

Research on Optimization of Logistics Management Process from the Perspective of Supply Chain Management

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Abstract: With the development of economy, the Internet economy has brought great opportunities to the logistics industry, and at the same time it has brought brand-new challenges to the logistics industry. Logistics industry plays a very important role in economic and social development, and the optimization of logistics management process becomes the key to the healthy and sustainable development of logistics industry and to meet the needs of economic and social development. From the perspective of supply chain management, this paper explores the problems existing in the logistics management process, puts forward the strategy of optimizing the logistics management process, and expounds the positive effects of optimizing the logistics management process, hoping to bring some help to the logistics industry workers.

Keywords: Supply chain management, Logistics management, Optimization research.

1. Introduction

Supply chain management refers to all the processes from the purchase of products to the end of service to end customers. The supply chain manages and controls the information flow, logistics and capital flow through the core enterprises, and finally delivers products to consumers smoothly. In the process of management, suppliers, carriers, storage facilities manufacturers, distributors, retailers, etc. finally connect these components into a whole functional network structure model. In the process of management, the supply chain plans, coordinates and controls the whole system. By improving work efficiency, saving transportation time and production time, the specified quantity of products is delivered to consumers in time, thus continuously improving work efficiency and reducing production costs. At present, China's supply chain management mainly involves four fields, the first one is supply, the second one is manufacturing, the third one is logistics and transportation, and the fourth one is consumer demand. Supply chain management can effectively help enterprises to provide accurate services to customers according to their needs. It can also strengthen the construction of internal logistics network of enterprises, so as to develop higher-quality products, provide better services to customers, improve consumer satisfaction and win a good reputation for enterprises.

2. Characteristics of Supply Chain Management

Pay more attention to consumer satisfaction

One of the most remarkable features of supply chain management is that it starts with the customer terminal and serves to meet the customer's needs. No matter how many enterprises and types are designed in the supply chain management process, these enterprises should be guided by the needs of consumers, meet the needs of customers and consumers, form a strong supply chain management system, and promote the development of supply chain management

[1].

Integrated management mode

There is an other remarkable feature of supply chain, which is also the key of supply chain management. Supply chain management, changing the previous ideas and methods, adopts the integrated ideas and methods, starting from suppliers, from manufacturers, distributors, retailers to customers, and the whole process of integrated management mode. This is a brand-new management strategy, which integrates all the enterprises involved in the application process, which can greatly improve the efficiency of supply chain management, strengthen the cooperation between enterprises, and promote the common optimization of global enterprises[2].

Brand-new concept of inventory

Under the new perspective of supply chain management, the concept of supply chain management enables enterprises to effectively transfer inventory between upstream and downstream enterprises in different market environments, which greatly reduces the inventory cost of enterprises, and at the same time promotes the establishment of a good strategic cooperative relationship among all enterprise members in the supply chain. Through the rapid cooperation of various enterprises, the transportation efficiency is improved, and the pressure of reducing inventory is realized in the shortest time[3].

Obvious strategic

Supply chain management is the improvement and upgrade of the traditional management mode, which leads to a new logistics management mode[4]. This new mode pays more attention to the overall optimization of services from the perspective of consumers, and then raises the management mode of enterprises to the perspective of development strategy, and comprehensively improves the logistics management mode. The supply chain management mode can promote the healthy and sustainable development of enterprises from a strategic perspective.

3. From the Perspective of Supply Chain Management, The Problems Existing in The Logistics Management Process

Service quality needs to be improved

From the perspective of supply chain management, in the process of optimizing logistics management process, logistics service quality is one of the important indicators to measure the level of logistics management. In today's society, with the rise of Internet economy, the logistics industry has developed rapidly, but it only stays in the scale and quantity[5]. The service quality of logistics thinking has not changed in essence, and the service quality of logistics still needs to be improved. This also requires enterprises to continuously improve the logistics service level and establish a unified logistics service quality system in the process of logistics management process optimization. In the process of improving the logistics service level, enterprises are required to look at the problem from the perspective of supply chain, supervise the upstream and downstream enterprises in the logistics industry, further improve the logistics service capability of enterprises, and strive to improve consumer satisfaction. In order to pursue short-term economic benefits and save logistics costs, some enterprises have squeezed many commodities in the process of logistics transportation[6], resulting in the damage of commodities, affecting consumers' experience in using them, and having a certain negative effect on the level of enterprise logistics services, which is not conducive to the establishment of a good corporate image and the healthy and sustainable development of the logistics industry.

Information flow can not be effectively docked

With the continuous development of science and technology, information has become one of the important reference data for the production and development of all walks of life, and the same is true for the logistics industry. From the new perspective of supply chain, logistics information is becoming more and more important to the logistics industry[7]. However, in the actual logistics management process, there are still some problems, and the logistics information flow can not be effectively connected in real time, which greatly affects the development of the logistics industry. If the information flow of logistics can't be effectively connected, it will increase the cost in the process of logistics transportation, affect the efficiency of logistics transportation, and cause the economic interests of both sides to be infringed. Especially when there are too many orders of logistics information, if the information flow is not effectively connected in time, it will reduce the scientific nature of logistics resource allocation, weaken the function of supply chain in logistics transportation, waste a lot of unnecessary manpower and material resources in the process of logistics transportation, increase the logistics transportation cost, and go against the optimization of logistics management process and the development of logistics industry[8].

Capital flow turn over process needs to be improved

In the logistics industry of today's society, some logistics enterprises set up financial services of advance payment and

collection, which can make enterprises get capital turn over in a short time, but it is not conducive to the long-term healthy development of enterprises, and there are also some defects. From the perspective of supply chain management, it can help logistics enterprises to get short-term capital turnover. However, because these funds come from upstream and downstream enterprises in the logistics industry, this leads to the inability of upstream and downstream enterprises in the logistics industry to cooperate with other enterprises, which limits the development of other enterprises in the supply chain. Therefore, enterprises should change this mode of capital flow, take along-term view, explore the invisible capital force in the market, and reconsider the mode of capital turnover from the perspective of supply chain to optimize the process of capital flow[9].

4. Optimize Logistics Management Process Strategy from The Perspective of Supply Chain Management

Strengthen legal risk control

For any enterprise, there are certain legal risks in the process of operation, and logistics enterprises are no exception. Therefore, in the process of operation and development of logistics enterprises, it is necessary to strengthen the awareness of legal risks. As the core competitiveness of a company, the intellectual property risk of an enterprise is also the main object of risk prevention and control. First of all, in the process of enterprise operation, it is necessary not only to strengthen the protection of the intellectual property rights of the enterprise[10], but also to respect the intellectual property rights of other enterprises, especially those of the same industry, otherwise it is very easy to fall into intellectual property disputes of other companies. This situation shows that at present, enterprises are paying more attention to intellectual property rights, so the logistics industry is required to strengthen the risk prevention of intellectual property rights in the process of management. Secondly, in the process of logistics enterprises' operation and development, when enterprises develop to a certain extent, other smaller enterprises will be merged, and the links of mergers and acquisitions are very complicated, which requires enterprises to conduct in-depth research on the legal procedures of mergers and acquisitions, and at the same time conduct detailed research on them merged enterprises[11], so as to strengthen their awareness of legal risks, so as to avoid being involved in unnecessary legal disputes. Finally, in the process of actual market competition, many enterprises may hide their real operating conditions and financial statements in order to improve their reputation and market competitiveness, which requires enterprises to systematically investigate the real conditions of M&A enterprises, establish a high risk awareness, and reduce the possibility of facing legal risks.

Strengthen the training of logistics talents

Talent is an important force to promote the development of enterprises and the source of enterprise innovation. Therefore, to optimize the logistics management process from the perspective of supply chain, it is necessary to give full play to the important role of enterprise talents. However, due to the influence of the traditional business philosophy, enterprises

don't pay enough attention to the cultivation of talents. Most enterprises only give full play to the value of talents themselves, but they don't train and cultivate their employees, and they don't fully tap the potential value of enterprise talents. However, with the rapid development of the logistics industry, higher requirements are put forward for enterprise logistics personnel, which requires enterprises to strengthen the training of logistics managers and strive to improve their professional level and comprehensive quality. For example, enterprises can regularly train logistics managers in batches, improve their ability to process logistics information, provide them with the latest data processing systems and technologies, and improve their accuracy in their work. At the same time, enterprises can also adopt the way of "bringing in and going out" to build the logistics management team. The so-called introduction is to recruit logistics management talents with strong professional ability and more practical experience for enterprises. Going out is to send logistics management personnel to some large enterprises for study and training at a specified period, so as to continuously improve the logistics management level of enterprise personnel[12]. In addition, enterprises should establish and improve a scientific and transparent incentive mechanism, and encourage logistics managers to learn professional knowledge and improve their logistics management ability by means of promotion and salary increase. Through the talent training of enterprises the efficiency of logistics management and the level of enterprise development can be improved, and the comprehensive, healthy and sustainable development of enterprises can be promoted.

Make full use of modern information means

From the perspective of supply chain management, enterprises are required to make full use of modern information technology in the process of optimizing logistics management, collect and integrate logistics information quickly, improve the efficiency of processing logistics information, and share logistics information with customers all the time, so as to improve the level of logistics management and promote the rapid development of enterprises. For example, in the process of logistics information management, an enterprise can set up its own logistics information platform, integrate and classify all logistics information in the enterprise, then choose the appropriate transportation mode for goods, fully consider the transportation time and cost, strive to meet customer needs, and provide customers with logistics information of goods in real time, so that customers can see the transportation trends of purchased goods at any time. Enterprises can also make use of Internet big data analysis to understand the market dynamics in real time, master modern business rules, obtain more market information, and provide directions for improving the service quality of enterprises. At the same time, we can also provide personalized services to consumers according to their different needs for commodity transportation. We can make full use of the Internet information platform to fully understand consumers' needs, and then classify consumers according to their different needs, so as to provide consumers with higher quality logistics services, thus winning consumers' good reputation, establishing a brand-new corporate image, expanding the business scope of enterprises and enhancing the comprehensive strength of enterprises. In addition,

enterprises can also make use of Internet information technology to strengthen communication and exchange with other enterprises, realize the sharing of resources and information, strive to improve the management level of logistics industry, and strive to provide better service for consumers.

Strengthen the research on the demand of service terminals

In the process of optimizing logistics management, if we want to really improve the quality of logistics industry and promote its all-round development, we should consider the quality of logistics services more comprehensively and profoundly from the perspective of supply chain. Logistics service quality is one of the important indicators to measure the level of logistics industry. Therefore, in the process of optimizing logistics management, we should give full consideration to the service work of every link of logistics management, constantly optimize logistics service items, and help enterprises establish a good corporate image. To do a good job in service, it is necessary to strengthen the research on the demand of service terminals, continuously improve the efficiency of logistics and distribution, avoid product damage in the process of logistics and transportation, and affect the end customers' feeling of using products. In case of special circumstances, many products are damaged in the process of transportation, which will affect the use demand of products. This requires the staff to do a good job in after-sales service in time, compensate for the original price, and help customers solve problems as quickly as possible, so as to minimize the adverse consequences caused by transportation. In addition, the upstream and downstream enterprises of the logistics industry, as one of the terminal service customers of the logistics industry, usually have the need to reduce costs and increase economic benefits. If enterprises want to meet the service needs of the terminal customers, they must constantly improve the efficiency of logistics transportation, optimize the service quality of logistics, establish a good reputation of logistics, and provide higher quality services to service terminals.

Carry out precise logistics service docking

From the perspective of supply chain, when optimizing the logistics management process, the most likely problem is that the logistics information can't be effectively docked. As there are many links involved in the supply chain, it is also a brand-new challenge for enterprises to realize the precise docking of logistics information. Therefore, in the daily operation of an enterprise, it is necessary to effectively connect the information of all the upstream and downstream data. When the offline information changes, it is necessary to update the online information in time, so as to synchronize the online information with the offline information. Such an effective way of information connection can more accurately locate customers and understand their different logistics service needs, thus providing directions for improving logistics management, improving the service quality of the logistics industry and promoting the development of the logistics service industry. Enterprises can also provide information of logistics service providers quickly and accurately through Internet information technology, and realize the information connection between upstream and downstream of the supply

chain and end customers, which can maximize the utilization.

6. Conclusion

To sum up, optimizing logistics management process from the perspective of supply chain is an inevitable requirement of economic and social development, and it is also the result of continuous improvement of logistics management level. In the process of logistics management process optimization, we should first find out the problems in logistics management process optimization, and find out the reasons according to these problems. Secondly, according to the actual situation in practice, make good use of all available resources, constantly improve the level of logistics management, provide customers with higher quality services, and promote the healthy and sustainable development of logistics management industry.

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