

Research on Enterprise Logistics Management Based on Supply Chain System

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Abstract: Supply chain system plays an important role in enterprise logistics management. Based on the analysis of the related concepts of logistics management, logistics management should not only emphasize the organization, coordination and control of logistics activities, but also actively innovate logistics service content, upgrade logistics technology, strengthen supply chain supervision and management, and promote the long-term and stable development of enterprises through the coordination of supply chain and logistics management. Starting from the connotation and characteristics of supply chain system, this paper analyses the problems existing in current enterprise logistics management, and studies and discusses the strengthening strategy of enterprise logistics management based on supply chain system.

1. Overview of Supply Chain System

From the conceptual level, supply chain refers to the whole process of production, processing and sales of enterprise products, as well as the necessary supply and demand network to carry out related work. Supply chain usually consists of many elements, such as raw material suppliers, product manufacturers, product sellers and end consumers. It is not only a logistics chain, but also an information chain, capital chain and even a value-added chain. In the supply chain system, the supply relationship between all nodes must be supported by logistics system. Therefore, logistics system can be regarded as supporting supply chain. The core of normal operation. Supply chain system has three remarkable characteristics: one is integrity. The core goal of supply chain system is to emphasize the effective operation of enterprise logistics, and there is a more prominent Cooperative Tendency [1]. Compared with the traditional distribution mode, the integrity of supply chain system is stronger. Enterprises existing in its nodes form an interdependent and inseparable whole through collaboration. The second is dynamic. Under the market economy environment, enterprises are faced with the coexistence of opportunities and challenges. It is necessary to adjust their own management strategies to better meet the requirements of the times. As far as supply chain system is concerned, any enterprise existing in its nodes has an irreplaceable role, and is also a component of other supply chains. The system formed by repeated cross-relationships endows the dynamic characteristics of supply chain system, and makes the difficulty of enterprise logistics management increase; third, complexity. Each enterprise existing in the supply chain node has its own characteristics, the types of enterprises will be different, and its own functions will be different. In this case, most enterprise supply chain systems have the characteristics of complexity.

2. Problems in Enterprise Logistics Management

2.1 Lack of Attention

The establishment and perfection of the socialist market economy system has greatly impacted the management of enterprises. Many enterprises focus on production and operation, lack sufficient attention to logistics management, and the concept of logistics management has not been applied in depth [2]. In the process of carrying out logistics activities, enterprises lack of integration and

optimization of purchasing, transportation, warehousing and other activities. They are still bound by the traditional logistics management mode, which makes logistics management activities unable to keep up with the development trend of the times, and management efficiency difficult to really improve. Not only that, under the new normal economic situation, customers have put forward many new requirements for the logistics activities of enterprises, such as product quality, delivery speed, return and exchange cycle, etc. However, due to the influence of the average distribution mode of logistics service resources of enterprises themselves, customers' individualized needs can not be met, and customer satisfaction also declines.

2.2 Insufficient Informatization Construction

At present, many enterprises have the problem of insufficient information construction in logistics management, which leads to the inefficiency of distribution and the high rate of cargo damage. Many enterprises in our country construct logistics distribution centers only for the storage and storage of goods. The utilization rate of resources is extremely underground, so the efficiency of enterprises is affected to a certain extent. Although the number of infrastructure can be increased to reduce manual labor and reduce the probability of safety accidents, due to improper management and lack of information technology, although the incidence of safety accidents can be effectively controlled, problems such as delayed distribution and low quality of distribution personnel still exist, the satisfaction of terminal services can not be improved, and the logistics of enterprises can not be improved. The management effect is also greatly reduced [3].

2.3 Lack of Management Talents

Under the background of the rapid development of knowledge economy, the competition among enterprises can actually be seen as the competition of talents. Excellent managers play a vital role in logistics management. Especially with the deepening of global economic integration, enterprises begin to gradually participate in the international market competition, and put forward higher demand for compound talents. However, the logistics management of enterprises in China is relatively completed, and the knowledge related to logistics management lags behind, which makes the skills of logistics managers single and unable to meet the practical needs of supply chain logistics management, and also restricts the development of enterprise logistics chain system to a large extent.

2.4 Backward Technology and Equipment

Logistics service plays an important role in enterprise management. Through the organic combination of logistics service and information technology, the level and quality of enterprise logistics management can be effectively improved. However, at present, many enterprises have the problem of backward technology and equipment in logistics management, which can not well meet the needs of market economy development. For example, many enterprises logistics infrastructure equipment is backward, in the process of goods storage and transportation, can not achieve real-time supervision and management of logistics equipment. For the supply chain system, information is the basis and prerequisite to ensure logistics efficiency, but many enterprises do not realize this point. Lack of in-place information transmission in logistics management leads to the reduction of supply system nodes, and the increase of logistics costs will also reduce the competitiveness of the supply chain system [4].

3. Strengthened Strategy of Enterprise Logistics Management Based on Supply Chain System

Applying supply chain system to enterprise logistics management can promote the high sharing of information, help enterprises to build stable and reliable strategic partnership, and also promote the reduction of material procurement costs and product transaction costs, so that enterprises existing in the supply chain can use market environment changes more quickly, its importance is self-evident. In order to strengthen enterprise logistics management under the supply chain system, we need to start from the following aspects:

3.1 Improving Attention

Under the market economy environment, the competition between enterprises is not only reflected in the high-end talents and advanced technology, but also in the efficient logistics management. For enterprises, in the face of increasingly fierce market competition and in order to achieve long-term and stable development, they must emancipate their minds in time, treat supply chain logistics with a more rational perspective, pay full attention to logistics management, incorporate it into the strategic planning of enterprise development, and formulate practical plans. Enterprise managers must make it clear that the competition before the future enterprise is actually the competition of supply chain. Only by attaching great importance to logistics management activities based on supply chain system, can enterprises obtain sufficient funds and information for their normal and stable development. In addition, enterprises should also attach importance to the links and cooperation with other node enterprises in the supply chain system, and build a stable strategic alliance relationship, so that the overall characteristics of the supply chain system can be maximized [5].

3.2 Speeding up Information Construction

To do a good job of information construction in logistics management, enterprises need to analyze the bullwhip effect existing in the supply chain system. The bullwhip effect here refers to the result of the game between suppliers and sellers in the same supply chain system on goods quality, price, demand forecasting and inventory responsibility. It will lead to the uncertainty of suppliers' purchasing, production, marketing and so on. In this case, suppliers may face greater marketing risks. In order to effectively control risks, it is necessary to improve the coordination of supply chain system through information construction. Specifically speaking, one should promote the highly sharing of information, expand the application scope of RFID technology, ensure that it can be applied to enterprise warehouse RF access control management and product anti-counterfeiting management, on the one hand, improve the efficiency of enterprise logistics management, on the other hand, to protect the legitimate rights and interests of consumers; on the other hand, we should do a good job in the construction of supply chain information management platform. In accordance with the operation status of their own supply chain system, enterprises should fully consider the needs of consumers, improve the infrastructure construction of supply chain information management platform, while introducing advanced technology and high-end talents, enrich the functions of the platform and promote the improvement of the core competitiveness of enterprises [6].

3.3 Improving Talent Training

In the enterprise logistics management, we should attach great importance to the training of logistics management personnel, ensure that they are familiar with the supply chain logistics management mode, and do a good job of logistics management under the supply chain system. First, we should establish a sound management mechanism, train and educate logistics managers, do a good job in propaganda of supply chain logistics management, deepen staff's understanding of the logistics industry, and ensure that their level of logistics management can be effectively improved to ensure logistics security; second, we should actively learn from foreign advanced logistics management experience and integrate logistics management. Thirdly, enterprises should strengthen the incentive mechanism of talents, cooperate with the corresponding competition to enhance the importance of logistics managers to their own work, stimulate their potential, and promote the improvement of managers' working skills and business abilities; fourthly, when conditions permit, they can send backbone talents out to study to ensure that they can better. Fifthly, we should promote the combination of production and learning. Education departments should attach importance to the training of logistics management professionals and provide support for the optimization of logistics management curriculum in Colleges and universities. Enterprises should take the initiative to cooperate with colleges and universities in order to provide corresponding practice platform for students majoring in logistics management and enhance the training policy of talents. Correspondence and effectiveness [7].

3.4 Introducing Advanced Logistics Technology

With the rapid development of computer network technology, e-commerce has been gradually popularized, which has a profound impact on the supply chain system. Enterprise logistics management should actively introduce advanced information technology to integrate e-commerce and supply chain system. In enterprise logistics management, there are several ways to introduce advanced logistics technology. One is to construct data warehouse, integrate all data existing in supply chain system, extract business information of current logistics activities from it, take perfect information as support, ensure the smooth implementation of logistics tasks and improve logistics management efficiency; the other is to do a good job of data mining, extract from mass data. Take out useful information and use it as a support to complete the prediction of logistics management activities and the formulation of logistics decision-making; Third, carry out on-line analysis, take supermodel database as the support, carry out multi-dimensional analysis of data information, build multi-dimensional data model, find out the relationship between logistics management activities, and promote the improvement of management efficiency by adjusting the form of logistics management activities. .

3.5 Strategic Planning of Logistics Service

First, we should focus on customer needs, innovate logistics service content, promote the diversification and individualization of logistics service projects, and win higher customer satisfaction; second, we should explore multi-party management services to ensure that enterprises can participate in logistics management with customers, achieve seamless docking of logistics functions, and provide integrated logistics services to customers; third, we should gradually try information. Logistics services such as flow and capital flow. Logistics management activities need to be supported by logistics information, and enterprises must rely on accurate information flow to complete the tracking control of the whole process of logistics. By integrating physical logistics, capital logistics and information logistics services, synergies can be formed and good logistics management results can be guaranteed [8].

4. Conclusion

In a word, taking supply chain system as the support and doing a good job in logistics management can help enterprises to enhance the core competitiveness of logistics management, so as to better use the market competition demand. The introduction of supply chain system can innovate the concept and mode of logistics management and ensure the effect of logistics management. Enterprises need to pay full attention to it, take effective measures to solve the problems existing in logistics management, improve the efficiency of logistics management, so as to ensure their sustainable development.

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