

Optimization of Cross-border E-commerce Logistics System

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Abstract: With the rapid formation of global economic integration, cross-border e-commerce has developed rapidly. From the analysis of China's foreign economic and trade data in recent years, the cross-border e-commerce trade volume has increased year by year, and has become a very important part of China's foreign trade and an important economic growth point. Compared with the rapid development of cross-border e-commerce, the logistics system, which is an important part of it, has become a limiting factor restricting its sustainable development. Optimizing the logistics system and innovating the logistics model to meet the requirements of the rapid development of cross-border e-commerce are urgent problems that need to be solved in the current economic construction. In this paper, through the analysis of cross-border e-commerce logistics related policies, logistics infrastructure, logistics enterprise competitiveness, logistics informatization and other constraints, it proposes optimization measures for cross-border e-commerce logistics.

Introduction

With the rapid development and popularization of information technology, global economic integration has formed, and the trade behavior between countries is no longer restricted by time and region. It can occur at any point through the Internet. Cross-border e-commerce in international trade the status and role are becoming more and more important. It has become a new economic growth point and has an important strategic position in the national economy.

The success of cross-border e-commerce depends on the full and effective integration of commodities, funds and information in the transaction process. Factors such as logistics cost and timeliness of goods delivered to consumers will greatly affect consumers' psychological feelings. At the same time, the cost of cross-border logistics system network construction is much higher than that in China. Considering the construction technology, maintenance costs and different countries The influence of factors such as policy differences has led to the logistics system becoming an important part of cross-border e-commerce and one of the core links of cross-border e-commerce. Whether the logistics system is perfect has a crucial impact on the development of cross-border e-commerce.

1. Concept and Model of Cross-border E-commerce Logistics

Cross-border e-commerce refers to the trade subjects between different countries or between countries and regions, through the e-commerce platform to achieve transactions, electronic payment settlement, and through cross-border e-commerce logistics and off-site warehousing to deliver commodities to complete the transaction. Kind of international business activities. Complete cross-border e-commerce activities include product promotion, trade negotiations, logistics and transportation, customs clearance, trade settlement and other links. Logistics is the core element of its smooth development. Cross-border e-commerce logistics refers to the process of cross-border e-commerce sellers transporting goods from their home country to another country or region through multiple transportation channels such as land, air or sea transportation. Cross-border e-commerce has the characteristics of global transaction area, complexity of transaction process, and variability of transaction content. According to these characteristics, cross-border e-commerce logistics mainly includes four methods: express parcel, dedicated line logistics, international

express delivery and overseas warehousing.

2. Status of Cross-Border E-Commerce Logistics

At present, many cities across the country have launched cross-border e-commerce business, the country has approved a total of 4 batches, including Hangzhou, Tianjin, Shanghai, Beijing, Wenzhou and other 59 cities to set up a comprehensive cross-border e-commerce pilot zone. Since April 8, 2016, China has implemented inventory management of cross-border e-commerce retail imports and implemented a new tax system. The Ministry of Commerce adopted a new regulatory model on January 1, 2018 after the expiry of China's cross-border e-commerce retail import policy, which further strengthened the main responsibility of e-commerce companies. On October 1, 2018, the Ministry of Finance, the Ministry of Commerce, the State Administration of Taxation and other relevant agencies issued documents to implement the exemption of value-added tax and consumption tax for export enterprises in the cross-border e-commerce comprehensive test zone and meeting certain conditions. Starting from January 1, 2019, the state has adjusted the relevant tax policies for cross-border e-commerce retail import business, which has greatly increased the amount of goods that can enjoy preferential tax policies. It is precisely because of the double promotion of the above-mentioned national preferential policies optimization and market demand expansion that the number and scale of cross-border e-commerce companies continue to expand, and the speed of overseas logistics network layout has accelerated significantly. Cainiao Network has established a supporting logistics and transportation system in more than 200 countries and regions around the world. The global average daily cross-border logistics processing capacity exceeds 4 million orders. SF Express' direct business can cover almost every corner of the world. China is the largest cross-border e-commerce industrial park in Europe. The cross-border e-commerce logistics business is showing explosive growth.

3 Main Problems in Cross-Border E-Commerce Logistics

Although the achievements of cross-border e-commerce logistics are gratifying, compared with the fast-developing cross-border e-commerce business requirements, there are still many deficiencies in commodity storage, logistics channels, and logistics system informatization, which need further improvement and development.

3.1 Cross-Border E-Commerce Logistics Related Policies Still Need to be Improved and Implemented

Appropriate macro-policy is the prerequisite for promoting the development of cross-border logistics, which is conducive to the efficient operation of the logistics system. As an emerging industry, although the government has issued a lot of policy documents for cross-border e-commerce, the policies and regulations specifically for the logistics link are still lacking. The industry regulations, operating standards, customs clearance processes, taxation, Policies on storage management and other aspects have not yet been systematic and standardized. In addition, there are great differences in the implementation of the guiding policies formulated by the state at the local level. Many supporting policies need to be further implemented, and local government policies and regulations still need to be improved.

3.2 The Logistics Infrastructure Needs to be Strengthened

The logistics channel is the basis for the successful completion of e-commerce activities. Whether the logistics system can adapt to the rapid development of e-commerce depends on the perfection of the logistics channel. Although China's transportation infrastructure has been greatly improved after decades of construction, and a complete set of transportation systems for aviation, railways and highways have been formed, there are still many deficiencies. The overall logistics environment is relatively poor compared to the international advanced level. Different transportation The conversion and connection between the methods are not convenient, and the

logistics infrastructure facilities need to be improved.

3.3 The Logistics Enterprises Lack Industry Standards and Their Overall Competitiveness Is Insufficient

Although there are a large number of logistics companies in China at present, from the overall situation of the industry, the scale of enterprises is generally small, and the level of business quality is uneven. Many logistics companies have loopholes in finance, auditing, claims settlement, etc., and management is generally lacking in standards. With the exception of a few large logistics companies, most logistics companies operate in accordance with traditional business concepts and methods. They lack effective use of third-party logistics, and there are very few high-end logistics services based on supply chain management. The backwardness of management concepts and service concepts of logistics enterprises has led to problems such as narrow business scope, single main service, irregular business, and low equipment utilization. In addition, the logistics industry lacks a unified industry standard. Enterprises deliberately lower prices in order to be able to obtain customer orders. The vicious competition in the market is severe, disrupting the normal logistics market order, and the logistics industry associations are vanished and lack execution.

3.4 The Level of Logistics Informatization Is Low, and There Is No Unified Cross-Border Logistics Information Platform

Although information technology is becoming more and more popular, many logistics companies are only limited to building websites. The home page lists the company's overview, contact information and other basic conditions. It is impossible to have a thorough and comprehensive understanding of the enterprise, and many website data updates are slow or even not. Update, the utilization rate of the equipment is very low, basically in an idle state.

Cross-border logistics lacks a unified logistics information public platform, resulting in lagging logistics information, and the two parties can not grasp the accurate process of logistics in time, which leads to an increase in the number of invalid links in the logistics operation process, which increases the logistics operation costs and creates a huge cooperation between the two parties. Resistance.

4 Proposals to Promote the Development and Improvement of China's Cross-Border E-Commerce Logistics System

4.1 Improve the System of Policies and Regulations and Formulate Uniform Standards

On the basis of existing policies and in accordance with the macro development goals, the state improves cross-border logistics management policies to ensure the smooth construction and healthy development of the logistics system. Under the premise of strengthening the macro, guiding policy documents should be piloted in the pilot area, explored and innovated, summed up experience, and promoted as a standard after success; urge local regulatory units to formulate corresponding management methods and implementation in light of actual conditions Process. At the same time, in order to stimulate the development and growth of the logistics industry, corresponding policy support should be given to logistics companies in terms of land use, taxation, and financing.

4.2 Speed up the Construction of Cross-Border Logistics Channels

For the construction of logistics channels, a comprehensive comprehensive construction and connection of aviation, railway and shipping should be adopted to form a logistics network covering the whole world. Increase the transformation and expansion of transportation hubs to improve the efficiency of conversion of different modes of commodities; coordinate with neighboring countries to gradually unify railway standards; accelerate the construction process of the "China-Pakistan Economic Corridor" project, and establish an e-commerce logistics channel with the region as soon as possible. International e-commerce provides strong support.

4.3 Establish Industry Norms, Set up Large Logistics Enterprises, and Enhance Their Core

Competitiveness

Regulate the logistics industry, give full play to the role of the logistics industry association, take on more management functions, carry out business training and assessment of logistics enterprises, maintain normalization, help and urge enterprises to improve their management functions; according to mutual benefit and win-win The basic principles are to effectively integrate the resources of logistics enterprises, form large logistics enterprises, so as to enhance the core competitiveness of enterprises and jointly explore the international logistics market.

4.4 Further Promote the Construction of Logistics Informatization

The rapid growth of cross-border e-commerce logistics business will inevitably lead to an increase in the amount of business data. In order to ensure that these business data can be quickly processed and feedback, the application of information technology should be vigorously strengthened to make full use of big data processing, "Internet +", data The support of information technology such as mining and analysis will popularize and apply information systems and equipment such as intelligent sorting and logistics optimization in the field of e-commerce logistics. At the same time, both domestic and overseas parties should jointly plan and coordinate to comprehensively resolve the differences in information processing results in the data processing process caused by the differences in information systems and data storage formats, and establish a bilateral logistics public information platform Information system docking.

4.5 Build Overseas Warehouses and Border Warehouses to Improve Logistics Storage Capacity

With the rapid growth of cross-border logistics business, logistics companies with certain strengths are actively constructing overseas warehouses. This is because the overseas warehouse "shipping first, selling later" model can effectively reduce logistics costs, shorten the delivery cycle, and facilitate customer returns. , And many other advantages, such as improving customer purchase confidence, are extremely attractive to logistics companies. Overseas warehouses are more suitable for European and American countries with developed logistics, but for emerging e-commerce markets such as Russia, due to the high local labor costs and operational tax burdens in Russia, it is bound to increase the operating costs of overseas warehouses. In view of the direct border between Russia and China, we can choose to build border warehouses at Sino-Russian border ports such as Harbin or Suifenhe, Manzhouli. After the order is formed, customs clearance can be completed quickly with the help of efficient logistics channels to Russia.

Conclusion

Although there are still many problems to be solved in cross-border e-commerce logistics, the national macroeconomic environment provides huge space for its development. Only from the aspects of policy improvement and implementation, strengthening logistics channel construction, and giving full play to the role of information technology, etc. Innovation can ensure the improvement and development of the cross-border logistics system, thus providing sufficient support and guarantee for cross-border e-commerce.

In the process of perfecting and optimizing the cross-border e-commerce logistics system, we should pay attention to the formulation and improvement of relevant policies, strengthen collaboration and coordination between different regions, different countries, and different logistics systems, open platforms, standardize processes, and integrate a diversified logistics system. Achieve multi-mode synchronization, facing the two directions of import and export and B2B, B2C, B2B2C and other different types of cross-border e-commerce logistics, build a cross-border e-commerce that takes infrastructure and logistics enterprises as the basic elements, and domestic, port and external as the basic link E-commerce logistics ecosystem.

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