
Problems and countermeasures of agricultural product chain operation

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Abstract

In recent years, with the introduction of the national market economic reform and vigorously developing chain operation development of the reforms, the country continued emergence of many agricultural chain brand. Development of agricultural resources chain operation in agricultural development is a huge business model change on agriculture, agricultural chain management of agricultural enterprises become inevitable. Deepen reform and agricultural chain operations, farmers, agriculture, businesses have a significant effect. Based on the current situation and problems of agricultural resources chain operation in-depth analysis on the proposed methods and measures to solve the problem, in order to ensure efficient chain operations and smooth development.

Keywords

Chain management, Logistics distribution, Agricultural production.

1. Introduction

First of all, the agricultural chain operation is conducive to improving the quality and safety of agricultural products. The quality and efficiency of the circulation of agricultural resources are major issues that affect the safety of the agricultural industry. However, the phenomenon of poor product quality has occurred from time to time. After farmers purchase inferior agricultural resources, it is difficult to obtain compensation successfully [1].

Second, capital chain operation is conducive to optimizing the market competition environment of agricultural capital enterprises. At present, the country's agricultural capital market presents a new pattern of "coexistence of multiple channels, multiple economic components, and multiple forms of business" [2]. However, the number of agricultural capital enterprises in China is large and small, resulting in the absence of agricultural-funded enterprises. Order competition [3] deteriorates the living environment of agricultural enterprises.

Third, capital chain operation is conducive to improving the ability of domestic agricultural capital enterprises to respond to the impact of the international market. In the new era of informationization, globalization, and China's accession to the WTO, the development of chain operations in China is particularly urgent.

Since the introduction of chain operations in China's agricultural capital circulation field in 1998, the agricultural chain enterprises across the country have developed rapidly and formed a relatively large scale. However, agricultural chain operations are still struggling and face greater challenges.

2. The problems in the chain operation of agricultural resources

2.1 The market environment of agricultural assets management is chaotic

2.1.1. Joint exclusion of small-scale enterprises

In the market, there are mainly some agricultural resource chain operation companies that restrict competition. They have strong capital, large-scale production, high product quality, and high service

levels, thus excluding those small and medium-sized enterprises that operate on a small scale. With the continuous expansion of the scale of chain operations, the suppression of small-scale production enterprises has intensified, and the market share of small-scale enterprises itself is not too much. As a result, their market share gradually decreases, and they are facing huge market pressure. At the same time, consumers have limited the choice of goods.

2.1.2 Chase benefits, form a monopoly

In the chain business model, the company headquarters directly manages the regional distribution centers and regional logistics companies as well as agricultural capital directly operated stores. Enterprises adopt a unified procurement and unified distribution, which reduces business costs. As the premise of ensuring product quality, the reduction of costs, so that enterprises have a stronger competitive edge. Then some companies began to attract more consumer groups with competitive strategies with the same quality-to-price ratio. Chain operators can use the resources they have in hand to control prices and form market monopolies, which has an adverse impact on the development of the agricultural capital market.

2.1.3 Lack of credit, market constraints

When enterprises form a monopoly in the market, honesty has become an important factor that restricts the development of the market. In the initial stage of development, the agricultural chain operator will adopt the fastest possible way to let consumers know about his business. For example: price concessions, service quality, etc. Once the market is under-competitive and the relevant departments are poorly regulated, the quality is difficult to guarantee, and genuine products may be created. At this time, due to the weak quality culture of consumers, they will be at a disadvantage. As some small-scale producers and operators have withdrawn from the competitive market, reducing the choice space for consumers and further harming the interests of consumers, the choice space has become narrow.

2.2 The old chain operation mode

Since the reform and opening up of China's agricultural capital market, the development trend of sales of agricultural materials has been subject to diversification. In the process of the development of agricultural resources, not only has the agricultural development been promoted, but also the interests of farmers have been guaranteed [4]. When faced with fierce competition in the market, the problems existing in the traditional agricultural capital management model also began to emerge, specifically in the following aspects:

2.2.1. The economic benefit of scale is not obvious, and the price of agricultural materials is generally high

Most of China's agricultural retail sales terminals are located in rural areas or towns with underdeveloped economy, inconvenient transportation, and unobstructed information. Each sales shop independently carries out agricultural procurement and self-management, and it does not form scale advantages. It has not realized reductions in expenditures on the procurement costs of agricultural resources and operating costs, which has caused certain pressure on the funds of the company. Due to the large number of middlemen joining in the procurement process of agricultural resources, the environment in the intermediate circulation area is complicated, the transaction costs increase in the process of market operation, and the purchase price of agricultural resources is high, which will inevitably affect the prices of agricultural products when they are sold.

2.2.2. It is difficult to realize the standardized management of traditional agricultural capital management models

Agricultural products include other production materials such as fertilizers, seeds, pesticides, agricultural molds, etc., with many categories, large area, not easy to store and place, strong seasonality, strong regional, not easy to save and easy to damage, after-sales service is not easy to handle Features. In addition, the small scale, lack of funds, and backward technology of the agricultural capital business model have also affected the standardized management of the agricultural resources retail industry.

2.2.3, managers have low level of knowledge, business philosophy behind

The majority of agricultural capital managers are farmers. Their educational level is relatively low. They generally adopt the way of sitting in stores and have a relatively weak sense of competition. When there is a sign of competition, they lack research on the agricultural market and consumer behavior. Basically, no operators will take measures to cope with the competition because of competition, and even more, they will not start from the customer and establish a credibility-first business philosophy.

2.3 Low degree of informatization in chain operation

2.3.1. The development of agricultural resources information management system lags behind

The development of chain operations under the new economic conditions is inseparable from the swift management information system. The establishment of an information management system requires a lot of manpower and material resources. It is a huge challenge for the company's capital operation, and it can not achieve immediate economic benefits in the early days of its establishment. However, if an enterprise does not establish an information management system, it is bound to restrict the development of chain companies. . The advanced logistics system and monitoring system can quickly track the current production and transportation of the company's products. The advanced computer system can record the daily marketing situation of the chain enterprises and provide reference for the company's weekly and monthly operation decisions. At present, these advanced operating systems have not yet been popularized in China. In addition, the infrastructure of the chain enterprises is also not perfect, and the enterprise branches cannot quickly transfer sales information to the headquarters. The headquarters also cannot conduct sales guidance and business management of the branches. The information transmission channels between the two are not smooth and will inevitably affect the development of modern chain companies.

2.3.2. The facilities of the distribution center are backward and the degree of information is low

Distribution center is the focus of chain companies. The function of the distribution center is related to the improvement of the operating efficiency and efficiency of the entire company. Therefore, it is of great significance to increase the degree of informationization of distribution centers. In China's chain operation enterprises, many enterprise distribution centers have certain defects in the establishment of modern warehouses and storage equipment. This cannot guarantee the production and consumption in a certain degree. There is a big gap between China's distribution center information system and foreign chain companies, which will cause a fault in the distribution chain, resulting in low distribution efficiency and thus increase logistics costs.

2.3.3, the low degree of informatization of terminal operations

At present, most of the chain stores in China still use manual cash register. Even if the POS system is used, the network connection with the head office is not realized. This causes some problems. On the one hand, enterprises cannot respond to market changes in a timely manner. Not conducive to the supplier's grasp of the market; the other hand, increased labor costs [5].

2.3.4. The infrastructure behind macro-informatization outside the enterprise is backward, and information technology is underdeveloped

To be a chain operation enterprise, it is necessary to achieve a transition from labor-intensive to technology-intensive. The application of enterprise hardware facilities such as bar code management system, computer management system, POS sales system, EOS ordering system, and communication network technology is indispensable. The current low level of business systems information technology equipment, the lack of professional and technical personnel, not only that, our country for computer language, bar code technology, telecommunications and other application technology research is still in its infancy, so that the company's employees must occupy too much, and the staff's expenses About half of the circulation costs, the price of agricultural resources is naturally difficult to be low, unable to adapt to the development of chain operations in the new economic era [6].

3. Improve China's agricultural resources chain operation countermeasures

3.1 Businesses do a good job of market planning in advance

3.1.1. Establishing a fair market platform

Firstly, for some agricultural chain-operating enterprises that do not follow the market competition order, the government must introduce relevant laws and regulations to restrict the behavior of criminals, especially in terms of product quality and quantity. We must prevent chain operations from excessively pursuing high profits and give up reputations, encourage fair competition incentives, and encourage agricultural chain operators to use the right methods to make companies invincible. For small-scale enterprises, the government should vigorously support them and help them adopt new business models so that they can fully enjoy preferential policies for credit loans so as to become bigger and stronger.

Secondly, from the perspective of the chain operators themselves, when guaranteeing product quality, they should abide by the trading market, advocate fair competition, and develop together with small-scale enterprises, rather than using unfair means to exclude small-scale enterprises.

3.1.2. Introduce competition mechanism to prevent industry monopoly

Competition is an important mechanism of the market economy. The market economy without competition is not perfect. Cultivating a certain number of operators to form competition is an important factor in the stable development of agricultural capital chain operations. This combats monopoly to some extent. Under the circumstance of governing the quality of products and services, the government should guide the market and should give appropriate policy support to small-scale operators, introduce competition mechanisms in this form, and guard against the emergence of market structures that are favorable to chain operators. At the same time as agricultural production chain operations, the interests of small-scale agricultural capital operators are effectively protected so as to ensure the maximization of the legitimate interests of the people.

3.1.3, maintain the integrity of the operating environment

The lack of integrity will lead to market chaos. Not only will the country suffer losses in the economic field, but it will also cause great harm to the life and property security of the country's people. Therefore, for those who lack credit, the government should impose heavy penalties. While maintaining the order of market competition, consumers' rights and interests should be protected. Because some consumers have a weak quality culture, they do not have the ability to distinguish between true and false when they purchase agricultural products. Therefore, the government must further improve the information mechanism. Through the online publicity media, relevant information is released in a timely manner to make the information open and transparent. Allow consumers to learn to identify genuine and fake products, to master product knowledge, so that when buying agricultural products is not easy to be deceived.

3.2 Enterprises Explore New Business Models

3.2.1, unified procurement, the formation of scale

The traditional procurement process of agricultural capital chains is relatively tedious. Now, through continuous exploration, it has implemented unified purchasing of agricultural resources. The unified procurement has reduced the trading links between agricultural products and commodities, reduced the procurement costs of agricultural resources, and improved economic efficiency. Farmers can report their required amount of agricultural resources to the local production cooperatives. Production cooperatives count the needs of many farmers and send them directly to the total distribution system through the information exchange system. The upstream manufacturers directly ship to the cooperatives. This procurement process subtracts the participation of large middle-scale wholesalers and retailers, saving more input costs for farmers. The unified procurement reduces procurement costs, saves transportation and time costs, and avoids the risk of purchasing to a certain extent, so that more companies can expand their production and sales scale.

3.2.2. Scale in the sales cycle

Agribusiness chains should rationalize the pricing and pricing of commodities, keep commodity prices stable, and do not use their own production advantages to produce fake and shoddy products. Chain companies develop a set of sales models that suit their own business development. On the one hand, offline sales. Advocate the advantages of their products, let more people understand the products, trust products, so as to better sell products. On the other hand, online sales. Utilize computer technology to sell products on the Internet and hold larger customers.

3.2.3. Scale in the distribution business process

Agricultural chain enterprises want to improve distribution efficiency, then the establishment of logistics information system is a must. The use of electronic computer technology to edit information procedures and the establishment of large-scale distribution information networks between enterprises can provide timely and accurate information for enterprises. When agricultural product chain companies implement product distribution, they use agricultural products according to different regions and product types. Sorting and shipping, which to a certain extent, make distribution scale, and reduce the cost of transportation of agricultural materials in the distribution process, and enhance the market competitiveness of enterprises.

3.3 Increase the degree of informatization in the chain operation of agricultural resources

3.3.1. Integrate information technology into management to realize information management

Informatization is an important product in the new economic era [7]. Information management will bring unexpected results to the company. Chain companies must integrate information technology in their operations and management, and use networked electronic systems to speed up the operation of chain enterprises. China's chain enterprises should regard information management as the direction of enterprise development, and strive to adopt modern computer management technologies to increase their scientific awareness and competitiveness.

3.3.2. It is necessary to establish its own information system to realize the chain of information circulation.

In order to realize the chain of information circulation, an enterprise must at least establish an information system that belongs to its own enterprise, including: logistics management system, customer relationship management system, production operation management system, and monitoring system. The establishment of these information systems enables companies to quickly track the direction of product shipments, customer needs, monitor their own operating speeds and product quality, and be able to respond quickly to market information in a timely manner.

3.3.3. Strengthen the development of information technology and information industry and establish "highway" for information flow.

At present, the degree of informatization of China's chain enterprises is far lower than that of developed countries, which are mainly reflected in the poor construction of network communication infrastructure, too few network communication service providers and poor service quality of service providers, and high asking prices. Enterprises even want to develop e-commerce. Will be subject to cost restrictions. Therefore, the agricultural resources chain system should make full use of the newly developed management system to improve our requirements for information management of agricultural capital chain operations [8].

4. Conclusion

To sum up, in order to ensure the efficient and smooth development of the agricultural chain operation, we must solve the problems of large-scale and informatization in the distribution of agricultural resources. This article proposes ways to solve problems by studying problems in the operation of agricultural products chain management and distribution management. Nowadays, China's agricultural capital chain operation enterprises are still in the development stage. The communication facilities and electronic information technology of the enterprises are backward and the scale of the

enterprises is small. Although the agricultural resource chain enterprises have realized the importance of the information network system, due to many restrictions, the agricultural resources chain Business still cannot reach the level of development abroad. However, if a series of problems in the chain operation of agricultural resources are solved, the chain operation of agricultural resources will be bigger in scale, better in quality, and stronger in service to better serve the community.

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