

Analysis on Logistics Economic Development Strategy of "Crowdsourcing with Short Legs" Under Internet + Environment

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Abstract: With the advance of globalization and the arrival of the Internet era, outsourcing services emerge at the right moment. However, it seems that crowdsourcing is the best way to give full play to outsourcing. However, there are essential differences between the two. Crowdsourcing is actually an organization model that transfers the work traditionally undertaken by the internal employees to the public group outside the enterprise in a free and voluntary way through the Internet. In the process, the enterprise pays only a small amount of money to the contributor, and sometimes the contribution is completely free of charge. If the enterprise builds a crowd-sourcing system with its own resources unilaterally, it will increase the fixed cost and average labor cost of the enterprise. Therefore, the initiative of the society and relevant ordinary people in the "last three kilometers" should be aroused to make them become the bearers and beneficiaries of crowdsourcing, so that the takeaway delivery industry can be carried out more efficiently under the situation of crowdsourcing. We uphold the concept of crowdsourcing benefits to the masses, reduce corporate costs and improve the quality of distribution services. Our company mainly launches merchant distribution services and personal distribution services, which are two major businesses.

1. Introduction

Crowdsourcing, in simple terms, refers to an enterprise's practice of outsourcing tasks or tasks previously performed by fixed staff to the volunteer masses. Here the masses include a lot of scope; occupation can also have a lot of, college students, taxi drivers, and sales staff and so on. Crowdsourcing is usually done by individuals, but when it comes to collaborative work; it may take the form of individual production that relies on open source. Crowdsourcing platform, meanwhile, those who will be happy to provide creative users gathered together, forming a very compact connection, the circle of community or contribute creative, spontaneous spread to relatives and friends, by the user a open, reduced our promotion degrees, with the continuous increase of participants, influence outward radiation to the general public. At the same time, through network control, these organizations can take advantage of the creativity and abilities of volunteers who have the skills to accomplish tasks, are willing to work in their spare time, and are content to receive a small fee for their services. Crowdsourcing, an innovative use of cause marketing, solves the core problem of cause marketing -- trust. For some types of industry, this will provide a whole new way of organizing Labor. With the advent of the era of mobile Internet, more and more catering retail enterprises have gradually realized the seamless connection and deep integration of online and offline, and even some enterprises have better online sales than offline! City distribution especially at the end of the business order which is 3 kilometers in soaring, traditional logistics mode is very difficult to deal with such a large business orders every day, on the basis of the business in the huge amount of single, is based on trust crowdsourcing logistics pattern unconsciously became the best way to solve the city distribution, crowdsourcing logistics ushered in the "Internet + logistics" the best time, also to the time and cost are defined, and the package can help enterprises save a lot of money. Companies that have grown up with the tide of the Internet have integrated the idea of making full use of network resources in their strategic design from the very beginning, and more

and more traditional businesses have begun to be attracted by the group power of the Internet. Therefore, "crowdsourcing" logistics will have a lasting development prospect in the near future.

2. Analysis of Economic Development of "Short-leg Crowdsourcing" Logistics Service Model

2.1 Basic Information and Innovative Content of "Short-leg Crowdsourcing"

We also know about the application of crowdsourcing mode at the present stage. There are many companies focusing on crowdsourcing mode of intra-city delivery, including Renren express, Dada, JD crowdsourcing, flash delivery, E express delivery, you say we do, 51 delivery, etc. Therefore, this trusted crowdsourcing model has been accepted by many large companies and is a big trend. More enterprises have joined this model. We set up a "short-leg crowdsourcing" business with surplus capacity or professional crowdsourcing. At the same time, it also combines the competent masses to open face-to-face "short-leg crowdsourcing" business. We do not put aside the professional crowdsourcing business and the ability of the masses, only one. It's a clever combination of the two. Give full play to their respective advantages to better serve us. The innovation points of our products are mainly the idea of crowdsourcing. If the business is contracted by merchants, we can obtain the channel security and open sense of the external market through merchants. Through the strength of the business as a springboard, access more possible business. But our core business cannot be delegated. Like crowdsourcing on campus. Crowdsourcing works best in places like schools, where labor costs are low, variable costs are low, and labor is intensive.

2.2 "Short-leg Crowdsourcing" Business Model and Market Prospect

We mainly use a mixture of "b-c" and "c-c". One is that customers gather at a certain point to pick up the goods, which is "b-c". Second, customers receive orders in situ from the masses who receive the information initiated by our data center to carry out point-to-point distribution for customers. Both of the two operation modes aim at the needs of customers and are convenient to meet the needs of the masses to accept orders. It is expected to achieve the effect of stable development. The industry prospect of "short-leg crowdsourcing". Currently, there are 7 companies focusing on crowdsourcing mode of intra-city distribution. There are not many companies. At the same time, its market prospects are broad, relatively large consumer groups, belonging to the tertiary industry, consumer groups will gradually increase. "Crowdsourcing" involves more and more industries. For example, when developing MIUI operating system, xiaomi adopted the "crowdsourcing" mode: it collected opinions through interaction with fans on xiaomi BBS, updated the version rapidly every week, and made product improvements. Xiaomi's phone also follows the same pattern: it reveals ideas via BBS before new features are developed, or lets users vote on what products they want a week or two before the official release. This "crowdsourcing" model has made xiaomi's phones surprisingly successful. Xiaomi isn't the only Chinese company to rely on crowdsourcing for revenue, and its crowdsourcing model is still in its infancy. Therefore, crowdsourcing logistics will have a great market prospect and will form a stable sales channel in the near future.

2.3 "Short-leg Crowdsourcing" Risk Prediction and Countermeasures

Current market analysis in simple terms, "crowdsourcing" for the past rationalization proposal shall be carried out by meeting or solicitation, and on the Internet under the condition of this era, the disorder will soon be broken, and with the trend and appear a unique pattern of crowdsourcing, also therefore had a large space for development. First of all, we found that there was no enterprise in this business that could apply similar management and operation models to the whole country. Therefore, the large number of Chinese cities gives us small and medium-sized enterprises living space. But "crowdsourcing" is the one of the most common disadvantages of low degree to the requirement of delivery staff, although before delivery will have the relevant tutorial and assessment, but the process is too simple, the second is, the number of participants group is

numerous, should be how to strengthen the management of rule is for all the crowdsourcing logistics mode are widespread problems. In terms of site selection, low average human capital and labor-intensive areas should be selected to reduce variable costs. Secondly, at the specific regional level, more choices should be made, such as universities, hospitals, libraries, etc., where people gather and are used to work intensively, there is no time to pick up express delivery or takeaway food from afar. At the same time, poor site selection will increase the fixed cost, which is also a big problem. Crowdsourcing marketing mode means that the task of crowdsourcing is usually undertaken by individuals or solved by relying on the form of open source individual production. At the same time; this also reduces the professional deliveryman's related remuneration and profit.

2.4 The Specific Process of "Short-leg Crowdsourcing"

The first step is simply to grab the order. In a single delivery distribution, the Courier needs to estimate and calculate the distance and the remaining time. Under normal circumstances, the order can be withdrawn within 5 minutes. The second step is to pick up the goods. The relevant APP will arrange the route of picking up the goods intelligently. After arriving at the merchant's office, the first step is to cooperate with the merchant to check their identity information. The third step is delivery, which requires the deliverer to communicate with the customer by phone in advance, and the payment can be made after normal receipt. After success, the payment can be completed by clicking on the appropriate payment and entering the verification code of SMS received by the customer. Fourth: the fourth step, is also the most concerned about a step, is the settlement day, every day on the order review without error will be the day of the payment of receivables into the binding distribution of the Alipay account, take the single T+2(every other day) to pay the way of settlement, each delivery fee according to the distance and other factors price.

2.5 Introduction to "Crowdsourcing Logistics" Startup Team

A manager: responsible for the project manager, designated sales plan, financial plan, personnel management, market survey, etc. Two project managers: one is in charge of the "short-leg crowdsourcing" business; another is in charge of crowdsourcing. External relations: responsible for sales, purchasing raw materials, investigating industry and market prospects, and dealing with related PR issues.

3. The Impact of Crowdsourcing on Logistics

Nowadays, Uber has blown the boom of sharing economy to China, and many enterprises are scrambling to become Uber in "X field". To be exact, the essence of Uber is a crowdsourcing model in the taxi field. Users publish their demand for rides through the platform. For drivers who sometimes have few customers but still want to have more profits, they can deliver goods by driving. In other words, crowdsourcing is such a model, the mass group is willing to spend their spare time, at the same time, will be more profitable. In five years, the average daily order of home-based services, including takeaway, supermarket and fresh food, will reach 50 million. And instant distribution, is the basis of home service, but each enterprise's own logistics distribution team will be increasingly unable to meet the needs of a large number of orders distribution, the national order amount added together do not know how many times around the earth. Due to the advantages of maximizing the utilization of idle resources, improving work efficiency and reducing costs, the crowdsourcing model has attracted more and more attention from all kinds of home and e-commerce enterprises. His biggest advantage is to save logistics costs. In short, he gives money to the masses to earn, but it is not good for the profits of professional couriers. However, this delivery is arbitrary and sudden. When this demand is generated, the task may not be timely completed due to special reasons, such as weather and non-working hours. However, the logistics platform of crowdsourcing is used to realize timely and accurate delivery of orders and ensure that the platform can still achieve rapid delivery before some emergencies. Logistics crowdsourcing, which is closely related to the development stage of Chinese society as a whole, is just a blueprint that looks good

for now. However, in terms of crowdsourcing, to some extent, it can achieve the state of employing people instead of keeping others, and realize "asset-light" operation. Therefore, the speed of personnel building is much faster than that of traditional logistics teams. However, the logistics industry is still a very professional industry. We can view crowdsourcing logistics from many aspects. First of all, from the perspective of efficiency, the working efficiency of crowdsourcing logistics amateurs is far lower than that of express delivery companies. For example, as an amateur deliverer, he may not be familiar with the route very quickly, which directly leads to a decrease in efficiency and difficult to achieve high efficiency and low cost. But in general, crowdsourcing logistics can be seen as an innovation that takes advantage of the social idle movement.

4. Conclusion

Crowdsourcing changed the traditional mode of enterprise logistics mode, also changed the organizational structure of the traditional organizational boundaries, but it is a new business model will bring many revolutionary change to enterprise organization strength, to some extent, it changed the organizational structure of the pyramid pattern, at the same time, the organization form of enterprise will develop in the direction of the "Internet community", the boundaries of producers and consumers is gradually blurred, the future of "employee", "manager" and "President" may be redefined. It is still too early to say that crowdsourcing is the medicine of logistics, but it is undeniable that crowdsourcing will be an indispensable part of the last three kilometers of logistics in the foreseeable future. We do short legs crowdsourcing Logistics Company, focus on the last three kilometers, greatly saves the cost, not only for businesses and for consumers, but also in the food industry, only hungry? The crowdsourcing model tend to be more mature, so on and most of the blank market environment, we will achieve more most of the market, win the trust of consumers.

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