

Comparative analysis on the advantages and disadvantages of logistics industry warehouse distribution mode and network express competition

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Abstract: Logistics industry warehouse distribution is the hub of national transportation and the forefront of national strategic development. Facing the tide of scientific and technological progress and industrial development, logistics industry warehouse distribution must make good use of its resources in order to achieve greater development. Logistics industry warehouse distribution is not only one of the important links of commodity circulation, but also an important pillar of logistics activities. Logistics industry warehouse distribution system is an indispensable subsystem of enterprise logistics system. In recent years, with the support of national industrial policies, the warehouse distribution industry of logistics industry has made some achievements, but there are still many problems. In the past decade, with the rapid development of Internet technology and e-commerce, online shopping and express delivery have become very common trading activities in people's daily life. Their convenience, timeliness and quickness are deeply favored by the majority of consumers. As a new industry in China, the network express industry has effectively promoted the development of economy and trade. The network express service greatly strengthens the competitiveness of enterprises in sales, logistics, inventory, production and customer service, thus helping enterprises win the market and investment. However, in order to grab market share, many private enterprises do not hesitate to provide express service at a price lower than the cost. The reason is that the market competition of express delivery industry is chaotic, the service quality needs to be improved, and the express delivery enterprises do not have a good business philosophy, and the single business model makes the homogenization competition excessive. This paper analyzes the advantages and disadvantages of warehouse allocation mode in logistics industry and network express delivery based on their competition.

1. Introduction

In recent years, with the improvement of China's residents' consumption level and the rapid development of e-commerce and online shopping, coupled with the continuously optimized express and logistics competitive environment, the online express industry has entered a stage of rapid growth [1]. With the rapid development of Internet technology and e-commerce, online shopping and express delivery have become very common trading activities in people's daily life. Their convenience, timeliness and quickness are deeply favored by the majority of consumers [2]. Especially with the rapid rise of e-commerce and the continuous popularization of online shopping consumption mode, express service, as a new consumption mode to facilitate people's life, has become an indispensable industry in people's life [3]. On the other hand, with the development of production, the warehouse distribution industry of logistics industry has developed rapidly, and the market competition is becoming increasingly fierce. The market puts forward higher requirements for warehouse distribution. In a series of activities such as storage, selection, turnover and distribution of goods in the circulation process, it is highlighted that the storage technology should have more reliable and real-time information. In the whole logistics, the warehouse distribution of logistics industry is an indispensable and important node [4]. Driven by national policies, the warehousing industry has gradually formed its own industry needs and standards in many years of development.

At present, the network express delivery market has formed an embarrassing situation of low-

price competition, which is inseparable from the vigorous development and good prospects of the express delivery industry [5]. The network express delivery industry is an important part of modern logistics, and it is also one of the fastest growing industries in recent years. At present, a large regional express delivery circle centered on the coastal metropolis group has been formed in eastern China [6]. Network express delivery industry is an important part of modern service industry, and its service content is closely related to people's life [7]. If the network express delivery industry is not effectively supervised, it will seriously threaten consumers' rights and interests, the safety of delivery channels, public safety, social harmony and stability, etc., and will inevitably interfere with the national economic and social development and people's daily life [8]. With the increasing number of Internet economy and e-commerce enterprises, logistics has also developed greatly. As an important link of logistics industry, warehousing industry occupies an important position in the national economy [9]. In the development process of China's logistics industry from traditional logistics to modern logistics warehousing, the warehouse distribution industry has experienced the transformation from the traditional storage charge business model to the business model of pursuing zero inventory to reduce the total logistics cost to reflect its value. The development space of modern logistics industry warehouse distribution industry is relatively large. However, with the development of China's market economy, the competition is becoming more and more fierce. The shift from the traditional storage mode to the commercial mode of reducing the total cost of storage is also reflected in the pursuit of zero inventory. In this regard, we compare and analyze the advantages and disadvantages of logistics industry warehouse distribution mode and network express competition. The development characteristics of express network are shown in Figure 1.

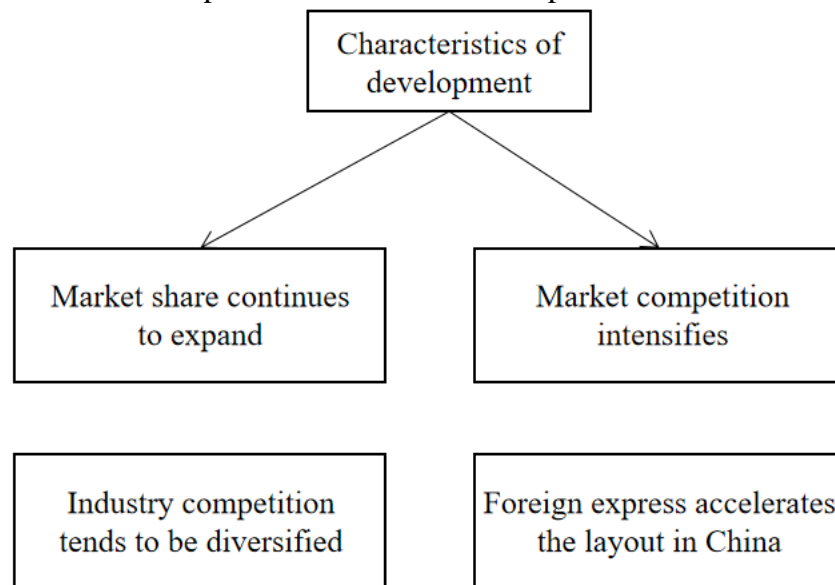


Figure 1 Characteristics of network express development

2. Problems in warehouse distribution and network express delivery in logistics industry

2.1. Problems of warehouse allocation in China's logistics industry

China's logistics development is unbalanced in all aspects, especially the development of logistics warehouse distribution industry lags behind obviously, and there are many problems. Because there are many problems in logistics industry warehouse allocation enterprises, such as high investment, low yield and limited employment opportunities, local governments are often reluctant to use idle land as land for logistics industry warehouse allocation, but allocate it to residential and commercial planning areas, and enterprises that can increase income and employment. The overall relative scale of China's logistics system infrastructure is still small, the logistics-related infrastructure is lacking, the standardization degree is low, and the structure is unreasonable and unbalanced. The warehouse management department is seriously fragmented. China's logistics industry warehouse allocation departments all take the interests of their

departments as the starting point. Most departments do not take into account the interests of all parties, there is no direct communication between departments, and there is a lack of a unified management plan for departmental arrangements. Therefore, each department builds its own warehouses for its own interests in business activities, and they are closed to each other, resulting in a serious phenomenon of repeated database building [10]. There is a shortage of professionals. Logistics industry warehouse distribution logistics enterprises involve a wide range of fields, which requires logistics managers not only to be familiar with the whole business process, but also to be proficient in logistics management technology, master the logistics in the enterprise and the management of the whole supply chain. The content of warehouse distribution material management automation and warehouse operation mechanization in logistics industry is low. Logistics industry warehouse distribution logistics enterprises have small scale, low economic benefits and many liabilities. The warehouse allocation efficiency of modern logistics industry is not high, and the logistics system is not perfect. For a long time, the warehouse distribution industry of China's logistics industry has been in a state of disorderly management. It is used to acting independently and forming its own system, which is limited to short-term interests. Among all the main logistics enterprises, the average scale of logistics industry warehouse distribution logistics enterprises is relatively small, and the average number of people owned by each legal entity is only higher than that of loading and unloading enterprises. The automation of logistics industry warehouse distribution material management and warehouse operation mechanization are important symbols of modern logistics industry warehouse distribution. It can not only improve the efficiency and quality of logistics industry warehouse distribution website management, but also reduce the labor intensity of workers.

2.2. Problems of network express delivery in China

At present, the charging standards of various network express delivery companies are different, and even there is the phenomenon of random quotation and arbitrary charges. In addition to the network express fee, another fuzzy point of the network express fee is the packaging fee. The phenomenon of violent transportation is frequent. The development of China's fast-moving industry is not very mature, and the main people who carry goods are manpower. In the process of transportation, there will inevitably be bumps and bumps. In addition, China's network express companies are basically small-scale network express companies, and the funds are not enough. Due to the low technical content of the network express delivery business, most enterprises employ rural migrant workers and unemployed people, and lack of training in working skills, professional quality and post spirit, coupled with low salary, which leads to great employee mobility and seriously affects the service quality. In the process of rapid development, the problems have gradually become prominent, and the competition among network express delivery industries has become more and more fierce. Many network express delivery companies have started price wars. Different from other industries, the online express industry has the characteristics of relying on the service network. Almost all online express enterprises need to consider the operating cost factors such as potential customer demand, the saturation of the regional online express market and site rent when setting up new branches and outlets. The supervision means are single and the supervision efficiency is low. At present, postal administration departments at all levels have a single means of supervision over the online express industry, mainly focusing on pre licensing, annual reports, sending documents to meetings to convey superior requirements, on-site inspection and professional qualification appraisal of employees. The supervision idea stays in the period of government enterprise integration to manage subordinate institutions, which does not adapt to the reality of the current online express industry, and the supervision efficiency is low. Some online express delivery enterprises have engaged in unfair competition, such as digging at each other's feet, which poses a challenge to the existing market order. At the same time, there are still many blind spots in the network coverage of China's online express industry. For example, in the western region or some remote rural areas, there is a lack of corresponding online express outlets, which makes it inconvenient for customers to pick up parts and can not provide customer satisfactory services.

3. Comparative analysis on the advantages and disadvantages of logistics industry warehouse distribution mode and network express competition

3.1. The overall development of infrastructure and equipment in logistics warehouse allocation mode is poor

The existing warehouse allocation mode of logistics industry has single function and outdated equipment, which can't meet the requirements of the development of market economy. Some small express delivery companies, basically without modern intelligent machines, still rely on traditional manual sorting, loading and unloading, with low efficiency and high error rate, which is far from being able to meet the market requirements of modern rapid development and increasing volume. Because there is no uniform industry standard for express delivery vehicles, express delivery companies use vehicles such as automobiles, motorcycles and battery cars for distribution, which can't guarantee delivery efficiency. The technical content of the express delivery industry generally comes from experience. The employees lack professional training and strict examination, and the level of specialization is low. Different modes of transportation bring different costs. Among them, highway express is used most frequently, with high flexibility, strong mobility but small carrying capacity. Secondly, the railway transportation capacity is large, the freight is low, the safety factor is high, but the transportation mobility is poor, and the short-distance freight is high. And all institutions of higher learning and enterprises should actively cultivate new management talents. Due to the late start of warehouse distribution mode education and training in China's logistics industry and the lack of professionals, even if some equipment of the whole system is damaged, the management and maintenance can not keep up, which is far from meeting the needs of the development of the warehousing industry. According to the survey, the main functions of many warehousing company websites are publicity, information service and internal communication. There are few enterprises as e-commerce platforms, indicating that the development of warehousing and distribution informatization in China's logistics industry is backward compared with developed countries. The warehouse distribution technology of China's logistics industry is still in the coexistence of backwardness and advancement. The equipment level of each warehouse is uneven. Some modern warehouses have very advanced storage technology and equipment. The overall level of warehouse equipment is low, and there is a wide gap. Most of the time, many enterprises do not consider the automation equipment that can improve the operation efficiency, and think that the launch of automation and three-dimensional society will increase the operation cost of enterprises. Many of them still stay in the stage of hand and shoulder, which is also related to the low labor cost in the region.

3.2. Network Express has stronger innovation ability and higher industry informatization level

The growth of network express business is closely related to the rapid development of e-commerce, which has changed the competition pattern of express industry and promoted the innovation and progress of related technologies. The organic combination of express delivery industry and network communication information technology is an epoch-making change in express delivery industry. Internet technology can not only improve the speed and quality of express delivery service, but also reduce operating costs and enhance the competitive advantage of enterprises. Internet technology makes our innovative ways of online express delivery more diverse. The network express delivery service has changed from value-added service to universal service, which has solidified the development mode of China's express delivery industry. Today's express delivery industry is inactive. We can reshape the value-added service form of express delivery service by innovating service products. Our network express delivery should optimize the service mode, improve the service level, enhance the core competitiveness of enterprises, strengthen the innovation of mechanism and system, realize resource sharing and overall planning, and provide strong institutional support for the healthy development of enterprises. As for the warehouse allocation mode in the logistics industry, the low automation of the warehouse industry can't grasp the logistics information in time, which leads to the low utilization rate of storage capacity.

According to relevant data, the contradiction of talents in China's logistics warehousing and distribution industry is very serious, and the talent gap has exceeded 500,000 at present. Because the traditional warehouse-matching logistics enterprises in the logistics industry have been independent and self-contained for a long time, their business flows are not uniform, and their business terms and operation specifications are quite different. We can't actively use modern information network technology and artificial intelligence technology to improve the traditional warehouse allocation and material management in the logistics industry. The backward management concept greatly affects the management thinking and innovation ability of managers, and blocks the development of warehouse allocation management theory and practice in modern logistics industry. The growth rate and income of China's online express delivery business in recent years are shown in Figure 2.

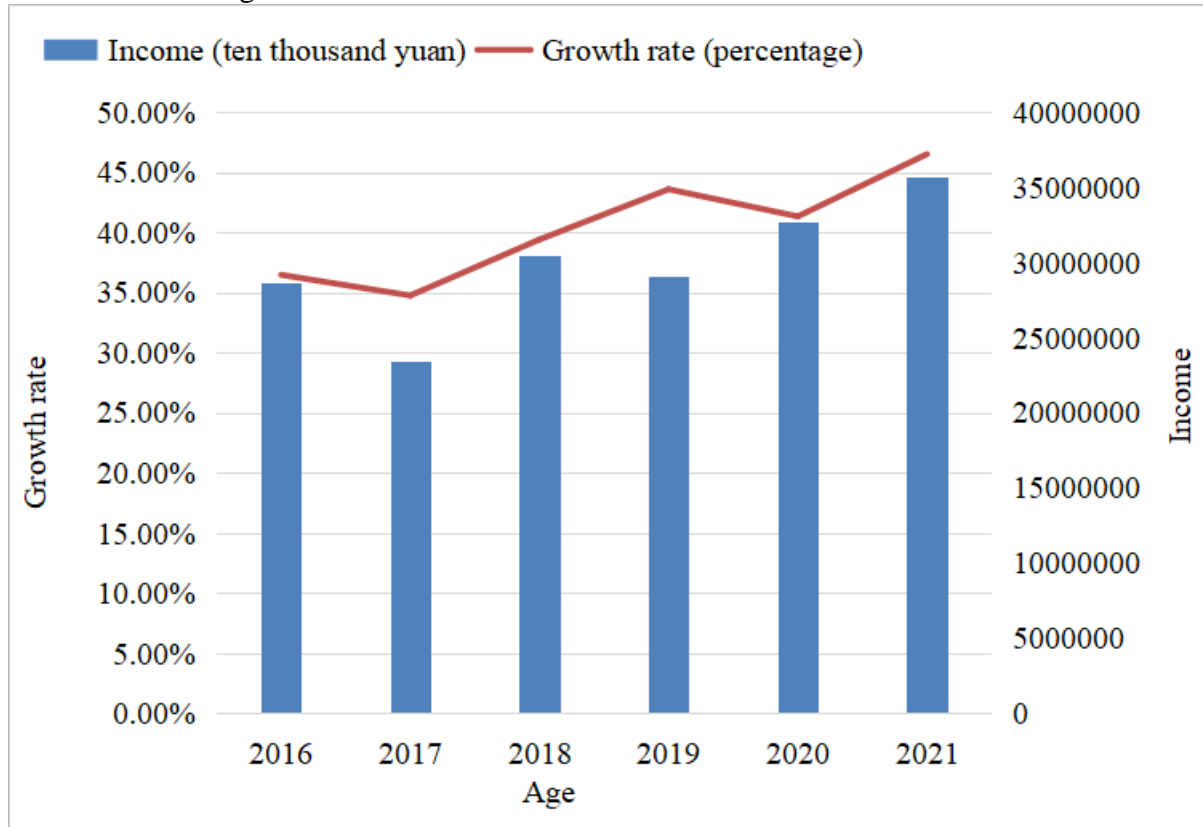


Figure 2 Growth rate and revenue of china's network express service

4. Conclusions

For a single enterprise, competitive advantage and disadvantage comparison is an effective means to participate in market competition and expand market share. When examining the effect of competitive advantage and disadvantage comparison from the industrial level, competitive advantage and disadvantage comparison has become an important means to promote the spontaneous evolution of market structure. Through the comparative analysis of the advantages and disadvantages of logistics industry warehouse distribution mode and network express competition, we find that network express has stronger innovation ability and higher industry informatization level in today's network developed society. However, at present, the skills of operational talents in most logistics industry warehouse distribution enterprises are generally aging, the relevant professional skills and knowledge are seriously backward, and there is a lack of compound talents, which can not meet the development needs of modern logistics industry. In the logistics industry warehouse distribution talent market, whether in terms of quantity or quality, the supply of talents can not meet the requirements of modern logistics industry warehouse distribution industry for talents.

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