Analysis on the Status Quo of "Internet + Logistics" Enterprises Matching Vehicle and Cargo

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Abstract: Influenced by the powerful force of "Internet + Logistics", under the new economic form, the logistics industry is bound to transform and upgrade into a new environment. Many information platforms of vehicle and cargo matching, which are convenient for owners and cargo owners to reduce information asymmetry, have sprung up and become a new trend in the logistics industry. Therefore, the logistics platform should do more integration work and standardization work in this respect, to create logistics service capabilities suitable for enterprises, in order to meet the personalized and diversified logistics needs of enterprises. Under the influence of the powerful power of "Internet +", in the new economic form, the logistics industry is inevitably transformed and upgraded into a new environment. Under the "Internet + Logistics", enterprises should accelerate the construction of cross-industry and cross-regional logistics information service platforms to improve the efficiency of logistics supply and demand information docking and use.

1. Introduction

The platform of "Internet + logistics" has springing up in the market, and it has begun to match in an orderly way, becoming a pattern of many to one, one to many, and the chaotic environment has begun to become orderly [1]. Taking the Internet as a bridge, matching transportation capacity and goods, and improving the vehicle-goods matching of logistics transportation resources allocation have become a new attempt to reform the logistics industry by the Internet [2]. Control vehicle operation and location information. Transaction evaluation function: Most platforms set up mutual credit evaluation function between truck and freight in the transaction interface. By keeping transaction evaluation records, the transparency and openness of driver service can be realized [3]. At present, the development of the logistics platform is not satisfactory and needs to be transformed and upgraded. It is not only to extend downstream and horizontally to logistics services, but also to extend the way to the upstream of logistics [4]. By combining the mobile Internet and the traditional transportation industry, the way people travel is improved, the utilization rate of idle vehicles in the society is greatly improved, and the development of the Internet sharing economy in the transportation industry is promoted [5].

Generally speaking, Internet plus logistics is to combine the Internet and traditional industries with the help of Internet platform and information technology, and create new ecosystem in the new field [6]. The main line of integration and development with the Internet is to stimulate enterprise innovation vitality, development potential and transformation power. The important task is to promote the transformation of new and old development momentum and new and old production system. The important symbol is the formation of new models, new formats and new products [7]. To meet the basic needs of car and cargo matching, change the traditional freight transaction mode, collect a large number of car source information, find car distribution, empty car reporting, positioning query, online trading, credit management, etc., multi-end display, full-service logistics People [8]. It also faces real problems such as lack of goods and insufficient credit system, but the inefficiency of freight logistics is indeed the existence of steel, so the prospect of matching goods and goods is worth looking forward to [9]. Promoting the flow of information on China's road freight logistics, achieving efficient vehicle and cargo loading, and reducing vehicle empty load rate have important social significance for promoting environmentally friendly society [10].

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2. Materials and Methods

Vehicle and freight matching platform improves information retrieval ability and matching efficiency through Internet technology, reduces various problems caused by information asymmetry, achieves the goal of de-intermediation, and improves vehicle full load rate. From the perspective of customer demand, we have entered the era of changing from production-oriented to demand-oriented. As a bridge and link between enterprises and customers, logistics platform has the ability of deep mining, real-time perception, rapid response and timely meeting customer needs. Realize the complete connection and interaction of information between upstream and downstream enterprises in the logistics supply chain, the coordination of logistics management units and logistics service units, and the visualization of logistics information. Encourage small and medium-sized enterprises to conduct business through the platform and improve their operational management capabilities.

The long-term logistics transportation mode has greatly enhanced the stickiness between the original unfamiliar car owners and cargo owners, and both business volume and trust are at a relatively sTable level. Using the "Internet +" mode of operation, using mature information interaction platform to achieve online transactions, providing online payment scenarios. It realizes automatic data acquisition, transmission, processing and execution, and solves the uncertainty, diversity and complexity in the process of customization. And with a sound credit system, real-name certification, real-time tracking, location and query, online insurance for transaction security, through the relevant parties' business flow. Equipped with professional and high-quality inspectors, it mainly has the following functions: Checking the information of the joined users; Checking the transported goods, checking whether the information is consistent with the uploaded information, whether there are dangerous goods, contraband, etc.

Internet thinking tells us that only by constantly innovating, developing new business and providing new services, can enterprises survive in the fiercely competitive market. The service platform is networked and mobile. The Online + offline mode can be roughly understood as a controllable offline transportation resource network, which integrates the local transportation resources point-by-point and-plane through the nationwide distribution of networks and the establishment of service networks in various regions. Logistics companies should build their own corporate websites, do a good job in online orders, transactions, customer service and information feedback, and promote their own logistics goods and services. Using the advantages of the Internet, the logistics platform can provide enterprises with many value-added services, such as installation services, after-sales service, recycling services, collection of goods, supply chain financing, etc., which will greatly promote the transformation from production to production services.

3. Result Analysis and Discussion

The purpose of the "Internet + strategy" is to improve the integration of the Internet in traditional industries and accelerate the transformation and upgrading of the industry. Logistics enterprises should carry out relevant Internet training to strengthen their awareness and ability of building intelligent logistics. Logistics platform should record and evaluate every logistics service, evaluate the service capability of each logistics enterprise on the platform, join the platform, and manage the platform. The vehicle-matching platform provides tailor-made platforms for small and medium-sized logistics companies, integrating local logistics resources and integrating capacity, including creating a standardized and standardized product platform. By strengthening the construction of the logistics network, we will truly realize the intelligent, intensive and standardized development of logistics.

In the logistics industry, it is common to use the Internet platform to integrate and transfer idle people to deliver goods by the way. Logistics has the advantage of using flexible human resource allocation to help shippers save costs. Strict implementation of real-name certification: In the promotion stage, real-name system is strictly applied to collect the real information of owners and cargo owners stationed on the platform. For vehicles and cargo enterprises lacking relevant

qualifications, access to the platform is restricted. In order to ensure the accuracy of the information and avoid the occurrence of false information, the platform evaluates the credit of the intermediary, and the intermediary who issues the false information deducts the fee according to the number of false information and the negative impact. Realize resource integration and data sharing. Even in an orderly logistics market environment, drivers, logistics companies, and markets still have inaccessible corners.

Integration of logistics resources, so that the supply enterprises and vehicle enterprises focus on the core business. Flexible use of new technologies, intelligent supply and demand matching, reduce costs. Through intelligent and convenient functions, more users are attracted to the platform, which is conducive to the platform to generate value-added services and improve the benefits of the platform. After the trunk logistics and special line logistics deliver the goods to the destination city, the same city freight platform will use the Internet platform to integrate and dispatch the transportation resources, optimize the delivery lines, and provide the enterprises with fast and direct delivery services in the same city. For the current logistics visit cycle, the shortened time of the visit cycle means that the staff's work intensity increases, but as long as the scientific planning and equipment for each link and personnel, smooth operation can be achieved. This not only improves the efficiency of the staff, but also shortens the customer's order waiting time.

4. Conclusion

In this paper, the analysis of the status quo of vehicle and cargo matching Internet + logistics enterprises is studied. Logistics enterprises should adjust well, adapt to the economic transformation and development changes in the new era, open up new development models, develop new services and realize new values. Under the policy of encouraging leading logistics enterprises to build logistics information platform, we should enhance the level of information technology of our enterprises, try to add a public vehicle and freight matching platform, study the policies of the cargo owner industry, identify the positioning of enterprises, and obtain a large number of fixed cargo sources. The future of the logistics industry must be an ecological logistics development circle, interlocking and in-depth. Strive to achieve the deep integration of the Internet, cloud computing, big data and logistics industries, and innovate in the process of integration, break through the development bottleneck, and achieve industry innovation as soon as possible.

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