

Research on the Implementation Countermeasures of "Internet + Logistics" in Mianyang

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Abstract: The new development trend of the network economy has become the starting point for the transformation and upgrading of traditional industries in the whole society. "Internet + logistics" can not only develop the new economy but also enhance the traditional economy. This paper takes the logistics industry of Mianyang as the research object, using quantitative and qualitative analysis to analyze the current situation of the logistics industry, find out the solutions, promote the optimization and upgrading of the logistics industry, and promote the development of the regional economy.

Keywords: Internet + Logistics; Internet Thinking; Mianyang; Countermeasures

1. Introduction

"Internet + logistics" refers to the combination of logistics business and information technology by Internet technology and platform to improve the efficiency and convenience of the logistics business. Relevant research mainly focuses on the following aspects: First, the construction of an Internet logistics platform. This paper studies how to build a perfect Internet logistics platform to realize the sharing of information, the integration of logistics resources, and the optimization of transportation links, including platform architecture design, system integration, etc. Second, Logistics informational and intelligence. It studies how to use Internet technology, and artificial intelligence to realize informational and intelligence in the process of logistics, including data collection and analysis, intelligent distribution, supply chain visualization, etc. Third, logistics network optimization. This paper studies how to optimize the logistics network through Internet technology, including the location of logistics nodes, and the allocation of transportation resources. Fourth, the integration of e-commerce and logistics. This paper studies how to combine e-commerce and logistics to achieve efficient operation of e-commerce logistics, including order processing, warehousing logistics, etc. Fifth, the supervision and security of Internet logistics. To study how to strengthen the supervision of Internet logistics and ensure the safety and compliance of the logistics process, including network security protection, risk assessment and management, etc. With the continuous development and application of Internet technology, the research on "Internet + logistics" will continue to deepen and expand.

2. Development Status and Problems of "Internet + Logistics" in Mianyang

The experience of logistics development at home and abroad shows that logistics development is directly proportional to the total economic volume of a country and the level of economic development of a country, which is also applicable to a city. Since 2018, Mianyang's GDP has grown at an average annual rate of 7%, which constitutes a strong demand for social logistics. Although due to the adjustment of the national industrial structure and the slowdown of economic growth, the demand for social logistics in Mianyang will continue to increase in the future in terms of the 7% economic growth rate set by the state^① (Figure 1).



Figure 1 GDP and Growth Rate of Mianyang from 2018 to 2022

However, through the analysis of the freight turnover of "transportation, communication and post and telecommunications" in Mianyang, it is found that the growth rate of freight turnover of other modes decreases by more than 30% except that the freight turnover of highway and railway increases by 3.1% and 4.1%^②. It can be seen that the growth of highways and railways is not significant, which does not match the economic growth and social logistics demand of Mianyang. The sustained economic growth of Mianyang will bring about an increase in logistics demand. From the geographical conditions of Mianyang, the increase of freight turnover mainly by highway and railway is not significant, which indicates that the logistics infrastructure of Mianyang may hinder the economic development, and the logistics park does not play a role.

The proportion of logistics cost in GDP is gradually declining, but the overall cost is still high. We measure a country's logistics level by the proportion of logistics costs to GDP. In 2022, Mianyang completed a total of 1.536 billion yuan of postal business, an increase of 2.0% over the previous year, which is not particularly significant. The factors affecting logistics costs include complex business processes, lack of resources, incomplete basic logistics facilities and so on.

The planning of logistics park is not scientific and the vitality is not enough. The "Twelfth Five-Year Plan" mentions the construction of a modern logistics network system with "four parks and three centers and several logistics distribution stations" as the main body. After investigation, we found that we should further promote the action of "upgrading the quality of the park" and "full park of enterprises".

Logistics enterprises are old in organization, small in scale and weak in strength. In 2021, Mianyang City will have 1,316 enterprise legal persons in the transportation, storage and postal industry, with 26775 employees, 49500 private legal persons, and 732026 employees. The average number of employees of enterprise legal persons is 20, and the average number of employees of private legal persons is 15^③. At the same time, through research and development, it is found that the organizational structure of most logistics enterprises is mainly based on the traditional linear system and functional system, without integrating Internet elements and genes.

Logistics public information platform is lacking, and the informational level of logistics enterprises is not high. The application of logistics information is backward, lack of advanced network information facilities, and the development and utilization of logistics information resources is in the primitive stage. There is no logistics public information platform in the whole city, and most logistics enterprises are in closed-loop operation or independent state. Most logistics enterprises still operate in the traditional way.

3. Promoting "Internet + Logistics" Countermeasures

3.1 Promote the Internet of logistics information and innovate the profit model

Under the background of "Internet +", the value demand of information has become more personalized, and the use of information has changed from transparency of management and resources to customization and personalization. Logistics information system should not only actively collect more comprehensive data, but also provide more accurate intelligent choices. At the same time, we should make use of the advantages of sharing and connecting integrate resources, maximize the use of information, and create a new profit model.

3.2 To create a shared economy and realize the efficient use of logistics industry resources

Sharing economy is characterized by intensification, scale and customization, and uses platform information to realize intelligent selection, operation monitoring and warehousing allocation of logistics industry. Efficient use of Internet and other new technologies to provide diversified services for service providers and customers, and truly realize the concept of the fourth party logistics and the healthy development of the entire logistics ecosystem.

3.3 Promote the integration of logistics business and create a new logistics ecosystem

"Internet +" transforms traditional logistics services from B2C to C2B through new technological means, thus using personalized customer customization to force the transformation and integration of logistics industry's organizational structure, procurement and warehousing, operation planning. At the same time, the whole ecosphere intelligently matches, optimizes and combines fragmented and unplanned logistics needs, and ultimately meets diversified customer needs to form a new logistics ecosphere.

3.4 Strengthen multi-industry integration and realize resource integration of logistics ecosphere

Under the situation that the state has relaxed the economic regulations on the transportation and warehousing industries, the policy threshold of the logistics industry has been lowered, and the factors of production have been maximized and reorganized freely, thus forming cross-industry mergers and acquisitions or alliances. As a modern service industry, logistics industry is bound to be effectively integrated with manufacturing industry, commercial circulation industry. Therefore, we should carry out "multi-industry linkage", raise the level of cooperation in the logistics industry from basic logistics functions to high value-added business, and achieve greater resource utilization and integration.

3.5 Implement precision marketing of logistics business

Relying on big data, Internet and cloud computing technology, it realizes logistics order forecasting, path optimization and intelligent matching, to guide logistics service providers to optimize their operations. At the same time, the logistics sharing platform, such as APP, Wechat Public Number, is used for precise publicity and promotion to achieve customer gathering and guidance, improve marketing efficiency and achieve value-added income.

3.6 Improve service level and pay attention to customer experience

Logistics industry O2O can achieve online and offline integration and sharing. On this basis, the logistics industry should not only strengthen the optimization of offline services, but also pay attention to the customer experience of online channels such as new media, and realize customer scenario participation and experience through online and offline integrated services. At the same time, logistics service providers should actively contact customers, optimize service processes through real-time and intelligent logistics data, and provide customers with more subtle and intimate service experience.

3.7 Accelerate the reconstruction of the organizational mode of logistics enterprises and explore the innovation of the organizational mode of "Internet +"

"Internet +" requires logistics enterprises to reduce management levels at the organizational level, change the organizational structure of reporting step by step into a flat organizational structure, decompose the team into numerous small teams according to projects, and implement "amoeba" management and assessment. In this way, we can respond to the needs of users more efficiently and comprehensively.

4. Conclusion

Under the environment of new economy, the development of logistics industry has both new opportunities and new challenges. The logistics industry of Mianyang should start from the needs of customers, rely on new technologies and thinking, strengthen industry integration and industrial ecological construction, explore new strategic breakthroughs, constantly innovate business models,

establish sharing platforms, accelerate transformation and upgrading, and improve the quality and efficiency of the logistics industry.

Annotation:

- ①Statistical Communique on the National Economic and Social Development of Mianyang in 2022. [2023-03-30].
- ②Same as Note
- ③Statistical Communique on the National Economic and Social Development of Mianyang in 2021. [2022-04-06].

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