

Research on Enterprise Logistics Management under Supply Chain System

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Abstract: The competition of modern enterprises is the competition of the management level of supply chain and the logistics management. The management ideas of supply chain have changed the mode and mode of logistics management, and the supply chain logistics management is particularly important. Through the research on the enterprise logistics management under the supply chain system, the related theories of supply chain and supply chain system are elaborated in detail. In view of the problems existing in the current supply chain enterprise logistics management, this paper puts forward measures to improve the level of logistics management in supply chain enterprises.

Keywords: Supply chain management; Supply chain system; Logistics management

1. Introduction

In the supply chain system, logistics management plays an important role from beginning to end. The logistics management under the supply chain system is an important symbol to distinguish the traditional logistics management. Supply chain and logistics management have become more and more important in enterprise management. The focus is on influential companies such as lenovo, nokia and Toyota, which have advanced supply chain logistics management capabilities. Advanced logistics technology and logistics management talents, the enterprise is under the system of supply chain logistics management advocate and facilitator, so through the supply chain logistics management can improve enterprise competitiveness directly.

2. Supply Chain and Supply Chain System

2.1. The concept and characteristics of the supply chain

2.1.1. Concept of supply chain

The development of the concept of supply chain has undergone a long process. "The supply chain includes the whole process of producing and delivering final products and services, from suppliers to customers," says the American supply chain association. Generally speaking, the so-called supply chain is a network of supply and demand of manufacturers, wholesalers, retailers and consumers involved in the production and circulation of products. The supply chain is not only a chain of materials, information chain or money chain connecting suppliers to users, but also a value-added chain (see figure 1).

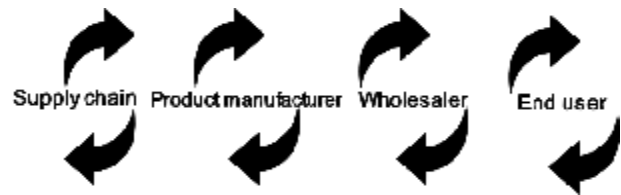


Figure 1. The structure model of the supply chain

2.1.2. Characteristics of supply chain

The supply chain is a huge logistics system with a network structure. In the supply chain, a business is a node, and there is a need and supply relationship between each node. The supply chain has some distinct features:

Complexity. Companies on supply chain nodes are often made up of many types of enterprises, so the pattern of supply chain structure is more complex and uncertain than the model of a single enterprise.

The supply chain is a whole. It is centered on the overall goal, so it is a very strong model of cooperation and competition, and is not a separate model built solely by activities such as procurement, manufacturing and sales. Every node enterprise in the supply chain is an inseparable organic whole.

Dynamic and intersections. In order to better adapt to the market and corporate strategy changes, the node enterprises in the supply chain need to constantly seek to change. Node enterprises as the main members of the supply chain, it itself is another member of the supply chain, so, it will form a complex structure of the cross, and the difficulty of management.

It is a logistics chain, information chain, capital chain and value-added chain. The whole process of production from production to end-user can be reflected in the supply chain. It also benefits all participants. Logistics adds value to the product through a series of processes in

the supply chain, which can bring value-added benefits to relevant enterprises.

3. Supply Chain System

3.1. The meaning of the supply chain system

The supply chain system refers to the provision of goods and services to end customers. Douglas m. lambertde, a famous American management scholar, put forward the supply chain system model (see figure 2) on the basis of the research on the implementation of supply chain management enterprises.

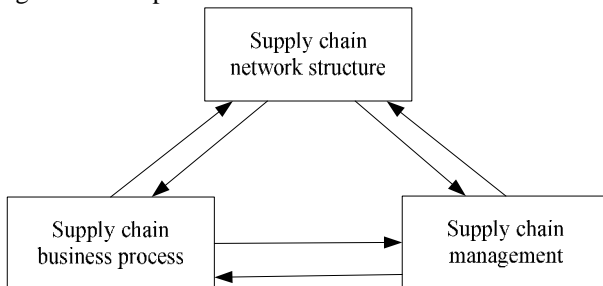


Figure 2. Supply chain system model

3.2. Characteristics of the supply chain system

The supply chain is an organic whole with a combination of mutual dependence and interaction. The characteristics of supply chain system include:

The overall function of the supply chain.

The whole function is the special function that any node enterprise in the supply chain does not have, it is the supply chain partnership enterprise has the different function set. The overall function is mainly manifested in the integrated competitive ability of the supply chain, and it is not possessed by any individual supply chain enterprise members.

The purpose of the supply chain system.

In the highly competitive environment, we provide customers with satisfactory products and services through low cost, fast speed and high quality. By improving customer satisfaction, we gain an advantage in market competition.

Supply chain enterprises have very close relationships. There is a strong supply and demand relationship between the main bodies in the supply chain, and this relationship is the interest relationship of mutual cooperation. Therefore, the enterprises under the supply chain system are all related to the overall interest. Supply chain management changes the way companies compete. Enterprises should actively build strategic partnerships with other enterprises in the supply chain so that each enterprise can give full play to its advantages in order to achieve a win-win goal.

4. Problems Existing in Logistics Management of Supply Chain Enterprises

At present, the level of logistics management in China lags behind developed countries in technology and management. For a long time, China's logistics has been very inefficient in its operation. Many enterprise logistics functions are not perfect, so it is difficult to meet the development needs of social logistics, which are mainly manifested in the following aspects:

4.1. Traditional management concepts and methods are deeply rooted and affect the logistics efficiency of enterprises

At present, many enterprises in our country still maintain the production and marketing integration and warehousing, transport a dragon operation mode. Logistics activities mainly rely on internal businesses, but the functions of purchasing, warehousing and distribution are not fully integrated, which is not conducive to the division of social specialization, but the effectiveness of supply chain enterprises logistics management is hard to show.

With the deepening of economic globalization, customers' demand for logistics presents a trend of individualization and diversification. Many enterprises in China often allocate limited resources on average when they formulate logistics service standards, which will affect logistics service performance and customer satisfaction. The enterprise logistics service management is completed solely by the logistics department. The two enterprise management department cannot understand the implementation of the logistics service in time, which affects the effect of the logistics service.

4.2. The logistics basic equipment of supply chain enterprises is old and backward, and the degree of information is low.

The logistics equipment of our country is obsolete, and the degree of information is low, so it is difficult to meet the needs of the development of modern logistics. As the basic equipment is relatively backward and lack of standard standard, it makes it difficult to realize the whole and whole process flow in the links of transportation and reserve. At present, the development of information technology in the field of logistics in China is not balanced, so it is difficult for enterprises to realize network docking with users and supply chain management. E-commerce technology can not be used well in the logistics management of supply chain enterprises, and the automation level of logistics operation is low.

4.3. There are many uncertainties in the logistics management of supply chain enterprises

In traditional logistics management, there is a lot of uncertainty, which will lead to the failure of logistics and

information flow, resulting in the risk of logistics management. In the supply chain system, each node enterprise is interconnected, so a lot of uncertainty and risk are easily magnified. The suppliers, producers and customers on the supply chain nodes will lead to the uncertainty of logistics management in the supply chain. Enterprise supply chain logistics management is mainly to ensure the effective flow of logistics and information flow in the supply chain, and the various uncertainties in the supply chain will bring great trouble to the logistics management. The factors that lead to the uncertainty of supply chain logistics exist on each node, which will lead to the risk of the whole supply chain.

4.4. Lack of excellent logistics personnel

Under the background of globalization, enterprises are in urgent need of many kinds of compound logistics talents who are proficient in foreign languages, import and export trade, e-commerce and procurement system. However, the training of logistics education and logistics personnel in China is still lagging behind, which can not meet the needs of logistics management at the present stage of our country. This situation has limited the development of China's logistics industry to a great extent, and the level of enterprise logistics management is also difficult to improve.

5. Measures to Improve the Level of Logistics Management in Supply Chain Enterprises

At present, the purpose of supply chain enterprise logistics management is no longer to ensure continuity of production process, but to improve the relationship between supply chain nodes through effective logistics network activities. By ensuring the effective operation of the supply chain enterprises to enhance their response to the market, and to improve the competitiveness of the enterprises.

5.1. Focus on logistics management from a strategic perspective

Enterprises should raise the supply chain logistics management to the strategic height of the enterprise. Supply chain logistics management is not only the enterprise's immediate management development, but a long-term development plan. In the future, the competition among enterprises is the competition between supply chains. Therefore, enterprises should attach great importance to supply chain logistics management and actively form logistics strategic alliances with other enterprises. The enterprises of the logistics strategic alliance can effectively utilize the dual advantages of the organization and the market, and become a long-term stable strategic partner through cooperation. Take full advantage of the over-

all advantages of the supply chain to participate in the competition, and improve the competitive ability and market share of the products, which can simultaneously achieve mutual benefit and mutual benefit.

5.2. Innovative logistics service concept

The concept of modern enterprise logistics service is to focus on customer demand. This requires companies to change their business philosophy and build a logistics service that can meet the demands of customers. This can be achieved through innovative logistics service content and logistics service way.

5.3. Adopt advanced logistics technology and play the role of modern information technology

The influence of e-commerce on supply chain management is gradually emerging. Meanwhile, with the development of information technology, modern e-commerce is also developing. The supply chain management of modern e-commerce platform is an organic combination of e-commerce and supply chain management. Customer-centric and tightly integrated parts of the supply chain, this is beneficial to customers and enterprises to implement the supply chain management based on e-commerce platform. This can both improve the efficiency of the entire supply chain and attract new customers into the supply chain.

Actively use advanced logistics equipment, and strive to improve logistics management technology. China's enterprises should seize the opportunity to actively develop the logistics industry while also introducing advanced technology and logistics management experience to transform our logistics infrastructure. Enhance the competitiveness of our own, thus reducing the gap between China's logistics industry and the world's advanced level.

5.4. Strengthen the training of logistics talents

Logistics personnel training is the key to the development of logistics management. In order to realize management innovation, logistics enterprises must rely on the comprehensive quality of logistics professionals. Enterprises must vigorously train modern logistics management talents and strengthen communication and cooperation with management consulting firms, while providing practical guidance for the training of logistics talents. Enterprises should provide more opportunities for logistics personnel and establish a competitive mechanism for logistics personnel to survive the fittest, which will enable more outstanding logistics personnel to participate in logistics management. To study the advanced experience of foreign logistics management and combine with the practice of logistics management in China, so as to form a batch of innovative logistics management talents. At the same time, the government should strongly support the cultivation of logistics talents, and encourage social

intermediary service agencies to help enterprises train the supply chain logistics management talents. Colleges and universities should combine the practice of logistics management with theoretical teaching. School can establish good relations of cooperation with some companies, this can let students have more opportunities to contact supply chain logistics management practice, and deepen the understanding of logistics management in practice and understanding.

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