

Research on Optimization of Supply Chain Management of Cross-Border E-commerce Enterprises -- A Case Study of Machinery Manufacturing Enterprises

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Abstract: In recent years, the rise of cross-border e-commerce enterprises in China has led to the vigorous development of the supply chain industry. Nowadays, the competition between cross-border e-commerce enterprises has evolved into the competition between enterprises supply chain, thus, how to optimize the supply chain management of cross-border electricity supplier enterprises has become an important issue of research. This paper first introduces the development of cross-border electricity supplier, the definition of the cross-border electricity supplier, the supply chain management concept; then analyses the current situation of supply chain management of cross-border business in China and its problems. to Liming heavy industry enterprises as the study on China's machinery manufacturing enterprises should be how to deal with cross-border e-commerce supply chain optimization management; finally, the paper proposes corresponding suggestions on the optimization of supply chain management of cross-border business enterprise.

1. INTRODUCTION

Today of economic globalization, cross-border e-commerce enterprises got new development, more and more Chinese products are sold to all over the world, China's cross-border electricity has been a steady rise in trading volume, cross-border e-commerce in China has reached a new level. At present, many machinery manufacturing companies began to cross-border e-commerce transformation and upgrading, and continuously expand new markets abroad, a new business, machinery manufacturing enterprises cross-border electricity ushered in the new opportunity, the enterprise can through the Internet to integrate procurement, production, distribution and sales all kinds of relations, to create more trade opportunities, through the transformation of the traditional mechanical manufacturing enterprises cross-border electricity, increase enterprise's virtual sex, mobility and flexibility, thus make the enterprise have a better adaptability to the market. In recent years, cross-border e-commerce enterprise transaction scale has been increasing year by year, cross-border e-commerce business model is rapidly improving our economic strength.

Under the background of global cross-border e-commerce era, through the integration of supply chain companies share purchase, production, distribution and sales functions, thus forming a coordinated development of organisms, so as to improve the present cross-border electricity enterprise's competitiveness. In recent years, there has been a growing competition among cross-border e-commerce companies, especially for machinery manufacturers. There are still many deficiencies in the supply chain management of cross-border e-commerce. The competition between enterprises is more transferred to the integration of

supply chain, and supply chain management becomes the core of the whole cross-border e-commerce enterprise. Therefore, research on the optimization of supply chain management of cross-border e-commerce enterprises and put forward corresponding Suggestions and strategies can greatly enhance the competitiveness of China's manufacturing enterprises in the international market.

2. CONCEPT DEFINITION

2.1 Cross-Border E-Commerce

The recent simplicity of the term cross-border e-commerce can be summarized as the use of the Internet for trade by different trading subjects. Cross-border e-commerce is belong to different customs frontier trading main body using the Internet to establish a global shopping platform, make different countries regional trade with merchants can through this platform, at the same time using cross national borders, cargo transportation and logistics company to finish goods logistics and transport of a kind of economic activity.

Cross-border e-commerce refers to the subjects while trading business belong to different customs, but the use of e-commerce platform after complete the transaction and payment and settlement, the use of cross-border logistics for goods delivery business model ". According to the import and export directions, it can be divided into the export of cross-border e-commerce and the import of cross-border e-commerce. Cross-border e-commerce has upended traditional trade patterns, and cross-border e-commerce will become a powerful force driving economic globalization and will be popularized and used throughout the world. Chinese enterprises should seize this opportunity to make their enterprises bigger and stronger.

2.2 Supply Chain Management

Supply chain management was proposed last century, although the development time is not long, but many large enterprises have achieved good results in the management practice of supply chain. Between supply chain is all participating enterprises on logistics, information flow and cash flow, such as coordination, of supply chain management is for overall planning, coordination, operation, control and optimization of a series of activities and processes, its ultimate purpose is to get the customer need the right product can be in accordance with the right quantity at the right time the right quality and the right condition to the right place, "6 r", and minimize the total cost. In terms of cross-border e-commerce, supply chain management has five main contents: sales, procurement, packaging, distribution and return.

3. STATUS ANALYSIS

In recent years, the rapid development of cross-border business, according to the China Electronic Commerce Research Center survey, 2016 of China's import and export of cross-border electricity supplier total import and export trade has already achieved 6 trillion and 500 billion, an increase of 20.37% compared to the same period than in previous years the size of the transaction.

Table1: The scale of cross-border e-commerce transactions in China from 2011 to 2016.

China's export of cross-border e-commerce transactions in 2011-2016				
year	2011	2013	2015	2016
Transaction size (trillion yuan)	1.6	2.7	4.5	6.5

Trading scale is growing rapidly in our country, has become the world's largest trade import and export countries, cross-border electricity business enterprises are rapidly developing in our country, exports growing, is becoming more and more big proportion in the world. In 2013, in our country leaders "One Belt And One Road" as the inheritance and innovation of the ancient silk road strategic, promote the economic prosperity of all countries along and regional cooperation, "One Belt And One Road" is not only a period of time in the future pointed out the direction of China's international trade, more cross-border electricity provided a new development opportunity. Many enterprises in China have seized this opportunity to transform e-commerce, and mechanical manufacturing enterprises are no exception. Mechanical manufacturing enterprises no longer adhere to the traditional trade model, start to transform cross-border e-commerce, and try new sales channels with a new mode of trade.

3.1 Problems of Supply Chain Management of Cross Border E-commerce Enterprises

Machinery manufacturing enterprises in transition

after cross-border e-commerce, depending on its research and development manufacturing advantage is the development of the good, but not by cross-border electronic commerce research and development and manufacturing will win. When a lot of machinery manufacturing in cross-border e-commerce is also facing a series of problems, such as supply chain warehouse problem, cross-border e-commerce talents training, brand promotion, trade payment problems, etc. The new sales model is different from the traditional model. In the face of packaging problems, marketing problems and brand promotion problems, the mechanical manufacturing enterprises need to change and respond to the problems.

3.1.1 Storage Problems

Traditional machinery manufacturing and storage capacity are weak, and warehousing problems are the main problems of cross-border e-commerce. Controlling a certain amount of inventory can overcome the adverse impact of uncertain risk on supply chain due to changes in market demand and supply. In today's cross-border e-commerce enterprises, the inventory problem has become an important factor restricting enterprises to carry out transnational trade. Customer credit, the speed of processing materials, and the weather problems of the transportation process can have an impact on the inventory in the supply chain. The solution of inventory problems in supply chain management will accelerate the development of cross-border e-commerce enterprises in China. Especially for overseas warehousing, we should consider the cost of inventory, the large amount of storage and the time manpower.

3.1.2 Supply Chain Source Problems

The advantages of mechanical manufacturing enterprises are low price and quantitative production, etc., but they can not be advantageous in competition. At present, China lags behind the world in many core technologies, and the gap is bigger. Traditional machinery manufacturing enterprises have weak innovation ability, low core competitiveness and low technology. The development of the manufacturing industry in China are mostly distributed in did not involve intellectual work the important components of the processing and manufacturing, is the factory of the international market, in the world in the lower position on the whole industry chain, lack of certain technical content. Secondly, our country independent research and development of the brand is less, is the result of China's cheap labor and low cost of land resources, this way of production in our country rarely has its own brand, in the industrial chain of the bottom, Our products lack core competitiveness and have no competitive advantage when making foreign products.

3.1.3 Transaction Payment Problems

Nowadays, transaction payment methods have been completed from the traditional transaction of both parties through the third-party trading platform. The international payment treasure platform has become the most common payment platform for shopping cross-border shopping. At present, for cross-border

payments, few organizations are irregularities and fraud, related departments, lax supervision, such as no unified payment system makes hard surface will appear when cross-border payment risk, pose a safety hazard.

4. CASE ANALYSES

Machinery manufacturing enterprise in cross-border e-commerce there are a series of problems, especially the supply chain management, dawn heavy industry as a mechanical manufacturing enterprise, an e-commerce business already has more than ten years, sales rose steadily, enterprise scale increases year by year. The success of dawn heavy industry enterprises is inseparable from cross-border e-commerce, and it is more inseparable from the optimization of the management of cross-border e-commerce supply chain by dawn heavy industry enterprises.

4.1 Dawn heavy industry Transformation Road

In China, most of the machinery manufacturing enterprises are using the traditional sales model, the domestic market competition pressure is more and more big, and the benefit is not ideal, the traditional manufacturing industry is facing enormous challenges. At the same time, the momentum of cross-border e-commerce has been growing rapidly, and cross-border e-commerce has opened up new markets for traditional enterprises and increased new trade opportunities. Liming heavy industry is to see this situation, only to the transformation of the road.

Liming heavy industry decided to transform cross-border e-commerce, and actively introduced electricity supplier talents, established the international trade department, began to formally test the cross border electricity supplier. Liming heavy industry as one of the earlier cross-border business, overseas market competition is small, the logistics cost is low, the dawn heavy industry when the annual sales increased a lot, only a few times before the foreign trade sales is. Liming heavy industries engaged in cross-border electricity business, the annual turnover of the steady growth, and achieved good results.

4.2 The Practice of Supply Chain

Dawn heavy industry enterprise is engaged in cross-border e-commerce enterprise, the sales steadily rise, the enterprise grows bigger and bigger. For its supply chain management, dawn heavy industry plays a good role model. Here are some of the practices of supply chain management since dawn heavy is engaged in cross-border e-commerce.

4.2.1 Optimize Logistics Distribution System

The distribution system of the supply chain relates to the speed of delivery time. A good logistics distribution system can make the goods arrive in time and customer satisfaction will be greatly improved. Customer satisfaction has a direct relation to product sales, so optimizing the logistics distribution system has an important influence on enterprises. Logistics is an important factor affecting the cost of enterprise in supply

chain management, so to solve the existing problems in the cross-border electricity supplier logistics warehousing logistics such as high cost, high level of supply chain cannot reach and lag, the optimization of logistics system is the inevitable choice. Liming heavy industry companies is through the distribution system optimization of supply chain, has a rapid development in the transformation of cross-border electricity supplier, liming heavy logistics cost is greatly reduced, greatly improve the efficiency of enterprises, but also conducive to enterprise management.

4.2.2 Training of Cross-border E-commerce Logistics Talents

Talent is very important for an enterprise, which directly affects the future development of the enterprise. After the transformation of cross-border e-commerce, the company specialized in the introduction of e-commerce logistics talents. Liming heavy industry company recruit a lot of college students from the college, early dawn heavy industry pay special attention to the electric business, the logistics personnel to their professional training, special working environment, it is dawn heavy industry cultivation of cross-border electricity business, this batch of talent has become a heavy industry started the dawn electric business elite team. Today, dawn is also recruiting many college students to inject fresh blood into their businesses. After more than ten years of development, dawn heavy industry cross-border e-commerce logistics talent has been quite mature. It is dawn heavy industry's emphasis on cross-border e-commerce logistics talents, which makes the dawn heavy industry have today's results.

4.2.3 After-Sales Service Strategy

Due to the global nature of cross-border e-commerce, the after-sales work of the products will be difficult, and the lack of after-sales service will be difficult to meet the customer's service requirements. With the perfect after-sales service system, it can make the operation of cross-border e-commerce companies more and more stable, which is an important guarantee to improve the store's reputation. The company attaches importance to the after-sales work of the products, establishes a professional team, establishes the integrated after-sales service system and so on.

4.3 The Summary of This Chapter

By introducing the successful transformation of the cross-border e-commerce of the machine manufacturing enterprise dawn heavy industry, and how the dawn heavy industry should deal with the optimization problems in the supply chain of cross-border e-commerce. We can conclude: supply chain management for the enterprise cross-border e-commerce plays an important role, cross-border electricity machinery manufacturing enterprises in transition, should actively learn the successful experience of dawn heavy industry, pay attention to the optimization of cross-border electricity supply chain management.

5. CONCLUSIONS

Taking dawn heavy industry machinery manufacturing enterprises as an example, according to the development of cross-border e-commerce in our country, the study found that as follows: (1) the optimization of supply chain logistics distribution system, foster cross-border electricity business logistics talents, provide good after-sales service and so on can be optimized cross-border electricity supply chain management. (2) the improvement of the cross-border electricity supply chain, from each link of the supply chain, improve the supply chain logistics distribution system, cultivating specialized cross-border electrical business and provide good after-sales service to ensure the quality of sources for pre-sale, sale payment risk control, properly handle the after-sales problem, etc. (3) For cross-border enterprises, they should form their own unique advantages. A good product can be imitated, but a good supply chain is hard to imitate.

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