
Research on the Development Environment of the Extraction Enterprises of Sweet Osmanthus Essential Oil

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Abstract

With the trend of consumption upgrade becoming increasingly obvious, the demand for high-end consumer goods has shown explosive growth. As Osmanthus fragrans product industry, we should not only keep the traditional advantages, such as ecology, catering and tourism, but also constantly expand new development space, such as osmanthus essential oil in Osmanthus fragrans products. Osmanthus fragrans essential oil as an important raw material for high-grade cosmetics, the development process is quite long, and the results are late. How to adapt to the current market environment and seize the market opportunities is a strategic issue that must be attached great importance to in the future development of Osmanthus fragrans essential oil production enterprises. From this point of view, this paper studies the development environment of Osmanthus fragrans essential oil production enterprises, hoping to provide theoretical and practical basis for the development of related enterprises, and also provide certain information for relevant researchers.

Keywords: Osmanthus fragrans essential oil, Development environment, EFE matrix, IFE matrix

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PREFACE

Research Background and Research Significance

Research background

- (1) The development of forestry enterprises is an important guarantee for the sustainable development of urban ecosystems. Urban forest construction can effectively restore the benign cycle of urban ecosystem and ensure the healthy development of urban economic and social system.
- (2) Urban forestry enterprises must change their existing development strategies and business models. As an important part of urban forest, the economic function of fruit and nursery stock is only to produce fresh fruits and sell seedlings. Obviously, the company can produce all kinds of fruit juice and functional drinks. The sweet scented osmanthus can produce osmanthus wine and sweet osmanthus, and the forest tourism is a new tourist hot spot. Therefore, forestry enterprises must change their development strategies, transform their existing business models, and adapt themselves to the development of new industries.

- (3) The government should increase support and encourage the development of forestry enterprises to create a new road.

Research significance

- (1) It provides necessary environmental analysis for the development of urban forestry enterprises, and promotes enterprises to form a new development mode. Forestry enterprises continue to follow the present development mode and enterprises are difficult to survive.
- (2) It provides an empirical analysis for the sustainable development of urban forest. The sustainable development of urban forest is the objective need of urban development. Most cities are faced with air pollution problems, and the most important means to solve air pollution is planting trees. It is impossible to solve the shortage of urban forest by government investment. It is necessary for many enterprises and individuals to join the construction of urban forest to solve this problem.
- (3) Accelerating the industrialization process of Chinese Osmanthus fragrans.

Research Objectives and Content

On the basis of comprehensive summary of the theoretical research results and practical experience of urban forestry industrialization at home and abroad, this paper, guided by the theory of chemistry, management and forestry, aims at promoting the sustainable development of urban forest, and combines the case of Osmanthus production enterprises to carry out an empirical study on the development of the environment.

A COMPREHENSIVE LITERATURE STUDY ON THE DEVELOPMENT OF URBAN FOREST AT HOME AND ABROAD

According to the report of the twenty-first Century world city development report (United Nations 2003), the population of the world city will increase to about 5 billion by 2025. In the process of urbanization, facing the worsening ecological environment of the city, it is best to recognize that the urban forest is the solution to the above problems by the relevant institutions and research units. The green prescription.

The term "urban Forest" originated from the Kennedy administration's survey on outdoor entertainment resources in 1962. Mieler (1996), an American scholar, points out that urban forests are all areas of population concentrated in cities and suburbs, and all areas covered by forests and other vegetation in the surrounding areas.

In 1965, the United States Congress approved the urban forestry development plan and improved it in 1968. The president approved the report on urban and urban trees, which was proposed by the special committee.

The green belt law, promulgated by the UK in 1936, requires that building and commercial settings are not allowed near the strictly protected green belts put forward by the state, such as London, which stipulates that the width of the green belt is 13 to 24 kilometers.

In 1962, the law on protection of trees and the law on the protection of urban green space, which was enacted in 1973 by Japan, especially stressed that in the construction of hospitals, schools and other commercial areas, the total area of 20% to 30% should be reserved as a land for green construction and strictly enforced.

The study of urban forest in China is late. In 1992, the Chinese Academy of forestry organized and held the first academic forum on urban forestry. In 2002, the State Forestry Administration formally incorporated the

concept of urban forest construction in the formulation of relevant sustainable development planning, which was the construction of ecological civilization, covering the content of ecological priority and ecological construction.

THEORETICAL BASIS

Strategic Management Theory

Enterprise strategy is one of the key links of enterprise development. Its main purpose is to maintain and develop its own advantages and make up for its disadvantages. At the same time, it takes into account the positive and negative effects of the environment on the development of the enterprise. In the face of the constantly changing internal and external environment, it can adjust the business scope of the enterprise in a timely manner and optimize the distribution of the enterprise resources. We should improve the network of enterprise management and create value in the process of this change.

Basic Theory of Resources

The theory holds that enterprises are made up of various internal and external resources. Because of different factors, there are differences in the resources mastered by enterprises. Therefore, there are great differences in the methods and attitudes used by enterprises in the process of competition, which eventually leads to the difference of competitive ability of enterprises.

The theory of the development of the 3.3 industry

Industry is a collection of enterprise economic activities with some similar attributes. The industry is the product of social division of labor. With the development of productive forces, new industries are constantly emerging. With the further improvement of productivity, social division of labor is becoming more and more detailed, and special division of labor is becoming more and more diversified. Industrial classification is constantly broken down on the basis of the original.

ANALYSIS ON THE CURRENT SITUATION OF CHINESE SWEET SCENTED OSMANTHUS INDUSTRY

Osmanthus Fragrans

Osmanthus fragrans is an evergreen tree. It has a long history of cultivation in China. *Osmanthus fragrans* is the favorite tree of our common people, not only for landscaping and beautifying the courtyard, but

also for food ingredients, spices, Chinese herbs and so on.

Research Progress on the aroma components of Osmanthus fragrans

The traditional sweet scented osmanthus products only make use of its fragrance. With the progress of science and technology, the research of Osmanthus fragrans has entered the level of subbiology at present. The composition of Osmanthus fragrans has been gradually studied.

Wen Guangyu (1983) has adopted a new method to extract the essential oil of Osmanthus fragrans. The basic raw material is osmanthus extract, the electronic Hong base method and the ionization method are used together. At the same time, the components are identified by column chromatography, thin plate chromatography and infrared spectroscopy, and 13 main components have been determined.

Zhang Xiaolin et al. (1986) the chemical composition of the head incense of Hangzhou Osmanthus fragrans was studied by adsorption method. By capillary chromatography, 58 compounds such as beta alenene were identified by the method of gas chromatography-mass spectrometry, supplemented by kovat's retention index, and 52 kinds of components were identified.

Zhu Meili (1985) used hydrophobic ion exchange resin XAD-4 as an adsorbent trap and separated 56 compounds. The extracts of golden laurel, laurel and laurel were separated and segmented, and then separated, identified and quantitatively analyzed by capillary chromatography and gas chromatography mass spectrometry.

Liu Hong (1996) studied the chemical components of Osmanthus extract extracted by supercritical carbon dioxide by gas chromatography mass spectrometry (GC-MS), separated more than 100 components and qualitatively analyzed the 31 main components.

Feng Jianyue (2001), such as adsorption silk chromatography for the study of Osmanthus fragrans, the use of activated carbon adsorption silk has the advantages of easy operation, high sensitivity, the aroma components of sweet scented osmanthus flowers adsorption, so as to carry out the detection of living body. The GC/MS analysis showed that the relative content of linalool in cinnamon aroma components in Osmanthus fragrans was the most, and the biggest difference between the aroma components of the

flowers and the dynamic headspace method and the supercritical CO₂ extraction method by adsorption silk chromatography is that it can be analyzed in vivo and sampled. In future studies, we will use this method to further analyze the changes in aroma components of flowers during the opening process, and lay the foundation for the production of flavors and fragrances.

In the study of the aroma components of 4 Osmanthus fragrans in Hangzhou Manlong Guiyu Park, Hangzhou, the aroma components of 4 different Osmanthus fragrans in Manlong Guiyu Park, Hangzhou were collected and analyzed by using the dynamic headspace bag collection method and the analysis of the aroma components of 4 different Osmanthus fragrans varieties in the Manlong Guiyu Park, which was compared with the ambient air. Linalool, linalool, beta violarone, 2H- beta violarone, alpha violarone, aromatic leaf alcohol, and alenene are the main volatile organic components in the aroma of Osmanthus fragrans, but the volatiles from different species of Osmanthus varieties have differences in components and relative content.

Xu Jiming et al. (2007) studies the chemical composition of the essential oil of Osmanthus fragrans and extracts the essential oil produced in Jiangsu by steam distillation, and the effective components of the essential oil are determined by GC - MS. The results show that the main aroma components of Jiangsu sweet scented osmanthus oil are terpenes, alcohols, linalool oxide, 5- hexyl two furan ketone, violarone, and phthalic acid esters, among which the content of phthalic acid two formate is the largest.

Li Zuguang and other (2008) solid phase microextraction (SPME) was used to adsorb the head aroma components of 3 different varieties of Osmanthus fragrans in different flowering periods, respectively. The peak area of the peak area of the GC-MS total ion flow chromatographic peak was normalized and quantitatively analyzed by gas chromatography-mass spectrometry (GC-MS). 3 Changes in aroma components of Osmanthus fragrans at different flowering stages.

Yang Xueyun and other (2008) analysis of volatile components in the flowers of Osmanthus fragrans by headspace solid phase microextraction GC/MS analysis, using solid phase microextraction and GC-MS (gas chromatography-mass spectrometry) technology to compare the volatile chemical components in the flowers of golden laurel and laurel. The sampling methods and points of the fragrance of golden laurel and

Silver laurel were selected. Analysis of conditions (extraction head polarity, extraction temperature, time, etc.)

The Present Situation and Development Prospect of Osmanthus Industry

The food industry of Osmanthus

Osmanthus fragrans is known as “the king of flowers nutrition”, making full use of modern biotechnology to develop pure natural osmanthus functional foods and health products. At present, this kind of pure natural food market has a scale of over 100 billion, and is growing rapidly. With the gradual maturity of technology and technology, coupled with the strong domestic capital market, the industry will soon develop rapidly.

Osmanthus fragrances and cosmetics industry

We can extract effective ingredients from Osmanthus fragrans and make perfume and cosmetics units and individuals to form osmanthus fragrances and cosmetics industry. Using modern biotechnology, the remaining 97% Osmanthus fragrans are developed into food and traditional Chinese medicine products. The output of residual osmanthus is estimated to be 150 yuan per kilogram, two items and 280 yuan per kilogram. According to the general rule of industrial chain profit distribution, the price of Osmanthus should be above 60 yuan per kilogram, and the remaining 220 yuan output belongs to the next. Tour business, which makes downstream enterprises more profitable than other industries, can attract large amounts of capital to invest in the industry.

The perfume and cosmetics made from Osmanthus oil are also large in the international and domestic markets. According to Oliver Kutsch, the chief executive of CERESASA, the global perfume market profits more than \$15 billion 600 million in 2019, and the profit growth is mainly from South America and emerging countries in the Asia Pacific region.

Osmanthus fragrances are also huge. Osmanthus fragrances are natural spices. Modern people are increasingly fond of green health products, and the demand for natural spices is increasing.

Ecotourism of Osmanthus fragrans

Ecotourism is a new type of tourism industry based on understanding nature, enjoying nature, protecting nature and not destroying its ecological balance. It has many functions, such as sightseeing, holiday, cultivation, scientific investigation, exploration and science education. After the social development of

human society, after the social economic conflict, human reexamine itself. It is an important symbol of the human civilization that ecotourism is a hot spot in the development of the world's tourism.

ENVIRONMENT ANALYSIS AND EVALUATION

Objective Environment Analysis

Analysis of the environmental factors of political and legal

In order to accelerate the development of tourism industry, Shanghai has formulated the “13th Five-Year” plan. The plan is based on “global impact, cultural guidance, whole city development, optimal supply, benefiting people and people” as the main line of development, and making Shanghai into a global attractive tourism product system. The global competitiveness of the tourism industry system, the global configuration of the tourism market system, the establishment of a world-renowned tourist city with global influence. In 2020, tourism revenue reached 500 billion yuan.

Analysis of economic and environmental factors

Shanghai ecological osmanthus garden is located in the northwest corner of Shanghai, adjacent to Taicang city of Suzhou, located in the center of the Yangtze River Delta. The Yangtze River Delta is the most developed region in China. The first 16 cities of the Yangtze River Delta are the largest urban agglomeration in China. The top five GDP are Shanghai, Suzhou, Hangzhou, Nanjing and Wuxi, respectively 3 trillion and 13 billion 386 million, 1 trillion and 731 billion 950 million, 1 trillion and 255 billion 616 million, 1 trillion and 171 billion 510 million, 1 trillion and 51 billion 180 million.

Social and cultural environmental factors

In 2016, the population of Shanghai was 24 million 197 thousand, the urban population was 21 million 148 thousand and 200, and the total population was 87.4%. It was one of the cities with the highest urbanization rate in China, and the urbanization rate of the whole country was 57.4%. More than 30 points higher out of the country. With the expansion of the city, the citizens are getting away from nature more and more.

Analysis of the environmental factors of science and technology

Jiading District has the Institute of Chinese Academy of Sciences (CAS) and more than 10 colleges and universities. It is Shanghai's famous scientific and technological satellite city. In 2015, the Shanghai

Table 1. Market opportunity and market threat weight judgment matrix

A_0	A_1	A_2
A_1	1.0	7
A_2	0.143	1.0

Table 2. Market opportunity weight judgment matrix

B_1	B_2	B_3	B_4	B_5	B_6	B_7	
B_1	1.000	0.410	4.710	0.151	0.210	0.235	0.201
B_2	2.440	1.000	2.600	0.200	0.480	1.600	0.510
B_3	0.212	0.385	1.000	0.162	0.203	0.312	0.202
B_4	6.623	5.000	6.173	1.000	1.820	2.600	4.100
B_5	4.762	2.083	4.326	0.549	1.000	3.900	2.500
B_6	4.255	0.625	3.205	0.385	0.256	1.000	0.667
B_7	4.975	1.961	4.950	0.244	0.400	1.500	1.000

Table 3. Market opportunity judgment matrix

B_8	B_9	B_{10}	B_{11}	B_{12}	
B_8	1.000	0.380	4.510	0.412	3.120
B_9	2.632	1.000	5.620	2.401	4.105
B_{10}	0.222	0.178	1.000	0.231	0.310
B_{11}	2.428	0.417	4.329	1.000	3.400
B_{12}	0.321	0.244	3.226	0.294	1.000

ecological park and the Jiaotong College of agriculture and other units have worked together to develop Osmanthus fragrans and Osmanthus fragrans and other sweet scented osmanthus products.

Evaluation of External Environmental Factors by EFE Matrix

According to the above analysis, the market opportunities of forest tourism in Shanghai eco osmanthus garden are mainly summarized as following: (1) Shanghai city forest and tourism support. (2) the new holiday policy provides conditions for tourism development. (3) tourism has risen to support industry. (4) the per capita GDP in Shanghai is over 17 thousand US dollars. (5) the fast pace of the city brings pressure to the residents. (6) it is human nature to return to nature. (7) close to the center of the city. The main threat of the market is: (1) the construction of the New Guangxi garden. (2) the competition between the existing osmanthus gardens. (3) scented osmanthus travel and product substitutes. (4) tourists' sensitivity to osmanthus tourism, product demand and price. 5. The bargaining power of the providers such as travel agents.

According to the analytic hierarchy process (AHP), the weight of external factors of Shanghai ecological osmanthus garden is determined.

- (1) constructing a single level model structure of external environmental factors
- (2) construction of a comparative judgment matrix

Compare market opportunities with threats; employ 10 experts who are familiar with enterprises and industries, judge the importance of the two elements first by the Delphi method, and then ask the experts to score the importance of the elements, count the

importance of the elements, take the mean, and then establish the judgment matrix.

- (3) hierarchical single order

The product w_i of each element of the matrix is judged by geometric mean, and then the n square root of w_i is calculated, and the unit processing is carried out, and the approximate maximum eigenvalue is obtained. The calculation results are as follows:

Table 4. Calculation of market opportunity and market threat weight judgment matrix

A ₀	A ₁	A ₂	w _i	w̄ _i	ai
A ₁	1.000	7.0	7.000	2.646	0.875
A ₂	0.143	1.0	0.143	0.378	0.125

Maximum eigenvalue λ_{max} = 2.004

Table 5. Calculation of market opportunity weight judgment matrix

A1	B1	B2	B3	B4	B5	B6	B7	Wi	w̄ _i	ai
B ₁	1.000	0.410	4.710	0.151	0.210	0.235	0.201	0.003	0.437	0.047
B ₂	2.440	1.000	2.600	0.200	0.480	1.600	0.510	0.497	0.904	0.097
B ₃	0.212	0.385	1.000	0.162	0.203	0.312	0.202	0.001	0.283	0.031
B ₄	6.623	5.000	6.173	1.000	1.820	2.600	4.100	3965.972	3.301	0.352
B ₅	4.762	2.083	4.326	0.549	1.000	3.900	2.500	229.693	2.240	0.239
B ₆	4.255	0.625	3.205	0.385	0.256	1.000	0.667	0.561	0.911	0.097
B ₇	4.975	1.961	4.950	0.244	0.400	1.500	1.000	7.070	1.311	0.140

Verification |B| ≠ 0 Maximum eigenvalue λ_{max} = 7.582

Table 6. Market threat judgment matrix calculation

A ₂	B ₈	B ₉	B ₁₀	B ₁₁	B ₁₂	wi	w̄ _i	ai
B ₈	1.000	0.380	4.510	0.412	3.120	2.203	1.125	0.173
B ₉	2.632	1.000	5.620	2.401	4.105	145.790	2.729	0.419
B ₁₀	0.222	0.178	1.000	0.231	0.310	0.003	0.309	0.048
B ₁₁	2.428	0.417	4.329	1.000	3.400	14.903	1.746	0.268
B ₁₂	0.321	0.244	3.226	0.294	1.000	0.075	0.605	0.093

Verification |B| ≠ 0 Maximum eigenvalue λ_{max} = 5.21

(4) consistency test

The calculation consistency index is as follows:

$$CIO = \frac{\lambda_{max} - 2}{2 - 1} = \frac{2.004 - 2}{2 - 1} = 0.004$$

Full agreement between opportunity and threat weight judgment matrix

$$CI_1 = \frac{\lambda_{max1} - 7}{7 - 1} = 0.097$$

$$CI_2 = \frac{\lambda_{max2} - 5}{5 - 1} = 0.053$$

Look-up table shows that the average random consistency of the 7 order matrix is RI7=1.32. The average random consistency of the 5 order matrix is RI5=1.12, and the calculated consistency ratio is as follows:

$$CR_1 = CI_1 / RI_7 = 0.097 / 1.32 = 0.074 < 0.1$$

$$CR_2 = CI_2 / RI_5 = 0.053 / 1.12 = 0.048 < 0.1$$

The judgement matrix of market opportunity and market threat has satisfactory consistency, indicating that the distribution of weights is reasonable.

(5) constructing the EFE matrix

The external environment factors of Shanghai ecological osmanthus garden are evaluated by external factors (EFE) matrix.

According to the analysis of the external environmental factors of Shanghai eco osmanthus garden and the calculation of the weight above, the EFE matrix of the ecological osmanthus garden in Shanghai is constructed as follows:

Table 7. External environment evaluation matrix

	Key external factors	weight	score	Weighted fraction
Opportunity	Shanghai city's support for urban forest tourism	0.032	3.700	0.119
	The new holiday policy provides the conditions for the development of Tourism	0.065	3.500	0.228
	Tourism has risen to support industry	0.020	3.00	0.060
	Shanghai's per capita GDP is more than \$17 thousand (2017)	0.229	3.8	0.871
	The fast pace of the city brings pressure to the residents	0.161	3.5	0.564
	Return to nature is human nature	0.068	3.2	0.218
	Close to the center of the city	0.094	3.3	0.311
Threats	The construction of the New Guangxi Garden	0.057	2.4	0.137
	The competition between the existing osmanthus Gardens	0.140	3.2	0.448
	A substitute for tourism and products	0.016	2.1	0.034
	Tourists' sensitivity to osmanthus tourism, product demand and price	0.090	2.2	0.198
	Travel agency, accommodation provider and other bargaining power	0.031	2.5	0.078
	Travel agency, accommodation provider and other bargaining power	1		3.266

After the opportunity and threat are merged with a matrix, the weight calculation is known from table 6-5 that the weight of A1 is 0.667, the weight of A2 is 0.333, the importance of A1 is greater than that of A2, and the weight of the table 6-6 is multiplied by 0.667 into the 6-8 corresponding item. The weight of table 6-7 is multiplied by 0.333 to fill in the 6-8 corresponding item. The top four from this list, in turn, Shanghai per capita GDP more than 17 thousand dollars per capita, Shanghai city forest and tourism support, the new holiday policy to provide conditions for tourism development, the city fast pace of the residents bring pressure, the highest threat of the top three, the existing garden between the Guanggui garden, the construction of the New Guangxi garden, The price sensitivity of guest to osmanthus tourism and product demand is 3.266, which indicates that the industry in Shanghai has a very good external environment.

Table 8. Internal dominance and inferiority weight judgment matrix

A_{00}	A_1	A_1
A_1	1.000	1.100
A_1	0.909	1.000

Table 9. Judgment matrix of internal superiority weight

A_3	C_1	C_2	C_3	C_4	C_5
C_1	1.000	0.800	1.400	2.800	3.400
C_2	1.250	1.000	1.500	3.300	4.00
C_3	0.714	0.667	1.000	2.900	3.100
C_4	0.358	0.303	0.345	1.000	2.600
C_5	0.295	0.250	0.323	0.385	1.000

Evaluation of Internal Environment by IFE Matrix

According to the above analysis and research, the advantages of Shanghai eco cinnamon garden are summarized as follows: (1) the unique and rich tourist resources (2) the osmanthus garden has a deep sweet osmanthus cultural resources (3) and the financing environment is good (4) having a famous brand of independent osmanthus products (5) has a fast and rapid information network.

The internal disadvantages of the eco Gui Garden are summarized as following: (1) imperfect organization structure (2) lack of management and marketing personnel (3) weak brand marketing (4) projects (4), poor coordination (5) insufficient tourism facilities (6) social ecological benefits, economic efficiency is not strong.

Determining the weight of internal factors of Shanghai eco Gui Garden by AHP

- (1) constructing a single level structure of internal environmental factors

Internal advantages A_3	Tourism resources are unique and rich C_1
	Osmanthus garden has a profound cultural resource of <i>Osmanthus fragrans</i> C_2
	Good investment and financing environment C_3
	Own brand of independent sweet scented osmanthus products C_4
weakness A_4	Have a quick information network C_5
	Imperfect organization C_6
	Lack of managerial and marketing talents C_7
	Weak brand marketing C_8
	Many projects and poor coordination C_9
	Lack of supporting facilities for Tourism C_{10}
	The social ecological benefit is big and the economic benefit is not strong C_{11}

- (2) construction of a comparative judgment matrix

Compare the advantages and disadvantages of Guangxi Garden: 10 experts who are familiar with the enterprise and industry, the importance of judging the

two elements by the Delphi method, and then the experts are asked to score the importance of the elements, the importance of the elements, the mean value, and then the judgment matrix.

- (3) hierarchical single order

Using the above approximation algorithm, the internal judgment matrix is calculated as follows:

Table 10. Internal inferiority weight judgment matrix

A_{00}	A_3	A_4	w_i	\bar{w}_i	a_i
A_3	1.000	1.100	1.100	1.049	0.524
A_4	0.909	1.000	0.909	0.953	0.476

Table 11. Calculation of internal superiority and inferiority judgment matrix

A_{00}	A_3	A_4	w_i	\bar{w}_i	Λ_i
A_3	1.000	1.100	1.100	1.049	0.524
A_4	0.909	1.000	0.909	0.953	0.476

Maximum eigenvalue $\lambda_{max00} = 2.00$

Table 12. Calculation of judgment matrix of internal superiority weight

A_4	C_6	C_7	C_8	C_9	C_{10}	C_{11}	WI	\bar{w}_i	a_i
C_6	1.000	0.350	0.420	1.700	2.200	1.200	0.660	0.933	0.144
C_7	2.850	1.000	1.400	1.600	2.800	2.100	37.538	1.832	0.282
C_8	2.381	0.625	1.000	1.700	2.300	1.700	9.892	1.466	0.225
C_9	0.589	0.625	0.589	1.000	2.200	1.800	0.859	0.974	0.150
C_{10}	0.455	0.358	0.435	0.455	1.000	0.433	0.014	0.489	0.075
C_{11}	0.834	0.477	0.589	0.556	2.308	1.000	0.301	0.821	0.126

Maximum eigenvalue $\lambda_{max3} = 5.087$

Table 13. Calculation of internal inferiority weight judgment matrix

A_4	C_6	C_7	C_8	C_9	C_{10}	C_{11}	WI	\bar{w}_i	a_i
C_6	1.000	0.350	0.420	1.700	2.200	1.200	0.660	0.933	0.144
C_7	2.850	1.000	1.400	1.600	2.800	2.100	37.538	1.832	0.282
C_8	2.381	0.625	1.000	1.700	2.300	1.700	9.892	1.466	0.225
C_9	0.589	0.625	0.589	1.000	2.200	1.800	0.859	0.974	0.150
C_{10}	0.455	0.358	0.435	0.455	1.000	0.433	0.014	0.489	0.075
C_{11}	0.834	0.477	0.589	0.556	2.308	1.000	0.301	0.821	0.126

Maximum eigenvalue $\lambda_{max4} = 6.182$

Table 14. Comprehensive evaluation matrix of internal factors in Guangxi Garden

	Key environment internal factors	Weight	Score	Weighted fraction
Advantage	Tourism resources are unique and rich C_1	0.144	3.9	0.562
	Have profound cultural resources of Osmanthus fragrans C_2	0.170	3.6	0.612
	Good investment and financing environment C_3	0.120	3.4	0.408
	Own an independent brand C_4	0.056	3.3	0.185
	Have a quick information network C_5	0.033	3.2	0.106
Inferiority	Imperfect organization C_6	0.069	1.6	0.111
	Lack of managerial and marketing talents C_7	0.135	1.4	0.189
	Weak brand marketing C_8	0.108	1.6	0.0173
	Many projects and poor coordination C_9	0.072	1.5	0.108
	Lack of supporting facilities for Tourism C_{10}	0.036	2.1	0.076
	The social ecological benefit is big and the economic benefit is not strong C_{11}	0.062	1.7	0.106
	Comprehensive weighted evaluation value	1		2.636

(4) consistency test

$$CI_{00} \frac{\lambda_{max00} - 2}{2 - 1} = 0$$

Full agreement between opportunity and threat weight judgment matrix

$$CI_3 \frac{\lambda_{max3} - 5}{5 - 1} = 0.022$$

$$CI_4 \frac{\lambda_{max4} - 6}{6 - 1} = 0.037$$

Look-up table: under the 5 order matrix, the average random consistency index $RI_5=1.12$, the average random consistency index $RI_6=1.24$ of the 6 order matrix, the ratio is as follows:

$$CR_3=CI_3/RI_3=0.022/1.12=0.020 < 0.1$$

$$CR_4=CI_4/RI_4=0.037/1.24=0.030 < 0.1$$

The judgement matrix of opportunity and market threat is satisfactory and the weight distribution is reasonable.

(5) constructing the IFE matrix

The internal factors of Shanghai eco Gui Garden are evaluated through IFE matrix.

In view of the weighted scores on the table, the top three advantages of the osmanthus garden are the top three, with a profound cultural resource of Osmanthus fragrans, a unique tourist resource, a rich C_1 , and a good investment and financing environment C_3 . The internal disadvantages of osmanthus garden are ranked in the top three: lack of management and marketing talents, C_7 , weak brand marketing, more projects, and poor coordination of C_8 C_9 . The total weight of the company is 2.636, which is slightly above average, indicating that the internal condition of the enterprise is at a disadvantage and needs to be introduced into management and marketing personnel. Strengthen management and operation ability.

CONCLUSION

From the analysis of internal and external environment, osmanthus products industry and enterprises are facing major development opportunities.

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