

Research on the business model of third-party logistics enterprises in the e-commerce environment

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Keywords: e-commerce; third-party logistics; business model

Abstract: The rapid development of e-commerce provides huge business opportunities for third-party logistics enterprises, and the practice of third-party logistics enterprises provides realistic materials for further discussion of logistics theory. This paper takes the service form of the third-party logistics in the electricity-to-business environment as the breakthrough point, analyzes the development status of the third-party logistics in my country, puts forward the operating points of the third-party logistics business model in the electricity-to-business environment, and discusses the third-party logistics enterprises. Business model innovation approach.

1. Introduction

With the development of information technology and the popularization of the Internet, e-commerce is a combination of business flow, capital flow, logistics and information flow. Information flow is the bridge, business flow is the carrier, capital flow is the purpose, and logistics is the foundation[1]. The essence of success is the informatization of business flow processing, and the effective realization of e-commerce depends on logistics. High-quality logistics has become the guarantee force of business flow, ensuring the smooth development of e-commerce. Appropriate logistics operation mode is very important for e-commerce enterprises to solve logistics problems, and it has many positive meanings for enterprises. On the one hand, it is helpful for enterprises to give full play to their internal advantages, effectively avoid external risks, and promote stable and efficient development of enterprises; on the other hand, the correct choice of logistics mode can promote enterprises to improve their own operating efficiency and profit income, and logistics efficiency determines the success of enterprises.

2. E-commerce service forms of third-party logistics

2.1 Build your own website

This situation applies to large third-party logistics companies. Due to the rapid development of e-commerce, on-site sales have gradually weakened to a certain extent, and at the same time, the function of logistics sites that provide direct delivery of goods to users has been strengthened. As far as its functions are concerned, third-party logistics integrates capital flow, business flow, information flow and logistics, and has the ability to extend its own e-commerce website to a wider field, so as to break through the limitations of time, space and region.. Purchasing goods from suppliers, selling and distributing goods to users, can conduct business transactions around the clock, and can provide goods distribution services to users across the country or even around the world[2].

2.2 Fit strategy

Due to the limitations of capital, technology and human resources of small and medium-sized logistics enterprises. It usually adopts a fit strategy to achieve the goal of Yichuan in the form of joining social public service websites. In order to expand the company's reputation, such logistics enterprises solicit supply from the whole country and even from the same world, and actively

participate in social e-commerce websites[3]. Set up a corporate homepage on the participating social public service e-commerce website, publicize the image of the company, introduce the business purpose and service strength of the company, and indicate the company's mailing address and telephone number. At the same time, companies will frequently update their homepages in order to attract more potential customers.

2.3 Extending branches

It is a common practice for logistics companies to set up branches, so as to provide instant services in space while providing e-commerce logistics services. E-commerce transactions have no provincial or national boundaries. Therefore, in order to adapt to the development of e-commerce, third-party logistics should generally establish branches of its own logistics distribution centers in specific cities across the country or even in the world in addition to corporate headquarters. Generally speaking, it is necessary to determine the number of commodity households, commodity quantity and business district scope delivered by the logistics distribution branch[4].

2.4 Establish channel sharing

In order to save costs, some logistics companies sometimes do not set up their own distribution branches, but establish channel sharing relationships with logistics companies in various places and commercial production companies with logistics facilities, and allow allied units to provide space instant distribution services. In addition, logistics and distribution branches can be built into retail online stores, which are responsible for both local distribution services and commodity sales. E-commerce is a service platform that combines two processes of electronic ordering and physical flow. The saving of circulation time and cost mainly depends on the cost speed and efficiency of logistics operation.

3. Countermeasures for the third-party logistics business model in the e-commerce environment

3.1 Traditional business model of outsourcing logistics

The traditional outsourcing logistics operation mode means that the third-party logistics company undertakes all or part of the logistics business of the manufacturer or distributor alone. Third-party logistics companies and merchants form written contracts in the form of contracts and determine long-term partnerships, which can ensure the stability of their business volume and avoid waste of resources for logistics companies. With a business-centric model, third-party logistics companies hardly need to add additional equipment and training of other personnel. The management process is very simple. We only need to complete the distribution tasks assigned by the company, and do not need to understand the internal production and production of the company. Sales Plan.

3.2 Alliance logistics business model

The third-party logistics includes strategic alliances formed in the form of contracts such as transportation, warehousing, and information processing. There is a small logistics network system in the alliance enterprises. In this system, information exchange and solidarity and cooperation among the alliance enterprises can be strengthened[5]. The enterprises are generally composed of transportation companies, warehouse operators, etc. in the same city or in different cities. Information processing generally means that all members of the alliance jointly lease an information operation platform, and the operator is responsible for the processing and collection of information, and realizes information sharing and information exchange among alliance members on the internal network.

At present, this model is widely used in my country's e-commerce websites. Compared with the first model, this model has two improvements: first, an information operation platform is added to the system, which realizes information sharing and information exchange, and at the same time, the internal work efficiency of the alliance is greatly improved. Second, the unity and cooperation

among the members of the alliance can make the whole business process simpler, which not only improves the work efficiency, but also makes the supply chain connection more smoothly. The alliance can use multimodal transport to combine the original scattered carriers, so that many businesses can be streamlined and one ticket to the end can be achieved, which will greatly save transportation costs.

3.3 Integrated Logistics Business Model

This model is to establish an integrated logistics company or group. The integrated logistics company integrates various functions of logistics, such as distribution, information processing, packaging, loading and unloading, etc[6]. and sets up departments with corresponding functions. This integrated logistics enterprise greatly expands the service scope of the logistics company. It can provide management services and raw material distribution to manufacturers, and fully provide cargo transportation services to distributors, so that business flow, information flow and capital flow can be completed at the same time., Logistics delivery.

An integrated logistics project must build a complete system, that is, the location of the distribution center, the business undertaken by each logistics company and the required equipment. Among them, the construction of information system and the location of distribution center are very important issues. The basic functions that the logistics information system should contain include information collection, information processing, information regulation and information management. The information exchange in the logistics system mainly uses the Internet, which has a large amount of information and low cost, and the use of the Internet has become the development trend of the logistics information platform. The distribution center is the embodiment of integrated logistics. It connects various links such as logistics transportation, warehousing, and distribution, and is also an inevitable trend in the development of third-party logistics. Avoid wasting resources.

3.4 Combining third-party logistics and e-commerce business model

3.4.1 Third-party logistics services for e-commerce

This model is suitable for small or newly established third-party logistics enterprises, and can also be adopted for traditional storage and transportation enterprises that intend to transform to third-party logistics. Small or newly established third-party logistics enterprises provide limited logistics services due to their small scale[7]. Therefore, in order to obtain a larger market share to maintain the survival and development of the enterprise, they must have business acquisition channels. Professional e-commerce enterprises only have online transactions. Offline physical distribution is not involved. Therefore, if these two types of enterprises are combined, e-commerce can open up markets for third-party logistics companies and enhance their corporate image; at the same time, third-party logistics companies also solve the physical distribution problem of e-commerce. In this mode, a third-party logistics company can provide logistics and distribution services for multiple e-commerce websites.

3.4.2 Third-party logistics and e-commerce joint model

For those small and medium-sized third-party logistics enterprises that already have a certain influence in the market economy, this model is very suitable. This model is more closely integrated than the first model, except that the third party can provide distribution services, and the two are a strategic partnership. In this mode, it can be one-to-one or many-to-many cooperation between third-party logistics companies and e-commerce companies. Therefore, both geographically and the combination of the industries served can have a larger market footprint and radiation range. Through this combination, logistics companies can transfer some of the business of the network to e-commerce companies, so that they can have more energy to complete other businesses and make full use of favorable resources more rationally.

3.4.3 E-commerce provides third-party logistics services

In the daily management activities of enterprises, e-commerce is bound to be an extension of

enterprise value-added services. Therefore, in the enterprise's e-commerce website, it is necessary to try to realize functions such as online customer management, information inquiry, demand determination, order generation and online payment. At the same time, customers can stay informed about order execution, inventory status, or information on the location and status of your shipments. The e-commerce website of the enterprise can also play the role of network marketing, which is used to promote the values of the enterprise, expand the popularity of the enterprise, and become an effective way to expand the market. In addition to building their own e-commerce site, such a business can also build links on well-known related sites, making it easier for customers to find themselves.

4. Conclusion

In the electricity-to-business environment, e-commerce companies usually hand over all logistics to third-party logistics companies. However, my country's third-party logistics is not mature enough, and it has a certain degree of substitutability, so it is actively promoting the development of third-party logistics. At the same time, self-operated logistics, logistics alliance or multiple modes should be used flexibly to develop together, so as to maximize the economic benefits of enterprises and ultimately achieve the goal of logistics integration.

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