal and what is considered illegal, making the rules clear. Those who want to set up a stall need to apply for a permit. The government sets the conditions for the application, which can prevent a large number of irregular personnel from entering.

Operate in different time periods and areas, determine which time periods can be operated to avoid causing traffic congestion and affecting the rest of the public. Determine which areas can be operated and which areas are prohibited from operating. Concentrating stall areas is conducive to unified management and convenient for consumers to shop at fixed points.

Establish a stall management association and encourage and assist each fixed stall area to establish a sub-group of the association with the participation of stall owners for regional management. A certain amount of tax can be collected from each stall for logistics security and environmental sanitation and other related work. Regularly evaluate the management of each stall area, select the best stall area and the best stall owner for commendation, and issue bonuses and other rewards. Let all stall owners work together to maintain the environment and order of the stall area.

5. The Future Development Trend of the Street Stall Economy

During the epidemic, in addition to the street stall economy attracting attention, live streaming has also set off a wave. According to the feedback from big data research, in the first half of 2020, there were more than 10 million e-commerce live streaming sessions, with over 400,000 active live streamers and more than 50 billion views. Through a mobile phone, anyone can live stream online, and live streaming has built a new bridge between anchors, consumers, and businesses, not only activating the consumer market but also playing an important role in strengthening the integration of the industrial chain, improving sales efficiency, and stimulating

consumption.

In the era of rapid Internet development, the combination of the street stall economy and live streaming is believed to be a more efficient business model. Stall owners sell goods at their stalls, and the radiation area is relatively narrow, usually for nearby residents, and the number of users they face is relatively small. Sometimes there may not be many customers visiting in a day, which also limits the income of the street stall economy and makes it difficult to become the main source of income for most people. However, imagine if stall owners were to live stream on their mobile phones at their stalls, it would undoubtedly be a good channel to expand their customer base. Online users can see the real appearance of goods or food in the live broadcast and choose to buy them from a distance immediately, and then deliver them to their homes through takeaway or express delivery. Local live broadcast viewers can also choose to come to the street stall site to shop directly, which can also increase the popularity of the street stall area and drive the economy of the entire stall area.

Under the premise of managing the current street stall economy, combining it with the rapidly developing Internet industry in our country can drive the development of the street stall economy without increasing costs, expanding the customer base, and possibly increasing popularity, forming a new industrial chain. The street stall economy also makes live streaming more popular, closer to people's lives, and gradually forms a new economic form with characteristics, allowing this model to drive the rapid recovery of our country's economy.

6. Conclusion

In the era of the epidemic, it is a good method to promote economic recovery through the development of the street stall economy, but the problems it faces also need corresponding rules for management. Combining it with the development of the Internet can explore a new direction.

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