

Exploring the Optimization of Logistics Distribution Mode of Supply Chain Management under the Background of New Retail

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Abstract. At the moment of rapid development of the Internet, e-commerce companies have achieved rapid progress in business opportunities, and the market competition atmosphere has made supply chain management a core process of the enterprise. For example, in modern retail industry, self-operated logistics cannot be applied to the development needs of enterprises. Therefore, from the perspective of supply chain in the context of new retail, the analysis of the optimal route of logistics distribution is beneficial to the development of e-commerce. With the difficulty of solving logistics, improve data forecasting capabilities, accelerate the digital supply chain construction system, and provide new opportunities for logistics development through supply chain and new retail model.

Introduction

The new retail revolution is enabling businesses and businesses to complete the digital transformation. There is no doubt that the digital transformation process has placed new demands on the traditional supply chain system. The supply chain must quickly adjust its direction to meet the rapidly changing customer innovation needs. It is a huge challenge for traditional supply chain systems with poor agility.

In the Internet era, the e-commerce industry has become increasingly fierce. With the development of the Internet, the O2O model has been continuously implemented, which is a new business method that allows online and offline development through Internet technology. The core content is through offline. The experience allows consumers to purchase products online and implement a physical post-mode under the Internet.

In terms of demand forecasting, as consumers gradually “tribalize”, the life cycle of new products is drastically shortened, leading to unprecedented challenges in information forecasting, cost control, inventory control and production supply. It is difficult for enterprise online and offline marketing data to achieve true sharing, and the accuracy of prediction is greatly reduced.

Supply Chain Management and Logistics Under the New Retail Background

The impact and challenges of the new retail innovation on the supply chain are all-encompassing and will drive fundamental changes in all aspects of the supply chain. With the individualization and diversification of consumer demand, the lack of patience of young consumers, the reduction of tolerance for out-of-stocks, and the continuous improvement of logistics requirements, traditional large-scale and large-scale production and distribution methods are gradually being reduced to small batches and high. Frequency is replaced by the order production model; in addition, online e-commerce profit growth is gradually flattening, e-commerce giants are targeting the offline market, and huge amounts of money to create a variety of offline diversified consumer scenarios, intensifying the online and offline convergence trend, delivery The door-to-door has become a common requirement, and the cost of distribution in the last mile is high. This requires that the warehouse layout is getting closer to the end consumer market. “Pre-positions” and “Store warehouses” have emerged to meet the needs of fast-changing consumers.

Supply chain management, under the path of economic globalization and normalization, its value is more and more important. Through this value chain, the supply chain provides customers with the

products and services they need, while using the integrated model to make manufacturing more flexible, faster and more efficient, and enhance the value of information. In the new retail background, many industries and enterprises are trying to integrate O2O. There is no physical store in the pure sense. All physical stores can adopt a combination of online sales and offline entities to digitize shop customers. Similarly, e-commerce platforms can also guide customers into physical stores for experience. Under the O2O supply chain management model, consumers can use the Internet platform to communicate directly with the manufacturers, thus experiencing the new management mode of online consumption offline, which is conducive to saving logistics and delivery time and reducing costs. By controlling the logistics distribution inventory technology and using the work management mode, it is possible to effectively manage the warehousing goods and provide them with distribution, delivery and replenishment.

With the continuous popularization and development of Internet technology, e-commerce is also developing faster and faster, and contemporary people are more inclined to network consumption. However, the premise of O2O supply chain management is offline physical distribution and sales, and logistics and distribution is the guarantee for the development of O2O supply chain management. Logistics distribution has emerging features such as high timeliness, diversified distribution, medium consumption experience and services in the supply chain management mode.

Optimization of Logistics Distribution Mode of Supply Chain Management under the Background of New Retail

The O2O model in the new retail context pays more attention to the customer's digital experience and creates a digital supply chain. Different from other e-commerce models, the digital supply chain shows that the O2O model is a whole, that is, the online and offline promotion and common profit model. The offline existence is to digitize the online shoppers and provide services online, saving offline time. In the face of the impact and change of new retail, based on the supply chain perspective, the following considerations are proposed:

Improve data fusion and forecasting capabilities. Due to the development of smart phones, the "anytime, anywhere" requirements of consumers have greatly increased the difficulty for businesses to predict buying and selling demand. Enterprises should base their efforts on actual and stable key nodes to strengthen data monitoring, open up online and offline sales channels, and improve data mastery and sharing. In the era of big data, only new technologies such as big data and artificial intelligence are actively introduced, and data systems are established. Standardize standards to improve data quality and data utilization, thereby improving data fusion and forecasting capabilities.

Online and offline warehouse integration services. From the sales figures of China's "Double 11" in the past decade, it is not difficult to see that consumer online consumption has become a bright spot, and a large number of consumer goods companies have also increased the proportion of online sales, some offline retail channels and B2C logistics solutions. The program has significant synergies, especially when the brand enterprise owns or controls a large proportion of offline inventory and logistics.

The key to implementing online and offline warehouse integration services is to accelerate online and offline integration, and to coordinate and manage online and offline logistics processes and suppliers. Under the traditional e-commerce model, the online and offline distribution system is separate, and channel communication and information sharing cannot be realized, which greatly increases the management cost. In addition, the separate systems are under the control of the online and offline, resulting in a relatively high emptying rate of the delivery vehicles, resulting in an increase in transportation costs. Online and offline integration, the use of public warehouse stocking mode can further reduce inventory costs and warehouse rental costs.

Optimizing the supply chain network layout. Based on the strategic perspective, the company integrates resources, optimizes the supply chain layout, optimizes the core business, makes strategic adjustments to the core of the supply chain, and builds a "supply chain platform" for new business

services, so as to achieve the demand for consumer fragmentation. High aging requirements require a quick response.

Summary

Supply chain management, under the path of economic globalization and normalization, its value is more and more important. Through the value chain, the supply chain provides customers with the products and services they need, while using the integrated model to make manufacturing more flexible, faster delivery, and enhance information value.

In the new retail background, many industries and enterprises are trying to integrate O2O. There is no physical store in the pure sense. All physical stores can adopt a combination of online sales and offline entities to digitize shop customers. Similarly, e-commerce platforms can also guide customers into physical stores for experience. Under the O2O supply chain management model, consumers can use the Internet platform to communicate directly with the manufacturers, thus experiencing the new management mode of online consumption offline, which is conducive to saving logistics and delivery time and reducing costs. By controlling the logistics distribution inventory technology and using the work management mode, it is possible to effectively manage the warehousing goods and provide them with distribution, delivery and replenishment.

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