

## *Analyze on the Development Trend of Platform - Type Electricity Business Logistics-- Taking the Rookie Logistics as an Example*

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**Abstract:** With the advent of the big data era, the traditional logistics industry is undergoing profound changes. The platform e-commerce logistics enterprises will most likely become the future development direction, and the rookie logistics is one of the typical representatives. By in-depth analysis of all aspects of rookie logistics, it is not difficult to find the future development of the road logistics still exists many unavoidable problems, which also restricts the platform type electricity supplier logistics mode with rookie logistics as the representative of the will in the future market competition in an invincible position. Therefore, this paper will analyse these issues in detail, and give the ideas of the corresponding point of view, in order to contribute to the development of future commercial logistics.

### **1. INTRODUCTION**

In order to build a better business logistics, Jack-Ma decided to build China's own intelligent logistics backbone network, plans to invest a total of 300 billion yuan, with 5 to 8 years time, the mainland together all express network, through self-built, Transformation and other modes, the construction of open all over the country's social storage grid, and the use of large data cloud computing technology, the establishment of an open, transparent, shared data application platform in the country to do 24 hours delivery. The ultimate goal is to establish the field of electricity and social resources efficient collaborative mechanism to enhance the quality of China's social logistics services. The essence of rookie technology is to adopt the idea of third party logistics, not only for Taobao, but also for the realization of China's e-commerce logistics reform of the big logistics plan. Rookie logistics plan will be the circulation of the resources to integrate the operation, the establishment of data-based logistics for the whole society of the logistics infrastructure platform.

Rookie logistics as a leading enterprise in the future direction of the development of e-commerce logistics benchmarking, for the future development of China's electricity supplier logistics provides valuable experience. It is of great practical significance and theoretical value to study the rookie logistics and to study the results of the study into the future development of the whole industry.

### **2. WITH ROOKIE LOGISTICS AS THE REPRESENTATIVE OF THE PLATFORM TYPE ELECTRICITY SUPPLIER LOGISTICS DEVELOPMENT SITUATION**

#### **2.1 The policy support of the uncertain future**

The rookie logistics backbone consists of two components: Sky-net and the ground-net. Sky-net, as its

name suggests, is a network system based on big data, data analysis and tracking. The "ground network" refers to the warehousing, express delivery, transportation, landing and other links to establish the logistics infrastructure equipment and related links in general. The rookie logistics has internet background, Skynet establishment does not exist any technical difficulties, however, to establish a set of perfect and efficient network platform is not between morning and evening can easily be completed, it needs a large number of negotiations with the government, get to build storage. Once Rookie logistics accumulated a large amount of land, reasonable development and it is difficult to system, is likely to be blamed for all sorts of excuses, involved in real estate development business logistics real. At this point a series of policy support may be suspended or suspended may be. The Ministry of Commerce has been targeted for individual electricity business logistics companies deviate from their own direction, hoarding a large number of land behavior criticized. Therefore, the ability to clear their own development direction, to avoid some problems on the deviation, with the government departments to communicate well will determine whether the enterprise can obtain sustained policy support.

#### **2.2 Electric business logistics platform within the enterprise's business is difficult to allocate**

As the social logistics enterprise platform type, its goal is to use 5 to 8 years, the mainland together all the logistics network, through self construction, cooperation, transformation, and a variety of modes, the construction of nationwide open social network storage, and the use of big data cloud computing technology to establish an open, transparent, data application platform sharing, do 24 hours of delivery will arrive in the country (Changyun Wan,2014). In the composition of the rookie network, including Alibaba Group, Fuxing Group, Yintai Department Store, Fuchun Logistics, Shentong Logistics, Yuantong Logistics, Zhongtong Logistics, Yunda Logistics and SF. Among them, Yintai Group as a veteran of the department store chain, the supply chain

management ability is very strong, rookie network supply chain system and a large staff from the Yintai Group management. Fuxing Group as a professional real estate company, from the purchase, construction, property management are very professional, responsible for the construction of the warehouse. Fuchun Logistics is responsible for the rookie network in the trunk logistics, regional feeder logistics and the last mile distribution is the "three links one" and SF, while the Alibaba Group is focused on information technology organization control, capital settlement (Wenbo Hu,2015). These enterprises seem to be clear division of labor, but in fact the interests of their respective businesses and future development goals difficult to coordinate. In addition to the current distribution of benefits of cooperation between enterprises, the more important is that Alibaba mastered the information of the organizational control and capital settlement, the rest of the cooperative enterprises will have two aspects of the impact. First, Alibaba strong financial settlement capacity makes other enterprises to receive payment, financial financing capacity greatly reduced, seriously affected the cooperative enterprises to participate in the enthusiasm. Second, the business information of the enterprise belongs to the business secrets of the enterprise, it reflects the real operation ability, solvency, customer information and so on a series of relevant information, if by other enterprises, for the long-term development of the enterprise may produce Extremely negative impact.

### **2.3 The development of pre-service and the balance between the cost**

The level of service is inversely proportional to the cost. As early as in previous years, the home delivery is too much emphasis on service speed and ignoring the operating costs, resulting in rapid response to customers in the process of increasing the cost pressure. At that time the society consumption level is not high, the rapid response logistics to enhance the customer experience, will bring the negative impact of the cost increase, and this effect after passed on to customers, resulting in contrary to expectations of the market reaction. Another example comes from the United States as a representative of the developed countries, the US logistics industry is not as much as the current China, too much emphasis on the timeliness of logistics, but still able to meet the normal needs of the vast number of consumers in the United States, it is because the combination of efficiency and cost Between the "antinomy" principle. It is questionable to rely on uplifting costs to achieve a high quality service experience.

There is no doubt that the level of efficient service response will be the future development trend of commercial logistics. But at this stage obtained by lifting the cost of service response capability does not fully meet the needs of the society. Rookie logistics backbone network to achieve the central and western regions such as 24-hour delivery will reach the goal, which means that the current level of consumption in the context of the need to rely on large data technology, fully integrated and efficient use of social resources to achieve Logistics

efficiency in the country to enhance the revolutionary. People have reason to believe that the future development level of electricity business logistics will reach this level, but from the present, rookie logistics can achieve the goal, but also must answer the following questions: First, whether the level of purchasing power of consumers in the western and western regions of the current stage is compatible with the overall operational capacity of the enterprises? Second, the rural logistics in the future development of rookie logistics occupy what kind of position? Third, whether the current large data, cloud computing can accurately provide effective data support for the national logistics backbone?

If you do not raise the cost of the case, to solve these problems, to achieve the revolutionary level of logistics services to enhance the future of China's electricity business logistics development can not avoid the important issue. If you can not upgrade the cost of the case to solve the above problems, to improve the logistics service level will be revolutionary, is an inevitable subject of future road electricity supplier logistics development in China.

### **2.4 The formation of electric power logistics alliance body monopoly situation**

The construction of a large data platform based electricity supplier logistics technology support, determines the future development cannot do without the depth of cooperation with several major logistics enterprises, such as the rookie logistics is by the Alibaba Group, Yintai Group, Fuxing Group, Fuchun holdings, SF group, one of three links (Shen Tong, tact, in the pass, rhyme), and the relevant financial institutions to jointly build a joint company. These undoubtedly in technology, combination of channel network and other aspects of the formation of oligopoly. So we need to look at the dialectical analysis.

#### **2.4.1 The harm of joint monopoly by commercial giants**

Invite the courier company, strategic alliance open platform is an important choice for rookie logistics, but to a certain extent, will form an oligopoly structure, is not conducive to the sound development of small enterprises, but also hindered the development of innovation of logistics.

#### **2.4.2 The rationality and inevitability of deep enterprise cooperation**

The economies of scale and market rules between enterprises from each other, complementary interests alliance determines the depth of cooperation between enterprises, this is one of the most effective mode of commercial operation. This kind of social platform cooperation, not only reduces the operating costs, to help consumers, while improving the quality of service and response level, more importantly, it has a more extensive and far-reaching social benefits. This socialized logistics platform is the effective integration of social transport resources, China's total GDP 18% from the logistics, but in developed countries is 12%. If these 6 percentage points can be reduced, it will have a huge impact on the economic benefits of the country as a whole.

## **2.5 The attractiveness of the platform remains to be verified**

An important work of rookie logistics at this stage is that the expansion of infrastructure construction in the construction of logistics throughout the country a large number of rookie logistics operation center, the goal is to rely on big data technology, capacity to provide service support for the whole society in the future gradually. So start planning a rookie logistics construction is to build, open logistics network sharing platform, grasp the opportunity of the rapid development of electronic commerce, in the country, and gradually increase the level of intelligent logistics, in order for the logistics system of the whole society to provide service support. However, in fact, at this stage into the rookie logistics backbone of the business is still relatively limited, it is difficult to achieve the basic expectations of rookie logistics, and Jingdong Mall, Suning Tesco as the representative of the self-electric business logistics enterprises, After the rapid response to the progressive realization of its logistics system of socialization. Therefore, for the commitment to modern logistics enterprises to realize the whole society, rookie logistics not only has a high competitiveness in the industry, but also has great appeal for franchisees, only properly deal with these two problems, can be the platform to promote to the whole society.

## **3. THE DEVELOPMENT TREND IN THE FUTURE**

### **3.1 Cross-border electricity business logistics will become an important direction of development**

Under the background and trend of globalization of the world economy, our country has put forward the national strategy of "Internet +" and " The Belt and Road Initiative ", which provides an unprecedented opportunity for the development of China's cross-border e-commerce logistics. June 2015, the State Council issued "on the promotion of cross-border e-commerce healthy and rapid development of the guidance" to encourage foreign trade comprehensive services for cross-border e-commerce enterprises to provide customs clearance, logistics, warehousing and financing and other services to support enterprises to establish a global Logistics supply chain and overseas logistics service system. The rookie logistics backbone network in the future is an important development direction for cross-border trade to provide the corresponding logistics services.

Ali CEO has publicly stated that globalization as one of the three major developments in business development. In order to cooperate with the international expansion of Tmall mall, rookie globalization layout is also beginning to accelerate.2013 years, the newly established rookie logistics network for just 5 months and Chinese postal cooperation for global distribution, and then the Royal, Singapore, Australia, the United States and a number of postal services, including Yan Wen, 4PX and other international well-known the logistics to achieve cooperation. According to Wan Lin,

vice president of rookie network, the daily processing capacity of global cross-border logistics network rookie capacity of more than 4 million single, with 74 cross-border warehouse throughout the world and open up cross-border line 16 (Li Li.2015).

From the national strategy to the development of the enterprise, all of us look at the new important direction of trade development from an international perspective. So in order to cooperate with relevant enterprises internationalization road, represented by rookie logistics backbone of some electric business logistics enterprises, already will be the future development goals must be located in cross-border electronic business logistics services. In spite of the internationalization and cross-border electricity we made a positive and effective logistics services strategic development plan, but, in fact, the pressure is very big still, foreign EXPRESS delivery giants such as UPS, EXPRESS, DHL, TNT and other multinational companies have business in this field for many years, so international cross-border electronic business logistics is not necessarily the easy road. However, the positive response to the "Internet" national strategy, closely follow the pace of internationalization of China's rapid development of e-commerce, rookie network will usher in the spring of China's cross-border electricity supplier logistics.

### **3.2 Rural electricity business logistics and the last mile problem will be effectively resolved**

If the rookie logistics in rural areas to develop electricity providers, then the logistics will become a core issue. Relying on extensive transportation network, city business with an average of 2.6 days of delivery speed to ensure the customer satisfaction of the electricity supplier, while in rural areas, in addition to the delivery time is too long, not distribution to the village is also a big problem. Many rural areas are not laying express outlets, so the villagers need to the county or township. Courier pick up which will become the bottleneck for future development of rural electricity supplier logistics.

However, in March this year, the National Development and Reform Commission issued a document on "strengthening the construction of short-term logistics to promote effective investment and consumption of a number of views." The article said that China will strengthen the logistics short board construction, improve the important node logistics infrastructure, improve the end of urban and rural distribution facilities conditions, improve the cold chain logistics system of agricultural products, a substantial increase in rural logistics level. In addition, logistics enterprises are encouraged to raise construction funds through multiple channels to guide the construction of social capital investment in logistics projects. This, for the rural electricity supplier, is undoubtedly a good news. After all, if only rely on the strength of enterprises to improve the rural logistics channels, so to achieve the basic is elusive, and once you have joined the executive power, the process will be greatly accelerated.

Currently, the development of rural electricity providers generally take the following two modes. One part of the electricity supplier platform is taken to

integrate the third party logistics, based on its own platform on the supply and demand information to assign the order to cooperation in the logistics enterprises, is divided into different areas, in order to reach the current time, maximizing the efficiency of distribution. And another part of the electricity business is to take two-stage logistics model, from the warehouse to the county-level operation center is the use of self-built logistics, and from the county to the village is to take a third party to join the way to seek local logistics companies to cooperate, Complete the "last mile" courier delivery. In addition, we can also explore new ways to solve this kind of problem, such as: on the recent September 19, the ants together with China Post in Anji city, Zhejiang province, opened China Post's first unmanned aerial mail road. The first flight is for the junction of Zhejiang province and Hang Gai town of Anhui province to seven village of remote mountainous rural electric business logistics last one effective solution. A total length of 10.5 km away, UAV only took 15 minutes, and unmanned operation process significantly reduced the cost of delivery.

The rise of the O2O mode, it is not difficult to find that it is derived from the logistics service out of the O2O business platform. For example, Jingdong Group and Tangjiu Group O2O fusion, the recent rise of Beijing subway service delivery platform, radius of the last mile, Alibaba promote the cat house platforms are derived from the O2O business platform the last mile logistics point out. This platform can achieve the virtual display of goods, mobile Internet shopping under the single shopping experience (Zhiwei Sun,2014).

So in the future development of rural electricity supplier logistics only way, relying on big data technology to effectively integrate social resources, innovation, Implement various measures, there will be a big breakthrough.

### 3.3 Big data to support precision logistics

Although the "big data" has not yet form a precise definition of big data, but the characteristics of "4V", has been recognized in all walks of life. "4V": huge capacity (Volume), variety (Variety), generating and processing speed (Velocity), low value density (Value) (Huiliang Huang, Wu Zhihu,2013).

With the arrival of large data technology, the improvement of network platform safety factor, the development of data mining and the application of cloud computing, massive data analysis will become a new method for the express delivery industry. Enterprises can get from the big data in the customer's delivery habits, to achieve early distribution to ease the logistics peak when the transport pressure. So the formation of the era of big data, the courier industry to analyze data as a means to

achieve faster logistics, goods more secure, higher quality of service objectives (Xingxin Nie,Hai Yang Long, 2014)

Big data technology will become an important guarantee for development of accurate support intelligent logistics development in the future.

## 4. CONCLUSIONS

The rapid development of e-commerce is inseparable from the logistics, logistics transformation and upgrading is also inseparable from e-commerce, the two aspects are closely related, complement each other. In the electronic commerce logistics as an important hub for trade between the two sides, the service level directly affects the business enterprise market competitiveness. In the "Internet" strategy, China's logistics industry has achieved rapid development, the logistics industry to adapt to the development of electronic commerce, step by step to break the closed original, extensive development pattern. The formation of resource sharing, complementary advantages and win-win e-commerce logistics service mode. In this paper, rookie logistics as an example analysis, obtained in the "Internet" strategy, relying on the importance of big data cloud computing technology to change the development of e-commerce logistics and urgency. And further research on the "Internet" strategy under the current situation of the development of electronic commerce logistics in China and future trends, identify the problems in the development of emergence, and puts forward some corresponding suggestions, we will discuss the future trend of development, to promote the transformation and upgrading of e-commerce logistics in our country.

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