
Study on the Strategy of Resource Integration of Third-Party Logistics Enterprises

Luming Shi, Qi Cheng, Ge Zhang

Inner Mongolia University of Technology, School of Management, Hohhot, China

Abstract

With the development and progress of the global economy, the third-party logistics enterprise's management is being gradually internationalized. Competition among these enterprises is more intense. To a large extent, third-party logistics enterprise resource integration affects the development of the enterprise and the market. In this environment, the third-party logistics enterprise resource integration becomes an effective approach to essential enterprise competition and development. With reference to a large number of resource and studies on integration management, this paper draws on relevant concepts of the third party logistics enterprise resource integration, through the analysis of the necessity of integration of resources in the third-party logistics enterprises, presents current situation and problems affecting third-party logistics enterprise resource integration process; countermeasures are also put forward in this paper - the third party logistics enterprises making better use of internal and external resources of the enterprise in saving cost and expanding the market, improving market competitiveness and increasing profit.

Keywords

third party logistics enterprise, resource integration, core-competitiveness.

1. Introduction

With the rapid development and progress of the global economy, the market has become more competitive, and the supply and demand of the market has also undergone great changes, and it has entered an era of resource integration. Because the range of choice continue to increase, more abundant choice of channels, into egration of resources becomes more and more importance in enterprises, companies are slowly can not use the same products and services to maintain customer of a business or product, the customer is no longer Blindly liked and loyal. As a result, the market's competitive situation has undergone new changes. Customers are more important to companies, and companies are paying more attention to customers. Enterprises turn from original product wars and price wars to customer warfare. With the continuous improvement of the logistics market economic system, the competition in the logistics market has long been no longer just confrontational competition, but more and more cooperative competition, forming a situation where there is cooperation in cooperation and competition[1]. As a service industry, logistics does not seek short-term profits. It seeks long-term benefits and is a customer satisfaction and return rate. It can be achieved without using promotional activities. As an emerging industry, logistics has a close relationship with the Internet and information technology. Therefore, to enhance the competitiveness of enterprises, we must strengthen the effective integration of logistics company resources.

2. The necessity of resource integration of third-party logistics enterprises

With the development of economic globalization, China's logistics companies have also enjoyed rapid development. Traditional logistics companies have reorganized their own resources in order to adapt to changes in the market. Traditional third-party logistics companies lack sufficient attention to

resource integration, resulting in enterprises not being able to fully understand their advantages and disadvantages in market competition. However, after enterprises integrate internal and external resources, they can often make more decisions on future issues. Fully and comprehensively consider all aspects and gain the favor of customers through the unique advantages of the company. Resource integration can also promote the reorganization of the corporate structure, so that the cooperation between various departments of the company is more understanding and resource utilization is greatly improved. Third-party logistics companies are based on information technology. Through the integration of resources, the company gradually informatizes, and the internal basic structure changes again and again to adapt to the rapid development of the information market. Its purpose is to promote the progress of the enterprise. Enhance the competitiveness of enterprises and improve the efficiency of service work so as to better serve customers. Therefore, enterprises must strengthen the integration of available resources of enterprises to improve the efficiency of their logistics operations, information management of logistics management, and modernization of logistics facilities. The specialization of logistics operations and the scale of material flow create profits for enterprises.

3. Third party logistics enterprise resource integration implementation countermeasure

3.1 The government strengthens the comprehensive management of the integration of third-party logistics resources

The external diseconomy of logistics activities reduces the efficiency of the allocation of market resources and has a negative external effect, which depends on the regulation of the government sector[2]. The government should play a correct guiding role, introduce specific incentive policies and implement the policies, do a good job of overall planning, and create a market environment that will help third-party logistics companies optimize their resources. At the same time, the government must also set up an independent supervision and inspection department to regularly record the integration of the resources of the third-party logistics companies, and to give reasonable guidance to the third-party logistics companies when they encounter problems in resource integration. Government departments and related associations should open some province-wide logistics conferences in due course to discuss the future plans for logistics development, propose policy-making programs from the perspective of different departments, and strive to harmonize the objectives among the departments[3]. Third-party logistics companies should actively respond to the government's call and use the great environment created by the government. Leading companies should play an exemplary role, and at the same time increase the training of logistics talents and establish a strong logistics team.

3.2 Third-party logistics companies must establish strategic alliances to achieve "win-win"

From the perspective of the long-term interests of enterprises, the scale effect of cooperation among third-party logistics companies not only can reduce the cost of resource costs, enable cooperative enterprises to share customer information resources, but also can help companies expand their markets, increase market share, and form a logistics alliance. On the basis of establishing alliances, cooperative enterprises can make use of the advantages of their partners to make up for their deficiencies and make the use of resources more fully and rationally, thereby promoting the common development of the alliance enterprises. Large-scale logistics companies have excellent manpower, material resources, and financial resources. They also have sound standardized operational procedures that can meet the needs of high-end logistics transportation. However, their service work also has regional characteristics. Therefore, third-party small and medium-sized logistics companies can strengthen these large-scale logistics enterprises. The cooperation of logistics companies draws on the successful operation of large enterprises, enhances their comprehensive management level, establishes a brand image, and lays a solid foundation for their own development[4].

3.3 Regulate the integration of customer information and strengthen the processing of customer information

The integration of logistics enterprise resources must first be based on information. If enterprises cannot master the accuracy of information, enterprises will not know where to proceed with resource integration. Therefore, enterprises must first perform information obtained by enterprises. Integration, through the accurate grasp of the information effectively to the enterprise's resources[5]. Customers are the source of corporate profits. Rich customer resources can bring more benefits to the enterprise. Managing good customer information can ensure that the company's interests are maximized, risks are minimized, and customer information is effectively managed. Companies can adopt the following management modes:

(1) The integration of customer resources in logistics companies focuses on the integration of customer information and the classification of existing customers to provide differentiated logistics services[6]. Classifying the information of long-term, relatively fixed single-line transportation customers, finding customers who are at the same transportation destination, and integrating their information and information, can ensure that the vehicles in the process of carriage will have goods that can be transported and reduce the number of empty transportation. frequency. Air transport is a major problem for enterprises, and it is also a waste of transportation resources to the greatest degree. Solving the problem of empty transportation is critical for third-party logistics companies. When enterprises effectively integrate customer information, they can clearly Understanding the long-term fixed transportation areas and routes of customers helps enterprises to formulate reasonable regional transportation and distribution plans.

(2) Separate and independent integration of old customer data information in the enterprise, distinguishing different logistics fields from old customers using different operating modes, and allowing old customers to play a demonstration role, and attract more customers with old customers. new customer. Enterprises should pay great attention to maintaining a good relationship with their old customers, because whether they can deal with the relationship between old customers is the decisive factor for whether third-party logistics companies can obtain profits, and the company can only take longer if the "life cycle" of the old customers is extended far.

3.4 Integrate the idea of supply chain management into the business operation management model

The traditional enterprise management model is based on functional departments. However, because of conflicting interest objectives and inconsistencies in information, various functional departments are unable to exert their potential effectiveness, which will result in the inability of enterprise objectives to be optimized. Supply chain management adopts an integrated management model. Each link in the chain is closely linked and linked to form a unified organic whole. It is the strategic management of the whole process, and the end-user is the center and will satisfy the customers. It is regarded as the fundamental means to create its own competitive advantage. With the rapid development of science and technology and the gradual intensification of market competition, the drawbacks of the "vertical integration" mode of operation of today's enterprises are increasingly exposed. Among them, the most prominent manifestations are the increase in corporate investment burden and uncertainty in the timing of the market. And sometimes it will force companies to engage in non-corporate core business activities. Enterprises should change the mode of operation, set the concept of "integration" in the supply chain as the dominant concept of the enterprise, adopt the "horizontal integration" mode of operation, and form a unique logistics chain, information chain, capital chain, and value-added within the enterprise. Chains enable enterprises on each node of each chain to make full use of material resources to achieve synchronized operations.

4. Conclusion

Resource integration is one of the most important means for enterprises to make strategic adjustments, and it is also a day-to-day task required by the operation and management of enterprises. The aim of integration is to optimize allocation of resources. Enterprises adjust the internal structure by integrating resources so that the enterprise structure is more scientific and thereby reasonably improving the efficiency of business operations. Third-party logistics companies implement resource integration, integrate supply chain ideas into their operations, adopt advanced information technology and management strategies, and effectively integrate corporate customer resources, capability resources and information resources, and make full use of socially effective resources in order to provide customers with satisfactory services while achieving the third-party logistics companies' goal of minimizing costs and maximizing profits. Third-party logistics companies, with logistics services as their main business, want to improve their competitiveness in the same industry. In addition to improving equipment and technical conditions to provide high-quality logistics services, the third-party logistics companies have achieved a low-cost approach through resource integration. By efficiently meeting the needs of customers, companies can maximize the degree of customer satisfaction and loyalty and achieve the competitiveness of third-party logistics companies. To ensure the integration of organizational resources, the following key points must be addressed: First, awareness of the importance to grass-roots construction must be raised. Grass-roots work is to ensure the accuracy and rapidity of information communication; additionally, innovation is critical in working process of these companies. The second is to organize internal and external efforts and work together[7]. Although the construction of resource integration for most logistics companies in China is still in its infancy, third-party logistics companies have had a correct understanding of resource integration and started construction work. Future progress is highly expected at this stage.

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