



**AN ANALYSIS AND SOLUTIONS OF PROBLEMS TO BIKE
SHARING IN CHINA**



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5817193025

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION
GRADUATE SCHOOL OF BUSINESS
SIAM UNIVERSITY**

2017



**AN ANALYSIS AND SOLUTIONS OF PROBLEMS TO BIKE
SHARING IN CHINA**

Thematic Certificate

To

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This Independent Study has been approved as a Partial Fulfilment of the Requirement of International Master of Business Administration in International Business Management

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Abstract

Title: An Analysis And Solutions Of Problems To Bike Sharing In China
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2018 1 1 1 2

With the continuous innovation and continuous development of network science and technology, the Internet has changed our lives, and has already permeated every aspect of our life, and the Internet has made us feel the different way of life distinguished from the traditional life and the transformation of the traditional industry Important form. Especially in recent years, with the development of the Internet economy, the sharing of economic development is in full swing, Didi is in the ascendant, share bicycles are born.

In 2017, bike sharing has become a hotly debated topic. The emergence of shared bikes has enriched the way of travel, provides convenience for the productive life and provides a new way for the governance and improvement of the environment, which provides the impetus for the development of the times and the progress of civilization. But the development of shared bikes still has some problems that can't be ignored, whether these problems can solve the future of shared bikes and the future of shared markets.

Firstly, this thesis expatiates on the development of shared economy and shared bikes, which explains the development of sharing economy and the rise of shared bikes. Secondly, through questionnaire, data statistics and other methods to the survival situation of the analysis, so that the data is true and reliable, the conclusion is more convincing. Thirdly, the paper lists the problems encountered during the development

of bicycle sharing and proposes a solution. Finally, the paper presents a general description of the future development trend of shared bike. This paper analyzes the current situation and problems of shared bikes in the whole system

Key words: sharing economy, bicycle sharing, Mobike, ofo



摘 要

题目: 中国共享单车的问题分析研究

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2018 / 1 / 1 / 2

随着网络科技的持续创新和不断发展, 互联网改变了我们的生活, 已经在无形中渗投到了我们生活中的方方面面, 而互联网+让我们感受到了区别于传统生活的另一种生活方式, 也成为传统行业发展转型的重要形式。特别是近年来, 借着互联网经济发展的浪潮, 共享经济发展如火如荼, 滴滴打车方兴未艾, 共享单车横空出世。

在 2017 年, 共享单车成为人们热议的话题。共享单车的出现丰富了出行的方式, 为生产生活提供了便利, 也为环境的治理和改善提供了一条新的途径, 为时代的发展和文明的进步提供了动力。但是共享单车的发展还存在一些不容忽视的问题, 这些问题能否解决关系着共享单车的未来, 也关系着共享市场的未来。

本论文首先对共享经济及共享单车的发展历程进行了阐述, 详细的说明了共享经济的发展以及共享单车的兴起过程。其次通过问卷调查, 数据统计等方法对生存现状进行了分析, 使数据真实可靠, 得出的结论更有说服力。再次, 论文详细罗列了共享单车发展过程中遇到的问题并提出了解决方案, 阐述中, 充分利用

图表进行分析，以直观的说明问题。最后，论文对共享单车未来的发展趋势进行了大致说明。从而完整系统的对共享单车生存现状及问题进行分析。

关键词：分享经济；共享单车；摩拜；小黄车



Acknowledgments

When I started to write my thanks, my heart was really touched. On the one hand, it has been difficult for me to write my essay for some time, and I am deeply moved by my own efforts. On the other hand, in this process, the teacher, the students to me to help. From the very beginning of the literature review, data collection to the subsequent questionnaire distribution, recovery, statistics to the compilation of later papers, the modification of the article, although encountered many difficulties, even many nights of the dream, I am worrying about writing a paper. Think again of the questionnaire distribution, statistics that time. In order to make the user data more real, more accurate, the conclusion is more scientific, use WeChat, QQ and friends, chat, send questionnaires every day, thus obtaining the data needed. In this, I really have to thank myself, thank my perseverance and dedication, thank me in the best years to do something that makes oneself proud.

This year, my roommate all go to work, in the field work, we sometimes discuss the writing difficulties of the paper, often communicate with the experience of writing, this process is full of fun. From the very beginning we have no clue, to the final mutual help to the final joint completion. It's not clear who helped us in the middle, and we know only that our work has roommates' advice and help. So I would like to thank my roommate, not just for their help to my thesis, but also to their forgiveness and understanding of me in my four-year relationship.

Of course, the most grateful is the instructor, my instructor is Qiu Chao's teacher, the tutor is very kind, speaking softly, the ideas I put forward to give affirmation. Mentors focus on the writing dynamics of my thesis from the topic of the thesis, and help me in time when I am short of thought and lack of inspiration. Without the guidance of a mentor, it is impossible to have the completion of this article. Thank you very much too much, not a word can be expressed clearly, only in

the future life road to remember the teacher's teaching, step down the work, to achieve their brilliant life.

Thank you very much, thank you also is not a few words can do. Only those who appear in my life can have their own success and happiness.



Contents

Abstract.....	I
摘要.....	III
Acknowledgments.....	V
Chapter 1.....	1
Introduction.....	1
1. 1 Background of Topic Selection.....	1
1. 2. Meaning of Topic Selection.....	3
Chapter 2.....	4
Literature review.....	4
Chapter 3.....	6
Research methods.....	6
3. 1. Documentation Research.....	6
3. 2 Research Process.....	7
Chapter 4.....	8
Research and Analysis (Swot Analysis).....	8
4. 1 Sharing the economic development.....	8
4. 2 Analysis on the Status of Shared Cycling.....	10
4. 3 Problem Analysis on Shared Cycling-Disadvantages (W).....	22
4. 4 Shared bike problem solutions and future development trends-opportunities (O).....	34
4. 5 Sharing bikes competition-threat to face (T).....	41
4.6 Research and analysis.....	43
Chapter 5.....	47
Summary.....	47
5. 1 Limitations of the conclusion.....	47
5. 2 Research Proposal.....	48
References.....	51
Appendix.....	52
Survey questionnaire for use of shared bikes.....	52

CHAPTER 1

INTRODUCTION

1. 1 Background of Topic Selection

In 2017, OFO's bike ride out of the campus, Mobike out of the BeiJing, the new year, both land in WuHan. For a time, the streets of the streets, full of yellow and orange bikes. With the increasing number of people, the curiosity of this cycle has reached its peak. What on earth is it that I bought so many identical bikes? Who dares to put his bike on the street, not afraid of being stolen? As a result, people who pay attention to shared bikes are beginning to teach tips, and the use of bikes has been learned in word of mouth.

In fact, bike sharing has more than 40 years of history, of course originally called public bicycle. Initially in 1965 in Amsterdam, the Netherlands, the project was eventually forced to terminate as a result of damage theft. It wasn't until 2007 that, France restarted the project and launched a "bicycle free ride." Only in order to make this project return to the public eye again, although the project has achieved unprecedented success, alleviates traffic pressure, improves the environment, but due to damage, theft, operators still pay a great price. In the same year, China began to cite the public bicycle system, led by the government to govern the unified management of cities. During the period of 2010-2013, Yongan Line Company was established to undertake municipal cycling projects and opened the era of contracting market cycles. Founded in 2014-2017, OFO, Mobike formation, the use of Internet thinking coupled with technological innovation, personal no-pile start to rise.

Since 2017, the share of bike development has attracted a climax and the market has entered the fray.

The share bikes have three stages of development in China:

Stage 1: Government-led, urban self-government

With China's urbanisation accelerated, gridlock and environmental damage, the government has a headache. To slow and even address these conditions, the

government has come up with a number of ways to make public bikes one of them. So, in August 2007, the share-bike model came into being, traveling in Beijing, China.

more than one hundred cities have launched public bicycle services, which spread all over the country. However, according to the statistics, there are a number of cities in which many of these cities operate poorly, some are even identical, and the city with a breakeven break-even balance is rare.

Stage 2: Private enterprise intervention, engineering outsourcing

In 2010, the private enterprise Yongan Line was founded, the same year began to undertake Jiangzhe area public bicycle system project, and successful operation. The public bicycle has entered the enterprise-dominated, the government outsourcing project phase. By the end of 2017, Yongan has jointly operated jointly with more than 100 public, bicycles throughout the country.

Stage 3: Model No Piles

The so-called non-pile-free vehicle, i.e. the parking of the vehicle without the parking place, can stop at any place within the permitted rules, and greatly facilitate the demand of the vehicle. Because of its superiority relative to the traditional model, in 2017, with the spring breeze of the fast development of the Internet, no-pile shared bikes erupts like blowout, and their companies have made multiple rounds of financing in less than a year. Due to the influx of capital markets, the share-bike development is booming, the market is expanding, the streets are shared bikes. In addition to the increase of the network about car charging, leading to the network about car market from hot to cold. These factors stack together to allow shared bikes to enter the golden age of development. At present, there are about more than 50 shared bikes in the market, and the market can be described by confusing two words, coupled with the adverse consequences of a series of urban traffic order disorders due to rough development, and the standardized development of shared bikes needs to be solved urgently.

1. 2. Meaning of Topic Selection

With the rapid development of China's economy, the living standard of the residents has been greatly improved, and the number of private cars has increased rapidly. The resulting traffic jams and environmental problems are increasingly serious. In response to the problem, the government has proposed many programmes to alleviate, but it has not worked well. The emergence of bike-sharing in 2017 poses, a potential for a definitive solution to these problems.

The emergence of shared bikes is meaningful, and the analysis of shared bikes is meaningful. First, by analyzing the current situation and problems of shared bikes, consumers can have a basic understanding of the shared bikes, which is easy to use. Second, let the share-bike enterprise know its existing problems and make it correct in time. Finally, put forward a solution to solve the problem, so that the shared bikes can develop better and solve the social problem of travel and environment.

From the point of view, share bikes development prospects are very good, the future share of the bike market will certainly develop in the long run. But the development of shared bikes still has a lot of shortcomings, only solve these deficiencies, the share bicycles can go further.

CHAPTER 2

LITERATURE REVIEW

As far as domestic consumption is concerned, sharing bikes is a relatively new concept that can only be achieved by 2017, so few studies and literature on shared bikes are available. There are more articles on shared bikes available at this stage, with newspapers, magazines and self-media accounts that are hard to ensure. Some of the articles have obvious mistakes, guiding not big. And because of the rapid development of the media, the homogenization of the article is becoming more and more serious, the content is not full and full.

The collection of literature is summarized below.

What's Mine is Yours of American writers Bozman and Rodgers by American writers Betzman and Rogers.

(translated as a "collaborative consumer business model under the economic era Internet thinking"), the book introduces Internet companies that practice sharing economy around the world, how to use the Internet technology, social communities, etc. to turn out the impossible business ideas into reality. At the same time, the book, from the consumer point of view, is analyzed by the exchange, sharing, leasing, lending and other behaviors between consumers, so that the reasons for the development of the sharing economy are obtained. The book also makes a lot of talk about Airbnb, a short-rental sharing platform, and Uber, the ride-sharing platform.

Li Minlian, a professor at the University of International Business and Economics, published an example of "shared bike market research and analysis" in the financial sector, examining the relationship between the profitability of shared bikes and the government's share of the bikes.

Guo Quan, a senior economist at the Department of Social and Cultural Studies at the State Administration of Administration, said, "Can you fly?" The article explores the advantages of shared bike model, and analyzes the development situation

of domestic bike sharing company in detail. In this way, the future development of shared bikes has been analyzed.

Li Yan's share-bike call for sharing good faith is an exploratory analysis of the integrity of shared bikes. On the one hand, the credit problems encountered by bike sharing are stated, on the other hand, the importance of sharing vehicle integrity in the integrity system is explained.

The "barbaric growth" shared bikes" of the king of law "spoke about the chaos of the capital influx and the impact of capital on the development of bike-sharing.

Luo Dong, Huang Jiawei wrote a "share-bike fight" article in the paper out the market chaos situation, and share the status quo of the development of bicycle.

I think it is necessary to analyze the development process of shared economy first and share the analysis of shared bikes. Then carry out a comprehensive analysis of the shared bikes, from the enterprise itself to the environment to the marketing to carry out the present situation description. Then put forward and analyze the existing problems, the reasons of deep excavation problem, and put forward rational solution, fully excavate the social value of the business model of shared bike, benefit the society.

CHAPTER 3

RESEARCH METHODS

This paper uses literature research, theoretical research and empirical analysis.

3. 1. Documentation Research

The literature review section is the basis of theoretical research, through the literature research method, reading the literature and research achievements at home and abroad, the system's understanding of the sharing economy concept and the business model form based on this idea, summarizes the innovative development of sharing economy and business model, and understands the development of sharing economy.

Therefore, through a variety of ways, such as academic professional database, scientific research report center, news media, library and so on, collect relevant conference reports and papers on sharing economy theory and share bikes business model innovation at home and abroad, and provide material for theoretical research.

3. 1. 1 Questionnaire survey method

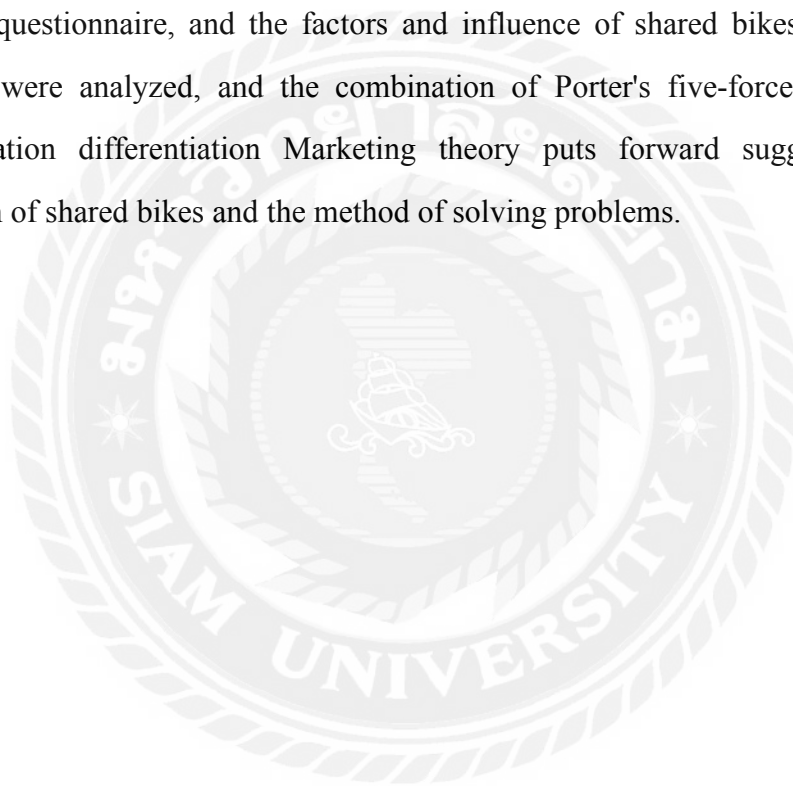
Based on the questionnaire survey, the investigation results of shared bikes are analyzed, and the problem is directly reflected in the concrete analysis of the real problem. And combine the relevant documents, put forward their own ideas and solutions, thus really solve the problem of shared bikes, make the share bikes development more rational and mature.

3. 1. 2 empirical analysis

Through the empirical analysis method, this paper collects scientific and reasonable data, makes the article analysis more basis and persuasively, the practice theory combines practical thought, obtains reasonable conclusions and results.

3. 2 Research Process

According to the literature research method, the swot analysis model of shared bike project was established to determine the direction and content of the survey questionnaire, and the factors and influence of shared bikes in the Chinese market were analyzed, and the combination of Porter's five-force model and the combination differentiation Marketing theory puts forward suggestions on the problem of shared bikes and the method of solving problems.



CHAPTER 4

RESEARCH AND ANALYSIS (SWOT ANALYSIS)

SWOT Analysis:

The SWOT analysis originated from Mckinsey & Co., Ltd., which is based on the internal and external competitive environment and competitive conditions, which is to enumerate the main internal strengths, disadvantages and external opportunities and threats that are closely related to the research object. The matrix is arranged in the form of system analysis, then the various factors are matched with each other, and a series of corresponding conclusions are drawn from it, and the conclusion usually comes with certain decision-making.

Using this method, we can carry out comprehensive, systematic and accurate research on the scene of the research object, so as to formulate corresponding development strategies, plans and countermeasures according to the results of the research.

S (strengths) is the advantage, W (weaknesses) is the disadvantage, O (opportunities) is the opportunity, and T (threats) is a threat. According to the concept of enterprise competitive strategy, strategy should be an organic combination of what an enterprise can do (that is, the strengths and weaknesses of an organization) and what can be done (i.e., opportunities and threats of the environment).

4. 1 Sharing the economic development

4. 1. 1 Overview of sharing economy

Shared economy is also called "sharing economy" and "cooperating consumption". Felson and Joan Spence, a sociology professor at the University of Illinois at Urbana-Champaign, were first presented in 1978. Compared with the traditional economic activities, the sharing of economic activities has the characteristics of "three low and three high", namely, low cost, low threshold, low

pollution, high-efficiency, high experience, high credibility. China shared economic Development Report 2017 defines the shared economy as: the integration of modern technologies such as the Internet, the sharing of vast amounts of unused resources and the economic activities that meet diversified needs. March 2, 2017, China National Information Center Information Research department released the China-sharing economic Development Report 2017, the report noted that 2017 China shared economic turnover of about 3.452 trillion yuan, year-on-year growth of 103%. The financing scale is about \$171 billion, and more than 600 million people are involved in the sharing of economic activities. About 60 million of the service providers involved in this area share about 5.85 million people working on the economic platform. The report also predicts that the economy will continue to grow at an annual rate of around 40% in the next few years, and that the share of economic transactions in 2020 will reach more than 10% per cent of GDP. The report also predicts that China's share of the economy in the next decade is expected to show 5-10 Big Mac-free platform-type enterprises.

4.1.2 2017 Share of Economic Development Results-Benefits (S)

4. 1. 2. 1 Rapid growth: double market size

China's share of the economic market in 2017 is, about 3452bn, an increase of 103% over the previous year and a doubling of the total market.

4. 1. 2. 2. Employment: A new service provider is 10 million.

In the face of the downward pressure on the economy during the new period, the country's 13th Five-Year Plan proposes that employment-oriented strategy should be implemented. The sharing of economic development has changed the forms of employment, created many new jobs, and in the sharing of the economy, every individual can be part of this link, and the individual can be both a consumer and a product provider, a changeable character, flexible employment, and freedom. According to statistics, China's participation in the provision of service providers in

2017 is, about 60 million, an increase of 10 million people over the previous year, among which 58.5 million have been employed, an increase of 850,000 from the previous year.

4. 1. 3. Three bright spots: knowledge paid, live webcast, bike-sharing rapid rise

Since the advent of the Internet, knowledge has been a hot topic, and abroad has been popular knowledge to pay, but domestic has never found a viable development model. The 2017 fee appears to be the key to opening the vault and developing rapidly. Q. A. A., known as Live and other platforms, allows knowledge-paying products to grow rapidly. Today, the platform user is nearly 10 million, people, with 20 popular pay-and-answer services.

The development of webcast in 2017 is also very rapid. By the end of 2017, the number of live streaming platforms nationwide has reached about 200, with market transactions exceeding 35 billion, yuan, with 200 million registered users. There are a large number of live broadcasting platforms such as YY live, cockfighting TV, podcasting live, pepper live broadcast, panda TV and so on.

In 2017, it is also a year to share bicycles. The bike shared overnight fire and became a new favorite for citizen travel, rising rapidly in some of the country's largest cities. A large number of shared bikes have emerged, including the most glaring of Mobike and OFO. The emergence of shared bikes has enriched people's travel patterns and facilitated the lives of the masses.

4. 2 Analysis on the Status of Shared Cycling

4. 2. 1 Market Analysis

2016, the motorcycle was born, detonated the shared cycle (bicycle) market, driving the market for half a year 4 billion yuan financing. The players in the shared cycling market are divided into 3 categories: government-driven shared bicycles, contracted bicycles, and the internet share of bicycles, which include the main players,

the OFO, and other players such as Xiao Ming, cycling, cycling and hellobike. The sharing of bicycles, hereinafter referred to, refers to the sharing of bicycles on the Internet. Currently, the shared cyclists have put more than 1.5 million bicycles into the country's major one or two-line cities and cities and regions such as Singapore, Silicon Valley and London. According to statistics, China will choose the "last kilometer" riding the population of about 85 million, according to 10 people share 1 cars calculated, the future market size of about 8.5 million vehicles. According to this estimate, the bicycle market still has a big growth space.

.Internet-sharing bikes have had a major impact on the upper and lower reaches of the world. For upstream producers, overcapacity is largely relieved, and a shared bike CEO told the media that 80% of the country's bike production lines are now shared bikes. For downstream users, the shared bikes have solved the last kilometer of travel problems. Traffic data concluded that 80% of Beijing's travel and 60% of Shanghai's trips were faster than cars.

At this stage, the share bike market, active participants more than 30, among which the market share is higher, the app downloads are big: OFO share bikes, Mobike, Coolidge, Yongan, small blue bikes, harrow, mini-bike, Uber bike. Take the example of a group of bicycles and Mobike bicycles for example, on May 3, 2017, when a OFO shared a total of 100 internationally, covered cities, with the United States and Singapore covering the world. On April 28, 2017, Mobike entered Xiangyang, covering 50 cities, and covering Singapore overseas. Take Shenzhen as an example, with seven share-sharing companies landing in Shenzhen in October 2017, with a total of more than 520,000 bicycles, According to incomplete statistics, Shenzhen registered users more than 9 million, people. Average 3 in 7 registered users use a shared bike.

From an objective point of view, the share-bike market is still the Blue Sea market, and the number of registered users is far from reaching its peak, and the city

of shared bikes is only half the size of all Chinese cities. The market size of shared bikes is still worth looking forward to.

4. 2. 2 Analysis the Causes of the Success of Sharing bikes

4. 2. 2. 1 The innovative design of bicycle has solved the traditional pain point

Why can Internet-sharing bicycles play a unique role relative to government-led or contracted share bikes? One is because it cancels fixed parking piles, where users can park at random in public areas and solve the pain points of parking. Take the Mobike example, the user can use the mobile phone to locate the bicycle, find the two-dimensional code on the body of the car scan car can be unlocked automatically, after the cycling end will be parked at the roadside government painting white line parking area or public area, then close the car lock, can leave. The second reason is to solve the difficult problem, as long as mobile phone scan code can ride away.

4. 2. 2. 2. The development of mobile Internet users

The popularity of smartphones and the growth of mobile Internet users are the basis for the development of bikes.

4. 2. 2. 3. Cycling high-tech and feelings

Or in Mobike example, Mobike CEO Wang Xiaofeng said:

First, it's an original project in China that differentiates Mobike's start-up business and other 99% of its businesses. Second, it is a social attribute, related to people's livelihood, this and you go in a city service thousands, tens of thousands of users this thing is not the same, so this is to distinguish us from another 99% of the enterprise (start-up enterprise). Third, as I said just now, the advantages of our own hardware and software make us have the opportunity to go out of China at least in the future, and have the opportunity to become a global enterprise, and this is not the

characteristic of every startup, and it may be different 99% is that I just want the Chinese market to do big, I just want to come to do, so many different characteristics, in fact our own heart is very convinced of this matter. Not to say that we're not talking about the past, but that we're far from what we call success, but every step we're going to take is our own consideration.

High-tech aspect, its body lock integrates embedded chip, GPS module and SIM card, use solid tire, non-chain axle drive, all aluminum non-rust body, the entire cycle can achieve 4 years, high frequency sub-use conditions without manual maintenance standards.

Feelings, the company on April 22, 2016 officially announced the landing in Shanghai, the day is the world Earth, advocating green way of travel is to environmental protection a gift. The user interface of the Moro also highlighted the carbon footprint. But the urban white-collar pay more attention to sports and environmental protection is also the bicycle in the city travels again the important factor of the flash.

4. 2. 2. 4. reduce the financial burden of the government

Unlike Didi and Uber, the government welcomed the bike-sharing program. The country's public bicycle system works best is the Hangzhou public bicycle system, its service point more than 3,500, five years of car kiosk advertising fee income of about 200 million, yuan, advertising revenue growth of about 2%-3%, while operating costs are up to 10%, guide Every year there is a shortfall of millions of dollars. The high cost of labor and vehicle losses continue to increase the government's financial burden, such as Mobike, OFO and other shared-bike companies, which are effectively shared by the government.

4. 2. 2. 5. influx of capital

During the six months starting from August 2016, capital-intensive influx of bikes. During the period, Mobike completed five rounds of financing, and OFO completed four rounds of financing; the latter completed three rounds of financing in just 24 days; Uber also received three rounds of financing within three months.

Mobike's financing has not been disclosed, assuming that it is, like the D-round, \$100 million, So as of January 2017, Mobike has a total financing of about 3.3 billion yuan. Generally speaking, early and entrepreneurial financing will not change the control of the enterprise, the author estimated 33 billion yuan of financing in 30% -50% of the shares, according to this estimate that the value of Mobike is about 66-109 billion yuan.

4. 2. 2. 6 Enterprise Analysis

Throughout the cycling industry, most of them are in the traditional bicycle structure while taking into account their own characteristics. For example, OFO shared bicycles, is the traditional bicycle on the basis of color, lock changes. There are also individual enterprises using technological innovation to develop a new type of bicycle with a sense of technology. For example, the first generation of the classic version of the motorcycle. The registration method of each platform is basically consistent, specifically for real-name authentication + Mobile binding + deposit, which OFO shared the bicycle also opened the teacher-student special channel. Of course, because of the different cost of vehicles, the amount of deposit for each shared cycling platform is different. The use of bicycles for each enterprise is also basically consistent, open the Enterprise app, the body of the two-dimensional code sweep can be used to get the code or direct unlock. The cost of sharing bicycles is roughly 1 dollars per half-hour, with a few below this price. Some bikes need to be manually shut down when you return the car.

The following table is a comparison of the manufacturer's manufacture and use on behalf of the enterprise.

Table 1 Comparison of the use of bike enterprises in 2017

	Mobike	OFO shared bikes	Xiao Ming bikes	Little Blue Cycling	government public bicycle
Deposits(Yuan)	299	99	199	99	Differences in different cities
Charging Standard (Yuan/ Half Hour)	Normal: 1 Cooperative Campus: 0.3	Normal: 1 School: 0.5	1 1	0.5 .5	Differences in different cities
Drive method	Axle drive/ chain drive	Chain drive	Chain drive	Chain drive	Chain drive
Weight (kg)	Classic: about 22 Lite Release: about 15	First generation rhubarb: the weight of ordinary bicycle 3.0 yellow car: about 16	16	About 15	ordinary bicycle

car lock	GPS intelligent lock	manual combination lock	Bluetooth Smart Institute	GPS intelligent lock	meter watch + electronic lock
TIRE	explosion proof tire	Normal tyre	explosion proof tire	Normal tyre	Normal tyre
How does it work?	within a reasonable area flexible parking	within a reasonable area flexible parking	Virtual parking lot	within a reasonable area flexible parking	fixed pile position
Settlement Method	close-lock and automatic settlement	Start App, manual settlement	Open App, Manual Settlement	Start App, manual settlement	
security deposit supervision	Bank's proprietary regulatory account				
Number of cities to be put in (seat)	50	100	8	6	

From the above table we can see that in the area of shared bike sharing, OFO share bicycles and Mobike is far ahead, and beyond other enterprises, the share-bike market starts to appear oligopolistic phenomenon.

In addition to product manufacturing and use of different, the various enterprises in the marketing model is not the same. For example, OFO shared bicycles, download the app both send a single 1 Yuan coupons, but also charge 20 to 5 yuan, 100 to send 100 and other recharge benefits. And since 2017, OFO shared bicycles have been rolling out free rides every weekend to attract users to register, free rides here are unlimited and mileage. There is no coupon to download the app, but its official media, such as Weibo, often launch passwords, enter passwords in apps, and receive coupons, most of which are \$1 coupons. The motorcycle also frequently launches free weekend rides, and will be free to ride at the same time, in conjunction with other companies to hold special events, such as a hotel with a bicycle into the voucher activities. To attract users to register. The most characteristic is the cool odd bike, the cool odd bicycle hits the slogan is the first 10 times rides free, namely registers the app the first 10 times rides is free, does not have the limit quota. It is precisely because of its unique activities, so that it leaped into the second echelon of the leader.

4. 2. 2. 6 profitability analysis

Shared bike share name, but line leasing real. Cycling rides aren't from sharing, but are provided directly by bike providers, which are essentially rental fares. In the case of Mobike, its cost is around 1,800 yuan, after the production, the user cycling 1 times the lowest 0.5-1 yuan, even if one car 10 people use, depending on the rent return to this remote, let alone profit, and the time is long, the bike will also be damaged.

Current profit mode:

The profit model for shared bikes is its deposit model. Mobike will charge 299 yuan, deposit before riding, OFO will charge 99 yuan deposit, after the ride, the deposit will not be automatically returned, but need user to submit the application manually, this part may be considered the user's convenient experience once again.

Mobike's deposit return takes 2-7 working days to the ledger, according to the above example, if 10 people use one car, the deposit at 2990 yuan, the actual refund cycle according to the author's experience, need 2 days. So it provides space for bike providers to rely on big data for a deposit return. The deposit of OFO is returned in real time, which also proves that the real-time deposit is not required for 2-7 days.

From the government-led public bicycle profit situation, most of the city and county public bicycle system still relies on government subsidies to maintain operations, only Hangzhou and other cities can basically achieve breakeven. Hangzhou public bicycle system mainly by the Hangzhou public transport system to be responsible for the construction and operation, in the early equipment construction, Hangzhou Bus Group relies on government subsidies; in the late operation of the annual operating cost of up to 80 million yuan, due to the current public welfare of the bicycle system, End-user-oriented charges do not constitute the main source of revenue (public bicycles are generally free of charge for 1 hours, more than 90% of the public's use time is within 1 hours), so the revenue is mainly from advertising resources and mode output, on the one hand, Hangzhou Public bicycle System advertising revenue has more than 40 million each year, from the last February to complete the advertising operation of the bidding situation, The bidding party media to 214 million yuan to achieve five years of advertising management rights (excluding body ads), on the other hand, Hangzhou Bus Group's Jintong technology annually relies on other cities and counties of the technical output, the overall basically achieved the balance of profit and loss.

Now I use OFO to share bicycles and Mobike as an example, and compare the profitability of bike sharing based on the data of daily observation statistics.

Basic earnings (assuming ideally): On Monday through Friday, the average daily use of a car is five times a day, and on average daily use is 10 times, a day on Saturdays and Sundays. The average cost of each use is one yuan.

As a result, the basic earnings per vehicle per week are $\{5 * 5 + 10 * 2\} * 1 = 45$ yuan,, and 52 weeks a year, so the average annual revenue of each vehicle is $52 * 45 = 2340$ Yuan.

Search positioning degree (OFO without GPS, motorcycle belt GPS): OFO (50%), Mobai (90%), effective usage weight: OFO (60%), Mobai (60%), cycling damage degree weight: OFO (40%), Mobai (95%); moral hazard Weight: OFO (60%), Mobai (95%); Comprehensive weight: OFO ($50% * 60% * 40% * 60% = 7.2%$), Mobai ($90% * 60% * 95% * 95% = 48.735%$). Annual income = Basic Income * weight, OFO annual earnings for $2340 * 7.2% = 170.64$ Yuan, the return of the year to $2340 * 48.735% = 1140.4$ Yuan. The cost of the OFO is about 200 yuan, and the cost of the worship is about 2000 yuan, and the operating cost is not counted, and the shared bike can be returned by about two years.

Of course, the above is only an ideal estimate, but it's not hard to see that sharing bikes is still profitable, not as reported by some reports. Moreover, in addition to riding cost income, the sharing of bike enterprises can also get other enterprises' advertising, travel big data right income and so on. Therefore, share bikes can get so many investment companies' favor is not unreasonable, share the future development of bike is still a good one. Take the example of Mobike and OFO, showing the amount of funding available for the two companies in 2017.

Reduced operating costs by relying on data

The user demand of shared bicycles is mainly concentrated in daily commuting, because of the imbalance of employment in large cities in our country, which makes the daily commuting tide phenomenon, which makes the use of shared bicycles in the morning and evening peak, and the vehicle moving in a single direction, resulting in the low overall utilization rate of shared bicycles. Wang, CEO of the motorcycle, said that by the end of 2016, the vehicle time utilization of the motorcycle in Beijing was less than 10%, that is, 24 hours a day, the average use time of the motorcycle was less than 2 hours 7. If the vehicle allocation, overhaul and other

late operation of the shared bicycle are carried out by hand, because the shared bicycles are scattered in every area of the city, the cost of transporting the dimension is expected to increase significantly with the volume of the bicycle which is not equipped with intelligent lock. Therefore, we believe that with communication, GPS positioning and other functions of the intelligent module will be the future sharing of the necessary facilities for bicycles, the traditional mechanical lock will be phased out. Through the intelligent lock collection travel Big data, the sharing bicycle operator can clear the city each traffic node's cycle demand and the demand peak, with the aid of the manpower deployment, and supplemented by the marketing guidance, the cycle time utilization rate is expected to be further improved. Therefore, we think that when the industry develops to the middle and later stage, the ability to operate with large data can become the key to the industry competition and even decide whether to make profit.

In the future, the profit model of Internet-sharing bikes is expected to diversify, adding advertising and big data revenue on the basis of rents and deposits. For Internet companies, big data is its edge, such as Mobike, a technology and data-dominated company that provides value-added services to massive users. Shared bike areas to the end, spell is who the user is large, sitting on a huge amount of user resources, the platform between the decisive battle is really beginning, providing value-added services for users is also the key to sharing the final profitability of the company. Shared bike domain value-added services mainly include customized bicycles, large data services and model output and other value-added services for the government. Throughout the sharing domain, there is no shortage of capital institutions such as Tencent, Alibaba and Xiaomi, such as Tencent, Alibaba, Xiaomi, and even securities firms, such as securities firms, rural credit unions such as shareholders, complex shareholders and capital, as well as shared documents The car's ultimate profitability is more than a slice of imagination.

4. 2. 2. 7 Related Industry Analysis

As the mainstream service in the online travel industry, the sharing of travel includes bus, express, downwind and other web services, minute-sharing rental services and the 2017 big,-hot share-bike service. Compared with the network about cars, the shared bikes have solved the problem of "the last kilometer" of the user, saving the user's consumption cost. Compared with the time-sharing rental model, the shared bikes are easy to use, the car is flexible, and the cost performance is high. At present, share bikes development is fast, market share far exceeds the time leasing pattern.

Table 2 Comparison of Domestic Travel Mode in 2017

	shared bikes	express train/ express	ride-sharing/ wind-free vehicle	time-sharing lease
Used To	short trip	Short/ Midway Trip	medium/ long distance travel	short/ medium/ long distance
PRICE	0.5 yuan	18/ 8 Yuan		
travel interval	Unlimited	Unlimited	Unlimited	Unlimited
Service quality		Best	Good	
way of return	Flexible parking within a reasonable area			fixed point return
User scale	20 million	80 -100 million	80 -100 million	500000-1 million,
Characteri stics	Solving the last kilometer problem	cost-effective travel mode		suitable for long-term use

In addition to the above several, the sharing of cars is also an indispensable industry. Although the development of a shared car is far greater than the above, the broad market demand and the scale of the market continue to make the road capital gibberish. Take Wuhan, for example, with at least three shared car platforms landing in Wuhan since 2017, most of them at Gofun. Gofun uses pure electric vehicles as a means of sharing travel, and the main selling point is no-pile parking, and the cost of using a taxi is similar to that of a taxi ride. However, the use of Gofun has not been normalized because of too little delivery and too much restrictions. But sharing a car's impact on shared bikes must also exist as a branch of sharing the economy that will make up for the market for shared bikes in the future, making it easier for consumers to travel and live.

4. 3 Problem Analysis on Shared Cycling-Disadvantages (W)

4. 3. 1 integrity problem

4. 3. 1. 1. Stop messing around and block traffic

Since the main marketing concept of shared bikes is a pile-free parking, there is a misunderstanding among many consumers that no pile is allowed to park as much as possible, thus causing chaos and chaos. This phenomenon is particularly prominent in the commuting times in big cities, bringing some pressure and burden to urban traffic. In fact, freedom is relative, not absolute freedom. Shared bike parking is the same, although there is no pile parking, but still have to observe the traffic rules, park in a special bike parking area, or does not affect the normal traffic order is the right approach. There are two main reasons for this phenomenon. On the one hand, it is the lack of personal integrity, the loss of sense of responsibility, which leads to the loss of responsibility only from the interests of the whole society, and in spite of the interests of the whole society, thus causing chaos and confusion; on the other hand, it reflects the shortcomings of enterprise management. There is no reasonable regulation and punishment, which leads to frequent occurrences.

4. 3. 1. 2. Private lock, damage two-dimensional code, move home, share bikes
privatising

A shared bike market is one of the most widely used platforms in the city to cover more than 70 cities, and the city's streets are dotted with "small yellow cars" and a new experience for people's travel. Because the small yellow car is light and fast, it is favored by consumers. But now, when we look for a little yellow car at the end of the street, we often find that the small yellow car we are looking for is either scratched, the number plate is covered or locked and cannot be used. Private lock is easy to understand, then two-dimensional code has been damaged, the destroyer also how to use it? Originally, OFO shared a manual input password system, and the password was unchanged, each of which had a fixed password and a different number. If you know the car's password, use again next time, even if you do not sweep the code, just enter the correct password to normal ride. A large number of social groups appear online to share passwords. What's more, it sells for several to dozens of blocks on e-commerce platforms. When these people know the password, they begin to destroy the QR code, block the number plate, move the bike home, and then share the bike into their home's private property. When people around are doing this, more people get used to it, and feel that it's the right thing to do.

Pupils occupy an important proportion among the groups that share bikes privatized. This is not a joke, it is a fact, a number of media reported this phenomenon. Pupils are curious about the world and are interested in new things, of course not to miss shared bikes. However, the majority of shared single platforms provide that children under the age of 14 are, not allowed to use shared bikes, and the use of all shared bikes requires real-name authentication. But the children's learning enthusiasm is always very high, quickly mastered the method of cracking, and to show off to the friends around, so out of order. In cities with large population densities in the upper

reaches of the world, private bikes for primary and secondary schools are particularly serious.

4. 3. 1. 3 Deliberately damaging the bicycle

As a new form of sharing economy, it is very convenient to share bicycles for the last one kilometer. But the breakdown of bike sharing is no less than its popularity: the code failed, the tire was flat, the chain dropped, the last private lock.. Sometimes you can find a car that can be shared by "chance" and "character". Behind the shocking state of sabotage, shared bikes reflect some people's public morality and lack of credit.

Nearly every day the news about the broken bike has been reported, the damaged shared bikes, some of which have been removed, some have been completely removed, some two-dimensional code has been destroyed, and more serious is thrown into the bottom of the river. These vandalism shows that the development of shared bikes is not always welcome. Its rapid development touched some people's cake, which could not hinder its development and undermine its own. It is no doubt that its selfishness and its helplessness. The popularization of bicycle sharing, to the small say, is the product of the progress of the times, to provide a great convenience for our life. In larger terms, it is a booster for technological innovation, social development and progress in civilization. But behind the development, bicycle sales and rental industries have plummeted, with economic incomes falling so badly that some people are even out of work and have no economic income. At the same time, it's also a decline in revenue for people engaged in bicycle maintenance. Such a reality is very frustrating. Although there is no direct evidence that these saboteurs are practitioners of these industries, their motivation is the most adequate as relevant stakeholders. But can the fault of this phenomenon be attributed solely to their heads?

The loss of integrity and the loss of a sense of responsibility are indeed the main causes of this phenomenon, and there is no personal problem, such a

phenomenon will not happen. However, it should also be seen behind the reasons behind the development of bicycle sharing, the impact of the related industries is enormous, the government and the sharing of bike enterprises should pay attention to this problem.

4. 3. 2. Technical problem

4. 3. 2. 1. Flaw in its own design, not perfect enough

Sharing bikes for example, share bikes' own flawed design flaws. OFO shared bikes in large quantities with no GPS positioning, followed by a traditional combination lock and secured each car's password. GPS Locks occupy an integral part of the cost of manufacturing bikes. As a result, the cost of bike-sharing is relatively low, but the difficulty of car ownership has significantly reduced user experience due to the lack of location-based search for vehicles. At the same time, it is possible for some to be privatised by bike-free and partly privatised bikes. This also creates difficulties for the maintenance, maintenance and maintenance of the enterprise, which is extremely difficult to calculate, but compared with OFO, the loss rate is very low and the loss rate is very low compared with OFO, and the loss rate is very low, and daily maintenance, operation is very convenient.

As a result of the design flaws, the rate of repeated use of the vehicle and the rise in the rate of wastage. The user experience is very bad, even if you can't find the car that can be used, then the user returns the deposit, unloading APP is the inevitable result.

4. 3. 2. 2 positioning system, APP optimized

Take the Mobike example, often appear in the map, there is no car around the phenomenon. There will also be a location error, unable to see the bike distribution around them in time. At the same time, the location of the vehicle, unable to view the distribution of vehicles elsewhere, is a problem in the positioning system.

Opened the APP interface, sometimes the appearance of Catton and flash back phenomenon, resulting in a very bad user experience.

4. 3. 3 Social Issues

4. 3. 3. 1 "Tidal Phenomena"

The so-called tide phenomenon is the periodic fluctuation phenomenon, there is a serious tidal phenomenon in the operation of shared bikes. The time of work, the vehicle will be concentrated on the public transport platform, the subway station. This has resulted in a bus stop, a congestion on the subway, and a reduction in the distribution of other local vehicles, resulting in a waste of resources. At work, there is often a scarcity of shared bikes, and bikes are ridden up around the uptown so that people who really need it can't find a car. The negative effects of tide phenomena, as well as the accumulation of cycle-sharing bikes, also contributed to congestion, increasing the burden of the city.

The result of tidal phenomena is the waste of cycling resources and the decline in bike coverage, which runs counter to the idea of sharing. Behind this is a loophole in the cycling operation of bike operators, on the other hand, as a sign of the government's failure to manage the development of bike-sharing. If it is allowed to continue chaos and development, the tide phenomena will intensify and will inevitably lead to a more serious social problem.

4. 3. 3. 2 Safety of road traffic safety

With the rapid development of bicycle sharing, the problem of bicycle flooding and disorderly parking has brought about a series of problems for road traffic in the city. On the one hand, some bikes are parked in the motorways as a result of the chaos and chaos, which has an adverse effect on the smooth traffic; on the other hand, because of the flood of bicycles, some travel does not obey the traffic rules, driving in the motorways, causing obstruction to the driving of motor vehicles. At the same time,

because the safety measures of cycling are not perfect, there are some safety problems, especially young children, due to their lack of social experience, lack of calm in dealing with sudden accidents, resulting in many accidents caused by bicycle sharing.

There are many reasons for these problems, ranging from the excessive number of shared bikes, poor management and personal biking without the traffic rules, and the government's competent units do not have reasonable regulatory and oversight work.

4. 3. 4 Government management remains to be improved

4. 3. 4. 1. The relevant laws and regulations are not perfect, and the management behavior is too simplistic

Sharing bikes is a new thing emerging in the market in recent years, which satisfies consumers' demand for "the last kilometer" in urban public transportation. It is a kind of market innovation that uses market forces to make up for the shortage of public transportation. However, the problems that share bikes in the development of chaos are prominent, affecting the order of the city. For this kind of situation, the urban management department naturally can not ignore, for the chaotic parking of shared bikes after collection "temporary custody", should be said that there is a legal basis.

However, the unit's collection of non-stop vehicles, however, shows the simplification of its management methods. In particular, a company, which is owned by the municipal council, is also a company engaged in a share-bike business to clean up the vehicles and easily be suspected of being unfit for competition. Urban management and other relevant departments should see that a district will be able to collect nearly a thousand parked cars, indicating that the parking problem of shared bikes has affected the market innovation effect, if not to coordinate settlement, then this is welcomed by the public, and conducive to the alleviation of urban traffic congestion phenomenon The new things are likely to survive. Therefore, for the

management department, what more needs to be done is to come up with a way to solve the parking difficulties and the public confusion of the problem, rather than simply ask the enterprise to solve it.

The problem of bicycle sharing is not entirely on the bike itself, which has the quality of the citizens, and there are shortcomings in the marking and marking of parking spaces. In implementing the concept of equalization of public services, the management department should also play an active role in the development of shared bikes. For example, you can set the shared bike parking area and the associated identification according to the relevant standards. At the same time, we can also pass publicity and education to urge the public to park the vehicle according to chapter. In addition, it can also assist enterprises to establish a restrictive mechanism, such as, in the form of agreement, consumers rent vehicles if they are withheld for disorderly parking, they should bear a certain liability. Through economic compulsion, it can greatly reduce the production of the violation phenomenon.

Because of the inadequacy of relevant laws and regulations, the cost of illegal activities is too low, leading to the privatization of shared bikes, the phenomenon of being damaged has been banned. This has revealed the importance of the government-related departments to respond to social problems in a timely manner and to make adjustments, on the one hand, on the importance of building a service-oriented government.

4. 3. 4. 2 Establish a lag in the integrity system

With the rapid development of mobile Internet, shared bikes appeared at home in most cities at night. At the beginning of the launch, most of the citizens are rushing to share bikes with freshness. However, it was a good thing for convenience, but with more and more people using shared bikes, the problem arose. As the so-called, people have no integrity, no integrity of the country, the sustainable development of shared bikes is inseparable from the social integrity problem.

As a whole, bicycle sharing brings great convenience for the general public travel, especially in solving the "last kilometer" of public travel, but also plays an irreplaceable role. Second, the share of shared bikes just meets the requirements of "low carbon travel", but also can exercise, improve the physical quality. However, it was a good thing for people and people, but with more and more people using shared bikes, the problem also appeared, such as "tamper with the cushion on the pin", "tamper-painting", "tamper-painting", "damage serious" and so on. The words "good faith" have pushed the word "good faith" into the top of the wind.

Various kinds of turbulence reflect the credit crisis.

In addition to sharing bicycles, some cities such as supermarkets, railway stations and other places provide convenience to the public, set the "Shared Umbrella" service, but many people after using the umbrella does not return, then when they need to use an umbrella, but not when, what to do? To meet the selfish behavior of one's time, do not know the harm or its own interests. Similarly, the core of shared bikes is sharing, which is shared, not privately owned. To share bikes chaos, at first in people's eyes the most intuitionistic view is the national quality low, from this angle of view, personal quality problem is the only reason. Otherwise, if it is the personal quality factor, as long as the precise blow to the precise blow can be solved, but chaos is still a frequent occurrence. The national quality problem is only the shallow cause, the visual expression. The real reason for the mess should be attributed to the macro problem of social integrity, the cost of destruction is too low, the punishment is limited, which is the main reason of chaos.

To solve the embarrassment of shared bikes, first-class enterprise platform needs to set up the civilization car reward and punishment mechanism, the non-civilized person into personal credit, debited the blacklist. Those who seriously violate the law will be more determined to stop their use of shared bikes. And for those who have good credit, can be rewarded, such as, free deposit, discount, limited time and other convenient services.

The use of bikes also has a credit limit beyond the security of the deposit, which is a challenge to the credit system. The establishment of the integrity system in our country is still relatively late, not enough to deal with the complex and volatile society, not enough to cope with the changing Internet development. Therefore, the construction of the integrity system is imminent, it can not only solve many problems in the development of the share cycle, but also provide a strong guarantee for the development of similar enterprises in the future, so as to promote faster and better development of the national economy.

4. 3. 4. 3 Management and specification of shared bikes

Because sharing bikes running and parking requires the use of cities' roads and venues, which is a kind of urban public resource, nature needs to be subordinated to the government's management requirements for the city.

Since last year, more and more cities have started to share bikes. As an investment direction, it is also attracted more and more enterprises' attention. The emergence of every new thing comes with new problems, and parking is one of the most prominent new problems for shared bikes. Since the beginning of this year, urban management departments in some cities have illegally parked and shared bikes, raising public opinion and controversy. How sustainable development has become a topic of public concern.

Li Xiaopeng, Minister of Transport and Transport Minister Li Xiaopeng, responded to the problem of bicycle sharing at a new state news conference. "Sharing bikes is a pattern innovation in the city's slow-running system, and it's actually a way of achieving the Internet and transportation," he said. He stressed: "Because of its special effect on solving the problem of the last kilometer of people's travel, it was warmly welcomed by the people, and many people tried this new way. I think it should be positive encouragement and support.

To be sure about the direction of shared bikes is the correct attitude that the government should take. In recent years, many cities have invested a lot in infrastructure construction, compared with a few years ago, traffic efficiency improved significantly, traffic congestion problems also have varying degrees of improvement. However, urban public transport is more developed, and it is impossible to cover every street. Because of the expansion of the city map, traffic in the urban fringe is always a bit behind. That's what people call the last kilometer.

Commercialized bike sharing plays an important role. Previously, people were always looking forward to the government's bigger role in public transport. In fact, the market economy developed, the market can effectively complement government supply existing short-board. From the point of view of the rapid development of shared bikes, it also provides a profit model for investment enterprises while providing transportation and convenient services for the city. A market economy is beneficial to society in such a way.

However, due to the need to make use of the city's roads and sites because of cycling and parking, this is a public resource of the city, which naturally needs to be subordinated to the government's management requirements for the city. At present, a number of cities are concentrated on the disposal of the shared bikes which the Government exercises in accordance with its consistent urban management regulations. As the transportation department, the Ministry of Transport tends to support and encourage shared bikes, but the local government functions are diverse and requires the exercise of the responsibilities of urban order management, thus creating contradictions. Despite the "ugly eating" of shared bikes parked in the park, the city's urban management personnel have also relied on it under the background of "normalisation".

How to solve this contradiction? It is important to see that as a result of an enterprise's business is a profit-to-profit activity, it is easy to neglect social responsibility for its own sake, which requires the Government to regulate its

activities in a legal context. Therefore, on the one hand, the urban government will provide space for the development of shared bikes. For the moment, it is necessary to plan on the park's parking space and tilt more to the resource-poor areas of public transport, leading enterprises to focus more on this development. On the other hand, enterprises should also abide by the regulation of the government's management of bicycle parking, and cannot assume that their market behavior is reasonable and challenge the relevant provisions.

Both the city and the enterprise should see that the city parking lot is generally tense, and the government cannot provide such resources without restriction. Therefore, there can be a proper charge for parking lot, through the economic lever to adjust market demand. If there are too many companies to squeeze into the market, the government can also bid on the parking lot, which companies offer high prices, low fees to consumers, and which companies have better practices in managing their sites. Through competition, enterprises can better meet the requirements of government and consumers.

There are "inertia", people who have self-control, also need outside constraints to regulate behavior, the government is the best department of behavior constraints. Shared bikes are the common management modules of government and enterprises, and business management is mainly oriented towards the quality of shared bikes and the use of APP, while the government is not only constrained by enterprises but also a more powerful constraint on users. Due to the inertia and the use of substandard citizens, there is a government's express stipulation and enforcement patrol of the relevant departments, nature will be careful of their own actions, so that the uncivilized phenomenon greatly reduced.

Nowadays, the district government has carried out the total control of shared bikes, and requires the operators of shared bikes to sign management commitment books to the competent department. Over time, however, there will always be some unexpected problems, so it's important to learn about the status quo in a timely

fashion. Naturally, the total amount control of shared bikes is necessary. It co-ordinates the number of regional bikes as a whole, and does not result in excessive consumption of bicycle by enterprises, nor the number of bikes that affect the user's travel. Control the base of shared bikes and ensure that there is no significant impact on traffic, but additional measures are required to mitigate the negative impact of non-standard usage. Although the number of bikes starting is determined, it may be possible to damage the bicycle with wear and tear. Government personnel shall be well-placed to supervise and restrain enterprises to repair or supplement their bicycles in a timely manner to maintain the normal number of bikes. At the same time to supervise the enterprises, not to release shared bikes, if found such cases, enterprises should be punished accordingly.

After the quantity control, there are still some hidden dangers, and the road congestion caused by the free parking of shared bikes is an important one. The government should coordinate the transportation sector and regulate the activities of free parking. For example, in shared bike APP, users who join "traffic police", patrol traffic police once found such behavior, can be fined, and on APP to this user credit evaluation, so as to alert the public, always regulate their behavior.

The government has some responsibility for the problems arising from the operation of the enterprise, because it is the lack of management oversight. The development of shared bikes cannot be separated from the coordinated operation of the government, on the one hand, the government provides the help to share the social problems encountered by the development of bicycle development, and makes the enterprise healthy development; on the other hand, the government formulates and supervises the development of shared bikes, so that enterprises, society and individuals can enjoy it Development results. Only the government and the sharing of bike enterprises co-operation can guarantee the real convenience of bicycle sharing.

The rise of bicycle sharing is a matter of the nation and the people, and should not be discarded because of its disadvantages. It is unwise to eat and eat

because of choking, and the guidance and management of government departments determine the future trend of bicycle sharing. Hope the government departments have a better system and management system, the number of shared bikes, the quality of the constraints, to the whole city to bring real green, comfortable travel.

4. 4 Shared bike problem solutions and future development trends-opportunities

(O)

4. 4. 1 Solution to the problem of bike sharing

4. 4. 1. 1 The government should strengthen management

(1) The Government shall be at the height of integrating the shared bikes into the urban public transport system, perfect the supporting measures on policy, and face up to the status of bicycles in public transport. Set up dedicated cycle lanes to make cycling easier and road traffic is more smooth. (2) To strengthen the restrictions on the sharing of bicycle enterprises, create a better working environment for shared bikes, create a better environment for cycling and social atmosphere for the public, and make reasonable requirements for the sharing of bike enterprises, for example, the vehicle needs to set the positioning system, and pay the deposit to the bank for storage and so on. (3) It is necessary for the government to introduce the regulation of bicycle sharing as soon as possible. The government has made clear the regulatory responsibilities of the relevant departments to share bicycles, and the relevant regulations will be issued to guide and restrict users, operators and users of cycling; to regulate the traffic and parking order of users, while specifying the rights and responsibilities between operators, people and vehicles, such as traffic accidents, Vehicle and carrier responsibilities define the problem, promote the healthy development of the share-bike market. (4) Perfecting relevant laws and rules. Government intervention is indispensable in solving the problems caused by the problem of integrity, occupying the share bikes. The government should improve the relevant legal rules, clarify the definition and punishment of criminal facts, increase

the cost of destruction, thus curbing the occurrence of the phenomenon. (5) Speed up the establishment of the integrity system. The whole social credit problem caused by bike sharing is only a part of the negative impact of China's credit system. Due to the lack of credit system, more problems, such as evasion, tax evasion and other issues need the attention of the relevant departments. China's credit system construction has been on the road, but in the face of many social problems under the new situation, the government should speed up the pace of urban construction, complete the establishment of the national credit system and promote economic development at an early date. For example, strengthen data exchange with credit platforms such as ant credit, ensure that the credit system is established by the whole people, scientific.

In the short term, the public's non-civilized use of bicycle sharing behavior into the social integrity system, for the destruction, illegal use of shared bikes citizens, can be included in the blacklist "blacklist", to improve the illegal use of shared bikes costs. Promote the establishment of a more perfect credit scoring system, encourage users to regulate cycling and report violations, encourage more users to participate in the supervision. In addition, reference will be made to the illegal user into government traffic illegal platform, increase user's illegal cost. In the management of shared bikes, the urban management department should provide management power and jointly manage the shared bikes parked outdoors in conjunction with the shared cycling platform. This can improve the management effect of shared bikes, and reduce the management cost of shared cycling platforms.

In the long run, the government should give policy support to the site selection of shared bikes in the area of land and planning. On the other hand, the government will also plan the city's cycling lane, let the bike enjoy the basic road power, advocate riding the green life idea of cycling trip, to facilitate the city's cycling trip, let the public have the will to ride the trip. At the same time, the improvement of urban air pollution control, improve air quality, let the public bicycle travel is no longer "drug abuse", to guarantee the citizen's living environment.

4. 4. 1. 2. Improve the user's legal consciousness

Bicycles are parked or even brought home by the user, two-dimensional code is destroyed, the car is posted, the car seat is damaged, the car seat is damaged, without permission to lock up the duty, and other phenomena, even have the user to throw it into the river, for the user's certain unethical and even illegal activities, the sharing of bike operators also There is nothing to do with it. It is clear that un piles of shared bikes, while they are used for convenience, are accompanied by a rise in regulatory costs between business operators and government departments. Sharing bikes' profit base is to require users to adhere to "sharing" The idea of taking the initiative to promote the efficient utilization of bicycle, through rational parking, active care, timely reporting and other self-discipline behavior allows the cycle to achieve the maximum circulation utilization, thus sharing the bike operators will achieve more profit, and thus provide better quality services. So it needs to be done: (1) The first is that the government should conduct a universal publicity campaign to educate people that the destruction of shared bikes is illegal and will be punished by law, supplemented by the introduction of relevant legal policies, from the source in order to curb crime. (2) A blacklist of enterprises shall be set up to prohibit the use of related products for consumers who have intentionally damaged or privately owned shares. Let those who violate the credit taste bitter fruit. (3) Individuals shall strictly require themselves, establish the correct values, and promote positive energy publicity to the people around them, and discourage any act of dishonesty which exists around them. Shared bicycles can develop in great strides.

"Sharing" It is a self-regulating idea, which is rooted in a good rule of law environment, which requires the government to provide quality public services in the mode of the rule of law and the rule of law, and provide high quality public services for shared economic model, and the participants in the sharing should have good moral and legal literacy Realization of law is convenient and convenient for you.

Governments and enterprises should increase publicity to improve the quality of their users. Through the event, media publicity, illegal exposure, etc., increase awareness of the use of bikes to use norms and traffic safety, improve the quality of the users, and create a harmonious and orderly sharing atmosphere. Whether the sharing of bicycles in the city is unimpeded, its fundamental guarantee is the nation's own rule of law literacy.

4. 4. 1. 3. Companies make changes from themselves

(1) Shared bike operators shall continue to improve the technical flaws existing in technology, pay attention to user experience and feedback, and make users' favorite products. Really convenient for users to use. Optimize your system and improve the user experience quality. (2) Cycling enterprises should strengthen cooperation with the government and participate actively in the management of shared bikes. The government can unite with the enterprises to set up specialized parking areas and replace the pile-free bicycles with relatively non-pile, i.e. to ensure free use while ensuring the normal order of the city. For example, there is no 50m designated parking area, not mandatory, but it is encouraged to park in the area. (3) To actively carry out technological innovation and strive for a thorough solution to the problem of integrity from the technical level. For example, you can release a fingerprint to unlock the vehicle. On the one hand, it is possible to solve problems which can only be solved by using the mobile end and solve the problem of integrity. Here, I would like to elaborate on this.

First, companies and governments work together to build a database of fingerprint statistics for storing users' fingerprints, which guarantee privacy and security. The establishment of this database can provide a basis for the use of future bicycles and provide another avenue for government fingerprint collection. After the database is established, each registered user needs to enter his own fingerprint to ensure uniqueness. The bicycle is then modified so that each cycle has the function of

sending and receiving data. When the user uses the fingerprint to unlock the vehicle, the vehicle sends data to the background, the background matches the user, then the data will be sent to the cycle and the cycle is unlocked while the timing billing function is opened. In this process, cycling data receiving technology is the key to achieving this. If it can be realized, the development of shared bikes must usher in another climax.

Only individuals, enterprises and governments have common forces and constraints to make the market more stable and harmonious. The establishment of the government through the integrity system to restrain individuals and enterprises, is the behavior of individuals and enterprises more standardized, so that the operation of the enterprise more smooth, individual behavior is more reasonable. At the same time, enterprises and individuals supervise and respond to the problems in a timely manner, thus forming a virtuous circle. Enable information to be circulated, order to establish, market norms, share bikes development better.

4. 4. 2 the future development trend of shared bike

4. 4. 2. 1 Better User Experience

With the end of the competition, the development of shared bikes must return to mature reason, from the beginning of the competition for market share to profit pattern exploration. In this process, due to investment attributable to reason, the scale of the whole market will meet the amount of daily demand. Therefore, enterprises will certainly look more and more on the user experience, will make the user experience more and more good, so as to promote the sharing of bike better development.

4. 4. 2. 2 Competition in second-and third-tier cities has intensified

Competition in second-and third-tier cities is bound to intensify with the decline of the first-tier cities. Some small-scale share-sharing enterprises rely on the

development of domestic resources, when a series of industrial giants such as OFO and Mobike will inevitably produce collision and competition, which will inevitably lead to further intensification of competition. In the future, the competition for bicycle sharing in second-and third-tier cities is bound to grow.

4. 4. 2. 3 Share bikes go out of country

With the intensification of internationalization, more and more exchanges between countries and countries have increased, and more and more enterprises are going out. And several of the more powerful share-bike companies have started international layouts,

Mobike said that not every city is suitable for cycling. Before they enter the cities, they will conduct a comprehensive study and communicate with the local government and traffic management departments to understand each other's wishes, only when it is appropriate.

Little Blue Cycling once said it would give priority to population density and a riding culture or internationally renowned city that would be more appropriate in these cities than blind expansion.

Overseas Layout of a Few Shared Cycling Groups

Mobike Overseas Expansion: On March 21 2017, Singapore officially operates; On June 13 2017, Manchester and Salford, England, combined with a total of 1000 bikes.

On June 22, 2017, a branch was announced in Fukuoka, Japan, and announced on June 23, 2017 in Sapporo, Japan, and announced on 25 July 2017 in Florence and Milan, Italy.

Mobike's advantage is that its products, especially its smart locks, are used to unlocking the mobile interconnection of China's prosperity, but it is still a novelty in the overseas markets.

More importantly, the intelligent lock integrates the Beidou, GPS, Glonass multi-mode satellite navigation chips and the IoT communication chip, through big data means to realize the seamless handover of national networks, realize the global refined intelligent operation dimension.

OFO Overseas Expansion: In January 2017, Singapore officially operated and invested 2,500 bikes; in April 2017, a pilot operation in Cambridge was announced and 50 bicycles were put in place; on 9 June 2017, Kazakhstan was officially operating, Release 1000 vehicles;

The group plans to cover countries such as Germany, France, the Netherlands and Spain in the second half of 2017 and Southeast Asian countries such as Malaysia, Indonesia, Thailand and Myanmar.

Sharing bikes overseas expansion ideas, like home, first base on the need-intensive university campus, then gradually spread to the city. What we've seen is the choice of Cambridge University in the UK, while Singapore has chosen West Coast Park because it is adjacent to the National University of Singapore. OFO is still firmly committed to radiation-to-city tactics.

Apple CEO Tim Cook visited China this year and visited OFO headquarters.

Little Blue Overseas Expansion: In January 2017, it announced the launch of 200 bikes in the San Francisco Bay Area.

Figure Note: Map of the English version of the English version of the small blue bike

Little Blue should be the first domestic bike platform to go to sea, compared with the previous two big men, the little blue sea layout is just to try water.

4. 4. 2. 4 More Use Entry

On Jan. 9 2017, WeChat was officially launched, and Mobike became the first public bike brand to open a small program, and users can still use small programs to unlock code, such as unlock, recharge and other account management functions that still need to be done on the app. Subsequently, a large number of shared bike

platforms and Alipay entered into cooperation, can be used by Alipay scanning code. This series of action shows that the future, multi-channel use of shared bikes is the trend of development. Only strengthened access to multiple channels can expand the user's scale, expand the profit space, expand its influence.

4. 4. 2. 5 Corporate Governance

The problem of shared bike exposure at this stage is in urgent need of government involvement. Only the government can regulate and guide the shared bikes, and share bikes can be truly shared. The future share-bike market is absolutely inseparable from government intervention, and the legalization of shared bikes is an inevitable trend.

4. 5 Sharing bikes competition-threat to face (T)

4. 5. 1 Domestic air environment.

The current domestic air environment is not optimistic. Whether it is a first-tier city, a second-tier city or a three-lane city, all of China's major cities have been swept by haze. According to media reports, in 2015, 338 of the country's cities and above have carried out new air quality standards monitoring. The results showed that there were only 73 urban ambient air quality standards; the average number of days was 76.7%, and the average number of days was 23.3%, of which the proportion of mild pollution days was 15.9%, moderate pollution was 4.2%, severe pollution was 2.5%, and serious pollution was 0.7 %。 This air condition has not improved in 2016 years, and many cities have experienced foggy weather last winter.

In this case, people will naturally reduce their outdoor activities, even when outdoor activities are more likely to choose riding a bike, this type of transportation, more likely will choose bus subway and driving travel, which is undoubtedly a blow to the current wave of bicycle sharing, must be in The future has become an important factor in preventing people from choosing to share bikes.

4. 5. 2 Bicycles travel trends have passed.

As we all know, China is originally a bicycle kingdom, but in recent years, more and more people no longer go out on bicycles. This is clearly the reason for the big development of the domestic economy and the gradual improvement of public transport facilities, making it more and more convenient for people to travel by bus and subway. People's income levels rise, many people buy cars, and the road is well developed, which makes urban transport travel, bicycle travel step by step out of the mainstream. Now, with the rise of shared bikes, it's obvious that people are willing to ride back on their bikes. Nowadays, many people are riding a lot of bikes to catch up with the tide, and if they go down the street, it's obvious that cyclists are less likely to ride bikes than on a large scale, and a large number of shared bikes are actually in idle state.

4. 5. 3 The problem of domestic traffic safety is remarkable.

At present, with the development of domestic cities and the number of cars, especially in some large and medium-sized cities, the number of parking spaces in urban areas is far less than the number of cars, which leads to a large number of cars parked in the bicycle lanes, but the number of traffic police in cities is limited, which makes cycling trip. People were forced to drive in the motorways, which threatened the safety of the user. It's obvious that the prevalence of bike-sharing isn't going to solve the problem, and once the cyclist gets off the car and faces a car accident, it makes it easier for people to travel in short-distance trips, and in short-distance trips, it's likely to take the bus subway again. It might be safer to walk.

4. 5. 4 Market Space for Extrusion and Sharing of Electric Vehicles

Finally, it's not easy to overlook the fact that bicycle travel is becoming increasingly marginalized in the last century, and the prevalence of electric cars has

contributed to the rise of electric cars. Whether it's in the city or in the country, we see the most end-leg travel tools that may not be a bicycle, it's an electric car. The electric car's advantage is faster, suitable for short-distance travel, and there is no pressure within 50 kilometers, as long-range power increases, and bicycle trips will make it harder for cyclists to travel more than five kilometers. Especially when people pay more attention to time efficiency, the efficiency of bicycle travel is obviously lower.

4.6 Research and analysis

4.6.1 Object and method of research

Research objects: To make this survey more effective and credible, the investigation object is mainly targeted as the largest city in Southwest China-Chongqing, and also in the whole country to find friends to do a questionnaire to increase the reliability of the questionnaire.

Research method: questionnaire. According to the result of SWOT analysis, the questionnaire contents are determined.

4.6.2 Statistical results of questionnaires

I designed a questionnaire titled "Survey of College students on the use of bicycles and existing problems". The questionnaire effectively fills in 159 copies. We have taken the line to fill in the paper with the line under the filling, and finally the paper to fill in manual input, to draw our final investigation results.

The research university students concentrated in the southwest, the most concentrated area for the Chongqing area, accounted for 87.42%. As the city's Chongqing, because of the terrain, the city is not dedicated to bike lanes, in the use of shared bikes itself has certain restrictions.

The results of the survey showed that the sex and the use of shared bicycles were related to the people surveyed. This is in the back of the question "You have not used the reason for sharing a bicycle" 35% of the girls chose not to ride a bicycle is

also reflected. 47.37% of boys who used to share bicycles were significantly different than 36.36% of girls. So, I think there is a gender difference between the users who share bicycles.

Of the university students surveyed, 61.01% of people didn't use shared bikes and found that the biggest reason was that they didn't know the restrictions on shared bikes and their environment--uneven terrain. In addition to objective reasons, the operating platform of shared bikes should enhance the promotion of shared bikes, and the content of the publicity should be dry. For example, the procedure for renting, the explanation of the charging mode, the use process notes, let the consumer know before use, but also avoid the consumer first use when eating dumb losses. The following figure shows other reasons for not using shared bikes.

42.77% of cyclists used shared bikes said the vehicle was damaged when used, while other problems encountered during the use of bikes were most of the number of shared bikes and damage to QR codes, both of which accounted for 32% of the total. The rest of the car has not been locked, APP has a vulnerability and other problems. The biggest problem is the damage of the vehicle and the cause of breakage. I believe that there are some natural causes for the cause, or the quality of the bike itself, as several classmates say they encounter a broken shared bike that is missing from the foot pedal. The quality of the bike itself may be a problem after the exclusion of others' malevolent removal of the pedal's pedals. Perhaps the quality of bicycle sharing is not as good as it was advertised. But at the same time, while accusing the quality of the problem, we should also think about whether we try to protect the shared bikes as much as possible in the process of use, will not be because it is not their own car, do not pay attention to the protection? The norm itself is what we need to do before we complain. The following figure shows how people use shared bikes.

Standardize their behavior, within the scope of our investigation, or do better, 74.84% said they would return it according to their requirements. This may be

because the object of our investigation is college students, the ideological and cultural level is still higher. But in discouraging others from sharing bikes as their own, 40.88% said they would not prevent people from sharing their bikes as their own.

Because of the terrain of the mountain city, 46.54% of schoolmates say the number of shared bikes is scarce, so that 44. Sixty-five percent of people use bikes occasionally. 45.91% of students who use shared bikes said they chose to use it because it was convenient to travel by car. In addition, not less (41.51%) students say they use a shared bike when they go out for a visit. The majority of students choose to use shared bikes because of their convenience, environmental friendliness and economy. The following figure is the choice of using shared bikes as well as factors driving people to use shared bikes.

When investigating the overall satisfaction of shared bikes, 38.36% said they were more satisfied, 37.74% of the population held a general attitude. Only 2.52% said they were not satisfied. It seems that the industry of shared bikes still has room to ascend, and it can be done better in better service for the general public. In the course of the investigation, we learned that students believe that the significance of the use of shared bikes is to advocate green travel, relieve traffic pressure, and increase the mobility of travel. And most girls think that sharing bicycles can be a way of providing leisure and entertainment for the public.

In the survey, although it is the mountain city Chongqing, different areas are different from the evaluation of shared bikes. Students in the relatively flat university town say they are satisfied with the number of bike-sharing bikes in the area. Students at the low-lying Southwest University said they were dissatisfied most because of the objective reasons for the terrain. So, I think that when you launch a shared bike, you should take into account the current situation of local terrain decisions, and also consider the main consumer of the location. If it's a student, you can choose a few more than expected. In addition, it is possible to innovate the use of shared bikes, such as electric power or solar energy, and can be used normally in less flat terrain.

Innovative sources of energy, such as shared electric cars that have been launched in Shanghai, like new energy-sharing bikes, semi-human and semi-new resource rides, should be particularly attractive to so-called "lazy people".



CHAPTER 5

SUMMARY

The high-speed development of shared bikes indicates the growth of our country's economic strength, which shows the enhancement of China's science and technology innovation ability, and the mode of thinking of our entrepreneurs has already begun to lead the Internet to share the trend of the economy. The rapid development of shared bikes has led to the development of the whole sharing economy, providing strong impetus to its future development. Sharing bicycles cause the scientific and technological achievements, greatly enriched the life of consumers, brought great convenience to consumers, but also brought new methods for eco-environment construction. The existence of shared bikes is inevitable and the future prospects are vast. However, there are still many problems that need to be solved behind the rapid development of the new industry of bicycle sharing. These problems exist in every link used by bike sharing. Only individuals, enterprises, governments and society can work together to ensure a better development of shared bikes. The people really enjoy the fruits of scientific and technological progress.

At the center of the public opinion-sharing cycle is attracting people's attention, people for its attention in addition to its increasing volume of the relevant, more is the Internet product itself and people's lives a closer integration of a manifestation. At the same time, we still have to see the current sharing of bicycles still have a lot of problems, only a deeper excavation of shared bicycles, more fine-tuned to allow the road to share the bicycle to go more firmly, go farther.

5. 1 Limitations of the conclusion.

It takes time to verify the existing development model of shared bicycles. Although many of the shared cycling platforms have been financed and some have even reached the D round, we cannot say that the current pattern of shared bicycles is very advanced and reasonable. Because there are a lot of negative noises about sharing bicycles in the market now. This shows that its existing development model needs to continue to be adjusted and optimized, it is important to judge whether it is

really in line with the needs of the entire market, if the current development model of shared bicycles does not meet the needs of the market, this kind of development model is likely to be adjusted, even the future development may be and the current development model has a very Big change.

The market state and characteristics of shared bicycles ultimately determine that there will be no unicorn in this industry, and the competition between a few big shared cycling companies will continue, and the sharing of the bike for a longer term development will be done in the long run. In fact, the sharing of bicycles is a new thing, it has only been a few years, its development model has not been fully accepted, the news reported a lot of problems are examples, although the current development of shared bicycles is very strong, but its future still has a lot of uncertainty, such as how to avoid vicious competition, How to continue to profit to find new profit growth point, how to continuously improve the user experience and so on.

5. 2 Research Proposal.

5. 2. 1 User-driven shared bikes are truly shared.

The current sharing of bicycles is not a user-led, but a shared cycling platform. In essence, today's shared bike is more like a shared bike platform, the role of users in this process is more like the role of the Internet thinking, that is, the sharing of cycling platform as a product to the user, the user to use a shared bike can be strictly speaking, This type of bicycle supply model is not typical of the shared economic style, more like the category of Internet products. With the increasing number of enterprises involved in the field of shared bicycles, the sharing of the cycling market will inevitably result in excessive resources and uneven distribution, The current situation of the shared cycling industry is a direct manifestation of this phenomenon. One of the most important reasons for this phenomenon is that only the maximum satisfaction of the user's travel needs, and not to maximize the user's subjective initiative. It is for this reason that the sharing of bicycles will be the

situation of disorderly parking, if you want to solve the current shared bike facing this must be from the user itself to start. Users in the use of shared bicycles need to assume more responsibility, so that users can not only easily rent to share the bicycle, but also accurate and standardized return to the shared cycle. For example, we can allow the sharing of bicycles and users to achieve a deep binding, and will be able to park users in accordance with the rules as a way to promote points or to obtain concessions, so that users are willing or consciously to park the shared bike in the corresponding area. Even if the user's destination does not have a specified parking point, the user will park the shared bike in a place that does not affect the cityscape. Change the user's role to a certain extent, instead of simply seeing them as a user, they are more viewed as the provider of the next users, increasing users' share of the cycling process through the user's transition from the "user" to the "provider" role, allowing users to assume more responsibility. Finally, the role of the shared bike can be changed to solve the current problem of shared bicycles.

5. 2. 2 Shared bikes must enrich the existing system of products.

The current sharing cycle of the product system is mainly to share the cycling platform for the delivery of bicycles, the sharing of bicycle rental is mainly based on user leasing, such a single operating mode in the user base is not mature enough to meet the basic needs of users. If a shared bike wants to achieve greater development, it must enrich the type of bike-sharing product so that shared bicycles can meet the needs of different user types.

5. 2. 3 Shared bikes must find new features and profit growth points.

Burning money is a very prominent feature of the current field of shared cycling, and there are too many failures in the "Internet +" era to tell us that relying solely on burning money to capture the entire market cannot really establish its position in the entire market. In order to gain more long-term development, we must

constantly find new function points and profit growth by absorbing more abundant development power. From the current development of shared bicycles alone, it is clear that this has not been done. The scramble for the user and the coverage of the city is still a shared bike is currently being done, which is a stage that must be experienced in sharing the bicycle platform after capital injection, and also the development of shared bicycles is in a relatively early stage of performance.

It can be confirmed that the current market status of shared bicycles is only temporary, the future sharing of bicycles will not only be limited to the point of profit and function in the sharing of bicycles themselves, with the help of the sharing of bicycles anywhere, no less than the advantages, we can find a lot of profit growth based on shared bicycles. For example, we can combine the sharing of bicycles with the current hot masses, through the users of the platform to share the flow of the platform for the sharing of bicycles, so that the sharing of bicycles from the point of transfer into a group or organization, so that the sharing of bicycles have a greater role. At present, the public raising platform, which is represented by the Beijing-East public, gathers Mi Shong and starts the public, is in the area of life which is closely related to the user, and it can provide a green and healthy way of life by sharing bicycles.

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Appendix

survey questionnaire for use of shared bikes

1. General

1. Your gender *

·Male

·F

2. Your place of study *

·Within the inner ring

·interannular intercycle

China and foreign countries

out-of-the-ring

3. Your place of residence *

·Within the inner ring

·interannular intercycle

·China and foreign countries

·out-of-the-ring

2. Use of shared bikes

4. Do you know the concept of product service for shared bikes *

·Yes

·No idea

5. Do you use shared bikes *

·Use

·I used it, but I don't need it right now.

·never used

6. The reason you don't use shared bikes is * multiple choice topics.

· It is not convenient to download APP, register, move payment, etc.

- The deposit is too expensive
- It is too expensive to use
- Inaccurate mileage calculation, often chaotic charging
- difficulty in finding a car
- It's still hard.
- Unsatisfactory car conditions, poor maintenance, heavy body
- I think it's unsafe to use non-motorized vehicles
- Feel the use of motor vehicles (private cars) more suitable for themselves
- No short distance travel
- There's a short trip, but there's no motor vehicle for riding
- There's a bike on your own
- Won't ride a bike

Part 2, 3 options, that depend on paragraph 5

7. The shared bike brand you use is * more multi-choice.

- Mobike
- OFO
- Xiao Mingbi
- YOBAl bike
- Others

rely on the first option on question 5

8. In what circumstances do you use or want to use shared bikes *

- Emergencies
- nonemergency

It depends on the first option of paragraph 5.

9. You use the frequency of shared bikes *

- Everyday
- Average weekly 4-6 times,
- Average weekly 2-3 times,

- Average 1 times a week
- Less than once a week
- 1 month on average
- fewer

rely on the first option on question 5

10. Do you think the current share price is reasonable *

- Yes
- No

11. Do you think the mileage calculation for current shared bikes is accurate *

- Yes
- No

12. Do you think the maintenance and maintenance of current shared bikes is in place

*

- Yes
- No

rely on the first option on question 5

13. Do you think the use of shared bikes makes you feel safe *

- Yes
- No

rely on the first option on question 5

14. You think shared bikes are affected by season, air environment, temperature, weather and night vision

- Yes
- No

15. The road you're surrounded by bike riding *

- Enough
- General
- rarely

·There is no

3. Shared bike development issues

16. The occurrence of shared bikes has changed your way of traveling *

·Yes

·No

17. What do you think is the role of shared bikes for solving the last kilometer?

·have a bigger effect

·Generally

·no use

18. What do you think is the role of shared bikes in building a city's low-carbon transport system *

·have a bigger effect

·Generally

·no use

19. What do you think is the role of shared bikes in alleviating traffic congestion in cities *

·have a bigger effect

·Generally

·no use

20. Do you think the shared bikes cause non-motor vehicles and motor vehicles, and traffic accidents with pedestrians are rising *

·Yes

·No

·Hard to say

21. What do you think the biggest challenge for sharing a bike is *

·less market input

·Multi-brands are similar to the homogeneous competition of their own services, leading to confusion in the market

- rider's experience difference
- lack of urban non-motorized vehicles
- The responsibility of traffic accident is not clear
- Others, please fill in *

22. In view of the malicious damage to shared bikes, you think the effective solution is * multiple choice topics.

- innovation technology prevention and destruction
- user real name system
- co-operate with public security and public security and other units to fight vandals
- Government legislation protects Mobike as a public transport equipment
- Others, please fill in *

23. Use shared bikes to get out of traffic accidents. How do you define responsibility * more?

- If the user violates the traffic rules, the user is fully responsible and damages the bicycle damage
- If the other party is fully responsible, and pay the bicycle damage
- Shared bike companies are fully responsible for traffic accidents due to the failure of shared bikes
- In any case, bike companies have a moral obligation
- Others, please fill in *

24. Which of the following initiatives in the government is most important to the development of shared bikes *

- Formulate relevant policies and regulations to support the development of urban public bicycle
- Build more urban slowness system
- Increase the awareness of shared bikes
- promoting docking social credit system

·increase the investment, to maintain, etc

