

## Logistics and Supply Chain Management Practice and Innovation

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**Abstract:** From the current economic form, in order to have stability and continuity in the future development of enterprises, we must keep up with the trend of the times in technology and management. With the popularization of network technology, e-commerce shopping came into being, bringing business to the logistics industry. With the development of logistics industry, supply chain management becomes inevitable. This thesis focuses on logistics and supply chain Kan practice and innovation.

### 1. Introduction

The pace of economic development is accelerating, and most companies are aware of the need to change their development models. If still use the traditional mode of operation, will inevitably lag behind the market, industry competitiveness will also weaken, also can not keep up with the development of the times. Therefore, enterprises choose to cooperate with logistics to implement supply chain management, so that enterprises can adapt to the current market environment stable and sustainable development, and can also play a certain role in promoting the social and economic development of China.(Figure 1: Logistics companies)



Figure 1 Logistics companies

Now enterprises adapt to the situation and logistics cooperation, but there are still shortcomings in modern logistics and supply chain management. To solve this problem properly, it is necessary to study the problems existing in this management mode, especially in the lack of professional management personnel and the communication between enterprises. (Figure 2: Enterprise Supply Chain Management Model)



Figure 2 Enterprise supply chain management model

### 1.1. The Lack of Managerial Personnel in the Development of Enterprises

Enterprises in different stages of development, the management model to make a corresponding adjustment. When formulating the management mode, we should also consider various factors of the times, establish our own supply chain, stimulate the enthusiasm of enterprise marketing, make more employees understand the strategic development mode of the enterprise, grasp the progress of development, have an accurate position on their own position, know what the goal of work is, so as to adjust their own working state and make themselves more suitable for the development of the enterprise. However, many enterprises lack professional managers, and the existing managers are not enough to manage their employees, which leads to the lack of enterprise development to meet the needs of the new era. For example, when the enterprise exceeds the demand when the goods are scheduled, the logistics in the delivery of goods due to the lack of tracking lead to the loss of goods on the way, logistics transport goods did not arrive in time, these problems will have a negative impact on the credibility of the enterprise, the serious will lead to economic losses of the enterprise.

### 1.2. Enterprises Have Insufficient Communication Between Themselves in Their Development

Now some enterprises in order to have more room for development, choose the partner. However, this kind of cooperation stays in the superficial form, lacks the depth, mainly manifests in the staff and the management staff does not have the sufficient run-in, causes the staff's work to have no goal, muddle through every day, affects the work effect. In the cooperation of enterprises, the communication between each other is also very important, if there is the problem of information communication is not smooth, or even the problem of information island, it means that there is no trust between enterprises. Lack of trust cooperation is worthless, let alone complementary advantages, once friction, can not be resolved in a short time, the progress of work will be affected. In the enterprise and logistics cooperation, initially with the supply chain run-in, did not adopt a reasonable way, the overall quality of the staff did not respond to improve, the cooperation between the staff can not achieve the desired results.

## 2. Strategies for Effective Application of Logistics and Supply Chain Management Model in Enterprises

Now most enterprises have recognized the importance of cooperation with the logistics industry, to promote their own better development, logistics and supply chain management model. In the face of the shortcomings in the application of this management mode, we need to adopt the corresponding strategy solution. Specifically, enterprises need to pay attention to the training of professional personnel, construct the management mode suitable for their own development, and apply the supply chain management mode reasonably, so that enterprises can improve their market competitiveness and develop healthily in the pluralistic market environment. (Figure 3: Logistics Supply Flow Chart)



Figure 3 Logistics supply chain

## 2.1. Enterprises Should Attach Great Importance to the Training of Professionals in the Process of Development

The development of enterprises can not be separated from high-quality people. Enterprises should not only introduce excellent talents, but also pay attention to training people. When training high-quality talents, enterprises should proceed from the actual development of the enterprise to improve the technical ability and management ability of the staff, improve the cohesion of the staff, contribute their own strength to the development of the enterprise, and give play to their own professional price. An important advantage of the enterprise to pay attention to the cultivation of talents is that the enterprise has different defining indexes for the talent in different stages of development, the enterprise has more pertinence to the talent training stage, and the quality of the cultivated talent is more conducive to the development of the enterprise. In the cultivation of enterprise talents, we should abandon the traditional mode, innovate the management mode according to the strategic development goal of the enterprise, give full play to the maximum value of the talents, and improve the overall efficiency of the enterprise. Now enterprises want to accelerate development, and logistics industry cooperation is a must. In the process of enterprise and logistics cooperation, we need to take into account some important problems, such as logistics transportation needs to follow a series of procedures, goods need to be packaged, shipped, and goods need to be delivered by express personnel after arriving at the destination, these are all the problems that need to be considered by the management of the enterprise. These are all related to the speed and quality of logistics and the economic effect of the enterprise. In the management of enterprises, an important content is to obtain logistics information, for this, enterprises need to attach great importance to talent training, and do professional training, can obtain accurate logistics information. If necessary, the enterprise can send professional personnel to study in the logistics company, combine the logistics management mode with the management mode of the enterprise, and construct a new management model. The technical level and management level of these staff are improved, their own ability is brought into full play, their own value in the enterprise is enhanced, and the related problems existing in the enterprise operation are solved, and the enterprise has more ability to bear the new logistics and supply chain, so as to avoid causing economic losses to the enterprise.

## 2.2. Enterprises Should Establish Their Own Management Model in the Process of Development

There is no clear boundary between competition and cooperation in today's market environment. In order to develop better, enterprises need to cooperate with each other, and it is very necessary to improve the management level, which can play a complementary role. However, this kind of cooperation will not affect the competition of enterprises, while enterprises cooperate with each other on the one hand, they need to compete in economic profits to obtain, which needs to highlight their own advantages, innovate the management model, rationally use the logistics supply chain, and promote their own development by improving the management efficiency. Every enterprise has

its own characteristics, the management mode should also be different, the enterprise adopts the logistics supply chain management mode, it must start from its own management characteristics, use its own unique management mode, highlight its own advantages, but also let all employees set development goals, let employees see the hope of the enterprise in the work, but also see the hope of its own development. Through the operation of logistics supply chain mode, let employees have a macro understanding of the overall operation of the enterprise, play a role in their own posts, in order to better start the work and contribute to the enterprise, for the enterprise, the overall operational efficiency will also be improved.

In a diversified market environment, enterprises should base themselves on the needs of customers to play the role of management to make customers full. If there is no large customer group, the enterprise is difficult to support, therefore, the enterprise should find ways to improve customer trust in the enterprise, like and pay attention to the products of the enterprise, this is a necessary rule to promote the better and faster development of the enterprise. To make customers satisfied with the product, quality logistics distribution service is essential. When enterprises choose logistics, they should shorten the itinerary as far as possible, and send the products to customers at the fastest speed, which can not only improve the customer's feeling, but also improve the economic efficiency.

### **2.3. In the Process of Development, the Enterprise Constructs a Scientific and Effective Supply Chain Management Model**

Now more enterprises cooperate with logistics enterprises to promote more and more logistics enterprises in the market. With the increasing number of logistics enterprises, the competition in this industry is becoming more and more intense. In such a market environment, if enterprises want to develop rapidly, they should make clear the development characteristics from their own reality, highlight and enlarge the characteristics, and give full play to the advantages of the characteristics in the competition. Only in this way can the enterprise have a good development before. In order to improve their own development ability, enterprises need to establish and perfect the internal management mode, adopt the marketing management mode suitable for their own development, and position the products of the enterprise accurately. In addition, the development strategy of the enterprise should be determined. When these development elements of the enterprise are complete, and cooperate with the logistics company, constitute the "first-class three network" mode, that is, the product order information flow of the enterprise is formed, the computer network is used, the resource network is configured, and the supply chain network can not only create a good development opportunity for the enterprise, but also obtain a broader development space.

### **3. Conclusion**

Through the above research, it can be clear that development as a developing country, in order to make steady progress in development, we must change the mode of economic development and explore new development models constantly, so that enterprises can keep up with the trend of the times and be in the leading position in the industry. Enterprises in the choice of development model, from their own development point of view, but also comprehensive development model. At present, most of the enterprises have cooperated with logistics to implement the supply chain management mode, but there are still many problems in the concrete application, which need to be solved effectively in order to make the enterprise have a good future development prospect.

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