

Strategic Development Path and Innovation Path of Logistics Enterprise Based on Supply-side Reform

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Abstract: logistics enterprise need to face current supply-side reform, so it is urgent to achieve overall transformation for enterprise innovation path and enterprise development path. Logistics enterprises should be devoted to meeting real needs of users in the field so as to achieve all-round improvement and promotion of various logistics services. For logistics enterprises, if they focus on optimizing competitive context of logistics industry, they should apply innovation to promote development of logistics services and ensure promotion of comprehensive competition strength of logistics enterprises.

1. Introduction

The key point of supply-side reform should focus on comprehensive industrial capacity promotion. Meanwhile, supply-side reform also means flexible adjustment of current industry path and industry direction. Under the precondition of overall achieving flexible adjustment, logistics enterprises can own better logistics operation effectiveness and significantly optimize logistics service efficiency^[1]. In the new period, most logistics enterprises have realized the prominent influence of supply-side reform on current logistics field, and they are exploring the strategic path and development path suitable for current situation of logistics enterprises. Thus, it can be known that it is necessary for logistics enterprise to put supply-side reform in the core and primary enterprise development place so as to give measures and thoughts to improve logistics operation efficiency.

2. Current development state of logistics enterprises

In recent years, logistics industry presents prominent industry transformation trend. In such circumstance, logistics enterprise should properly cope with the above industry transformation opportunity. Logistics industry occupies an outstanding position in current industry chain. Meanwhile, logistics enterprises should be devoted to lowering logistics cost and optimizing logistics benefit. But so far, many logistics enterprises have failed to reach the optimal development state of logistics industry, so the following development state of logistics industry is shown:

2.1 About control of logistics operation cost

From the perspective of logistics cost, it is necessary for logistics enterprises to focus on comprehensive logistics cost control. To be specific, logistics cost mainly covers logistics storage cost, logistics product packaging, logistics transportation and other corresponding logistic costs. Thus, if logistics enterprises fail to well control the above logistic costs, they likely spend high total cost of logistics field. In the meantime, logistics enterprises fail to reach the optimal logistics effectiveness and security. Due to the prominent influence of high cost on current logistics industry, poor logistics operation effectiveness will be shown.

In recent years, e-commerce field has increasingly presented expansion trend, and the increasing demand for logistics services is highlighted objectively. In the face of such situation, if logistics enterprises fail to realize the important value of optimizing logistics services for enterprises, logistics benefit may decrease. In such case, logistics enterprises will present prominent logistics service

decline state so that the chaotic order of logistics industry is manifested.

2.2 About management of routine logistics operation

If logistics industry fails to reach the optimal logistics management effect, chaotic operation order of logistics industry will be presented. The root cause is that many logistics enterprise are accustomed to neglecting logistics management and lack the fundamental management basis of logistics industry. In current stage, logistics industry presents discursive logistics management state due to the impacts of rapid evolution of e-commerce. At the same time, relevant sector fails to reach sound industry supervision for logistics industry so that prominent logistics industry operation contradiction is exposed.

In addition, current logistics supervision fails to reach the optimal perfection degree. This is mainly because the supervision of logistics industry still lacks complete and consistent supervisory system. The relevant logistics operation procedure also lacks the due integrity. In such state, logistics enterprises fail to bring various logistics affairs under the supervision. From the perspective of logistics policy environment, it is necessary for logistics enterprises to pay close attention to revenue and toll charge and make sure bring the above expenses in the scope of logistics transportation supervision. But so far, logistics enterprises lack supervision of various routine logistics affairs, and also lack all-round logistics innovation awareness.

2.3 About policy environment of logistics industry

In current stage, relevant sector has formulated corresponding incentive policy and other relevant policies for logistics industry. But seeing from the whole industry, the whole policy environment of logistics enterprises fails to reach the optimal degree, and many supervision defects of logistics field are exposed. As a basic service field, logistics service field has not contacted all-round development of high-end logistics services. It thus can be seen that, if logistics enterprises do not change current situation, they will lose some potential consumers and hinder current supply-side reform.

3. Important value of supply-side reform for current logistics industry

The core connotation of supply-side reform lies in all-round realization of industry capacity promotion. Current industry development path and industry evolution direction should be flexibly adjusted. Thus, supply-side reform fundamentally needs to depend on effective and scientific measures and means. Hereby, current industry development state is adjusted. The service efficiency also should be overall optimized. In the face of the brand-new economic trend, each industry should overall promote supply-side reform to reach the aim and purpose of service efficiency optimization. Thus, we can know that supply-side reform should lay emphasis on flexible adjustment of basic trend of current industry development and guarantee to reach the goal of optimizing and adjusting integral development path through the thought of adjusting measures to local conditions.

As the 13th Five-year Plan proceeds overall, logistics enterprises should regard supply-side reform as the focus to drive various reform measures. This is because logistics enterprises can be devoted to driving overall transformation of logistics field only when they reach the optimal supply-side reform degree. At the same time, logistics enterprises should place various reform means and measures under the brand-new perspective of supply-side reform so as to appropriately cope with the contradiction between existing logistics supply and logistics demand. For consumers of logistics field, logistics enterprises should formulate brand-new logistics service mode and closely link the demand side of logistics field and logistics supply enterprises.

Thus, it can be seen that supply-side reform is not limited to increase of more opportunities of logistics enterprises. Besides, there are diverse logistics development challenges. This is because supply-side reform highlights relatively high logistics operation cost objectively, and significantly increases inherent industry structure contradiction of logistics industry. In the meantime, many logistics enterprises present the defect of shortage of service supply, which constrains and hinders all-round logistics industry evolution and progress. In the face of the brand-new trend of supply-side

reform mentioned above, logistics enterprises should focus on change of original logistics development path and penetrate more innovation elements in the operation of logistics field.

To develop overall and smoothly, logistics industry should not lack the guarantee and support required for supply-side reform. On this basis, logistics industry should be devoted to overall balancing current logistics supply and demand. Only in this way, logistics enterprises can own better strategic benefit. Meanwhile, logistics enterprises also need to explore development path of logistics field suitable for current enterprise situations. Through comprehensive implementation of the above transformation measures of logistics field, logistics industry structure with strong stability should be established gradually.

4. Exploration and analysis of innovation path for strategic development

From the perspective of logistics services, logistics enterprises still need to devote themselves to close combination of demand aide and supply side. Under such precondition, logistics enterprises can overall optimize existing logistics services. Thus, logistics enterprises should be able to well grasp the precious opportunities of supply-side reform so as to transform current logistics operation mode. In the concrete practice, logistics enterprises should place emphasis on the following strategic development path and innovation path.

4.1 To overall improve logistics service quality

To well cope with current supply-side reform, logistics enterprises should be devoted to all-round optimization of logistics services. In the meantime, the quality of logistics services also should improve significantly. In current situation, logistics enterprises are facing the brand-new supply-side reform. So, it is urgent for them to optimize economic benefit of logistics through all-round growth of business volume.

In recent years, logistics industry and e-commerce industry have shown the prominent growth trend, and they have driven current logistics service demand, in the face of such situation, logistics enterprises should make corresponding preparations in advance. Based on optimization of service quality, logistics enterprises should properly change original industry development path and ensure optimization of logistics services and enhancement of enterprise construction as the fundamental focus. Only when logistics enterprises achieve the above logistics service transformation can they overall promote stable and persistent logistics service development.

4.2 To specific aim and idea of logistics service

Judging from current situation, logistics industry shows significant acceleration of industry development aped. But meanwhile, logistics enterprises will face diverse logistics service problems. In order to achieve logistics service transformation from the root, administrators should accept the brand-new aim and service idea of logistics service field and ensure optimization of service cognition through closely combining the real development state of logistics enterprises. In practice, logistics enterprises should properly refer to good operation mode and logistics service experience of other enterprises so as to improve their own logistics service mode. In addition, logistics enterprises should pay more attention to the integrated environment of logistics industry and overall grasp customer renewal and other elements.

At present, many logistics enterprises are being devoted to making the distance between customers and enterprises close. Through creating viscosity relationship, logistics enterprises will own a broader range of corporate customers. Relevant logistics service level will be optimized. In the face of the brand-new background of supply-side reform, logistics enterprises well apply various existing resources and this create individualized and high-quality logistics service brand. Besides, enterprises also should give conventional staff training for internal staff, optimize service cognition through routine training and establish good logistics enterprise image.

4.3 To establish logistics brand and control cost

If logistics enterprises are only limited to reform by themselves, the total logistics cost is still difficult to well control. Under such precondition, logistics enterprises need to closely combine the precious opportunity of logistic industry transformation and real operation situation of logistics enterprises. To be specific, it is necessary for logistics enterprises to focus on construction of logistics infrastructure in current stage, and put construction in the first place. It thus can be seen that, cost control cannot be neglected for logistics enterprises. Therefore, logistics enterprises should be able to devote themselves to long-term logistics cost control. Moreover, they should closely combine corresponding preferential policy and real situations of supply-side reform to reach the purpose of cost control.

Apart from the above innovation measures, logistics enterprises should focus on creating favorable logistics industry brands and optimize their competitive strength through establishing logistics brand. In recent years, the overall environment of logistics industry has presented significant fluctuations, and the root cause should be supply-side reform. Thus, to occupy a more stable position, logistics enterprises should overall expand the coverage of logistics brand. Besides, logistics enterprises should focus on optimization of logistics services, expansion of enterprise scale, increase of business volume and other elements. Only in this way, they can gradually own better brand competitive strength and overall stabilize the industry position.

5. Summary

In the face of supply-side reform background, logistics enterprises own more opportunities. Meanwhile, they will confront the prominent challenge of logistics field transformation. Based on the current situation of logistics industry, logistics enterprises should keep an eye on supply-side reform. Under such precondition, logistics enterprises also need to closely combine their real conditions, confirm the idea of logistics services and overall guarantee promotion and optimization of logistics service effect. So in the future practice, logistics enterprises still need to explore innovation strategies and bring the enterprise development path under the general background of supply-side reform.

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