

Selection and Thinking of Logistics Supply Chain in Cross-border E-commerce

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Abstract: Logistics supply chain is a key link in cross-border e-commerce, which not only involves the supply of goods by e-commerce but also affects its operating cost. It can be said to affect the operating status and future development of e-commerce. Different e-commerce has various supply chain mode choices for different locations. Through analysis of the established supply chain mode, structural optimization is carried out, and strategies such as coordination, integration and decentralization are used to make it more in line with the application and development of e-commerce.

1. Cross-border Electricity Suppliers

All cross-border e-commerce is called cross-border trade e-commerce. It is a commercial trade method in which economic and trade parties in different countries or regions carry out import and export logistics and distribution of goods through computer networks or their related online trading service platforms after online online trading is successful. The two sides of cross-border e-commerce trade are located in different countries and regions, which further reflects economic globalization and is an international business model based on Internet development. China's cross-border e-commerce mainly conducts cross-border e-commerce transactions through self-built online platforms or online e-commerce platforms such as easy to buy and Amazon.

2. Logistics Mode of Cross-border E-commerce

2.1 Postal parcel mode.

The model has the widest coverage, with parcels delivered through China Post, Hongkong Post, Singapore Post and other postal systems accounting for about 70% of China's cross-border e-commerce exports. The cost of postal parcels is relatively low, but the weight of a single parcel is strictly limited, the delivery time is long, and sometimes it is easy to lose packets.

2.2 International express delivery mode.

It is mainly provided by four major international express companies. Service delivery is professional and information-based, with self-built delivery network, fast delivery speed, low error rate and packet loss rate. However, the charges are relatively high, and many goods cannot meet the requirements of air transportation. However, domestic express companies started their transnational business late, covering fewer cities, and the service system needs to be improved.

2.3 Special line logistics mode (including railway special line).

It is mainly a special transportation mode that goods are transported to overseas destination countries by air cabin or railway special line, and then delivered to the destination country's end customers by the destination country's cooperative companies. Its advantages are low cost, easy

customs clearance and low packet loss rate, but its coverage area is limited, and end customers sometimes cannot receive goods in time.

2.4 Overseas storage mode.

Moving the warehouses of cross-border sellers abroad can realize the local distribution of products, greatly shorten the delivery time and improve the shopping experience of customers. However, generally only goods with good sales volume and quick turnover are suitable for overseas warehouses. Goods with insufficient turnover are easy to be squeezed due to poor sales volume. In addition, storage costs have also increased the cost of businesses.

3. Logistics Supply Chain Dilemma of Cross-border E-commerce

3.1 Logistics Cost Operation Problem.

Global sources, AliExpress are currently well-known websites in cross-border electronic commerce. Major websites are mainly engaged in e-commerce activities. EMS, as one of the largest express delivery companies in China, has established a strategic cooperation relationship with them to provide logistics services. UPS, FEDEX and DHL are international express delivery companies with fast transportation speed, but compared with high prices, overseas customers have fewer choices. In the field of cross-border electronic logistics, the development of the industry is severely restricted due to high transportation prices. Taking DHL speed as an example, it takes 5 days and 120 yuan RMB to transport 600g of goods from China to the United States. If the weight exceeds this, the relevant fees will be charged again. In the course of the transaction, if the seller calculates the relevant transportation costs into the commodity value, it will lose its competitive advantage and affect the sales volume and enterprise value of the products under the environment of fierce market competition.

3.2 The Transnational Logistics System is Unreasonable

At present, the cross-border logistics system has not yet been established and the development of cross-border e-logistics is irrational. Cross-international logistics and transportation and distribution services involved in the trade process need to be guaranteed by a sound logistics system and need to be built with the help of a basic logistics management platform. However, the cross-border development of e-commerce is severely restricted due to the absence of a related e-commerce logistics system in the international community. Postal system is one of the most common logistics service systems in our country. Its outlets involve more than 190 countries and regions around the world. Generally, goods can be transported to designated locations within 15 days. Although the price is relatively low, the management system of postal logistics system is complex, and the long operation time leads to lower timeliness. In addition, there is a certain loss of goods in the process of postal transportation, and the probability of this phenomenon is 5%.

3.3 The Level of Logistics Informatization is Low

Informatization is the key to promote the service quality of logistics industry. However, from the perspective of informatization construction of current logistics system, especially cross-border logistics system, there are many deficiencies, mainly reflected in the insufficient ability of informatization to deal with problems, poor comprehensive sorting ability of various logistics information, and imperfect information communication channels. The existence of these problems has affected the development of cross-border electronic commerce to a certain extent and restricted the progress of e-commerce industry.

4. Optimization of Logistics Supply Chain in Multinational Corporations

4.1 Optimizing and Upgrading Logistics Outsourcing Mode

Even if overseas e-commerce enterprises set up their own overseas logistics systems, in some

countries they still need the cooperation of third-party logistics. Due to the complexity and diversity of cross-border electronic commerce and logistics, many cross-border electronic commerce enterprises tend to choose the logistics outsourcing mode and use third-party logistics service companies to carry out logistics distribution services. With the rapid development of overseas e-commerce, the demand for fourth-party logistics is constantly expanding, thus promoting the upgrading of overseas logistics outsourcing mode. As a provider of overseas logistics solutions, the fourth party logistics mode can make full use of various overseas logistics supporting facilities and resources, flexibly combine logistics distribution tools and routes according to different customers' logistics distribution needs, provide personalized and efficient overseas logistics solutions, and continuously improve the comprehensive service efficiency of cross-border logistics by optimizing the allocation of logistics, capital flow, information flow and storage resources.

4.2 Strengthen Cooperation with Local Logistics Enterprises to Accelerate the Development of Logistics Localization

Cross-border logistics needs to strengthen cooperation with local logistics enterprises and make full use of local logistics resources to improve logistics service efficiency. Overseas warehouse is the specific mode of logistics localization. Through business cooperation with local logistics enterprises, not only can the logistics distribution process and cycle be shortened, but also local logistics brands can be used to enhance competitiveness and provide a solid logistics service guarantee for overseas e-commerce. For example, Amazon has established overseas business department in Europe and North America to be responsible for the overall planning and coordination of local logistics. Yuantong Logistics cooperates with Belgian Post to jointly operate the "European Post Packet" service. Rand International cooperates with the Brazilian local logistics company Cnovu Brasil to provide convenient logistics services for Brazilian customers.

5. Conclusion

The emergence of the Internet has brought great changes to the global economic development. More and more producers can realize development through the Internet. With China's economic development entering the new normal era, cross-border e-commerce logistics, as a new bright spot of national economic growth, has attracted the attention of the state and the business community. With the support of Internet technology, the scale of cross-border e-commerce transactions in China is growing. With the continuous improvement of cross-border e-commerce logistics, China's cross-border e-commerce logistics as a whole has achieved great development. In cross-border logistics, postal parcel logistics mode is a common one. The development of cross-border e-commerce can help the cross-border logistics industry to obtain more business resources at lower cost. The external macro environment of politics and law also has an important influence on the development of cross-border logistics enterprises. At present, China implements an active foreign trade policy and strongly supports the development of cross-border logistics enterprises. In order to promote the development of cross-border logistics enterprises, there must be a large amount of financial support. However, many logistics enterprises generally have insufficient funds when carrying out cross-border e-commerce logistics services. In the process of cross-border logistics enterprises serving cross-border e-commerce, there is also the problem of insufficient information construction. Under the background of cross-border e-commerce development, the development of cross-border logistics industry should not only consider the logistics demand of a certain link, but also comprehensively consider the logistics demand of the entire supply chain. The mode of establishing warehouses overseas can help cross-border e-commerce providers to deliver goods to the destination countries in advance and is not limited by the quality and volume of goods. More importantly, this mode greatly improves the efficiency of goods distribution, thus reducing the waiting time of consumers.

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