

Analysis of E-commerce Logistics Distribution Mode of Convenience Store Based on Mobile Internet

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Abstract: Based on the needs of e-commerce logistics distribution in the context of mobile Internet, this paper probes into the expansion of convenience store logistics distribution service business. By analyzing the needs of convenience store e-commerce logistics distribution customers, exploring online and offline shopping, designing convenience store online shopping distribution process and exploring logistics distribution model, this paper expands and analyzes the business scope of convenience store, and provides logistics distribution services. Thus effectively solve problems such as time-consuming logistic distribution and beyond the scope of distribution.

With the rapid development of e-commerce technology, the Internet brings benefit to the development of China's logistics industry, and provides favorable support for the development of China's e-commerce industry with the support of the logistics industry. However, due to the rapid expansion of the scale of e-commerce in China, it has also brought great challenges to the carrying capacity of China's logistics industry, and the logistics industry is obviously weak. With the support of mobile Internet technology, convenience stores can consider providing e-commerce logistics distribution services for customers, so as to promote the common development of convenience stores and the logistics industry.

1 Analysis of the demand of consumers in the region

First of all, it is necessary to take into account the following factors that affect consumer demand, so it is necessary to analyze the level of economic development within the region, the age of population composition, e-commerce transactions and other aspects, so as to predict the local demand. For this reason, the level of economic development and the age group of population composition can be obtained from the local economic statistics department, and the relevant e-commerce transaction information can be obtained from the e-commerce platform and the local economic development committee. When choosing a convenience store, we should first consider the e-commerce customer base, because online shopping requires transactions and payments with the support of Internet information technology, which is difficult for the middle-aged and elderly, therefore, consider choosing appropriate potential customers, rather than targeting the overall customer group. Secondly, it is necessary to choose the appropriate geographical location, and when choosing a location, convenience stores must give priority to customer convenience and highlight their own convenience features. for this reason, we can choose the intersection of the road. so as to ensure that the passenger flow from all directions can pass through here with high frequency, ensure the passenger flow of the convenience store, at the same time, ensure the convenience of its own traffic location, and provide a convenient guarantee for the collection of goods in the future. Finally, it is necessary to consider the business hours of convenience stores. from the current development trend, convenience stores open for 24 hours have obvious advantages and can provide customers with free time to pick up goods. Because of the fast pace of life today, people's working hours have also changed, no longer limited to sunrise and sunset, so 24-hour convenience stores can meet people's daily needs [1].

2 Combination of Online Shopping with Offline Distribution

Under the convenience store e-commerce logistics distribution mode, the scope and network of

logistics distribution can be extended, thus expanding the current regional scope of logistics distribution and providing consumers with more options to wait for goods at home. You can also pick up parts from convenience stores, especially some light goods. The party engaged in e-commerce transactions with consumers can arrange the distribution of goods according to the location of the customer and the delivery requirements of the goods after the customer has placed the order. It is restricted by logistics factors of commercial companies, third-party logistics and distribution costs, which brings trouble to e-commerce transactions and provides opportunities for convenience store logistics and distribution. Under the convenience store e-commerce logistics distribution mode, the original logistics distribution mode remains unchanged, and on this basis, the logistics distribution service is supplemented and expanded. Considering the limited operating area of convenience stores, some goods that need large area and space are difficult to be preserved, so they are suitable for storing some relatively well-preserved goods. Larger items are still suitable for door-to-door delivery or self-pick-up at express delivery stations. When customers use the Internet for transactions, they can choose the nearest convenience store as the logistics distribution site. After customers determine the convenience store for goods extraction, they should choose their own convenient time to pick up goods. There is also a time limit for convenience stores to keep goods for customers, about a week or so. So as to provide convenient conditions for customers to receive goods, and can also reduce the pressure of goods storage in convenience stores [2].

3 Design of Offline Distribution Process for Online Shopping of Convenience Stores

Under the convenience store e-commerce logistics distribution mode, the last node of logistics distribution becomes a convenience store, thus affecting the traditional e-commerce logistics distribution mode. the original e-commerce process is based on the order submitted by the buyer, the seller carries out the goods distribution, and carries on the distribution according to the address information submitted by the buyer, but now the consumer's pick-up process is different from that in the past, when the buyer chooses the distribution mode, You can choose to pick up at the convenience store and complete the transaction at the agreed time and place, so that when the buyer places the purchase order, the seller's distribution center can receive the relevant information, convey information instructions to the business center at the same time, and deliver the relevant goods to the distribution center to provide convenience for customers. Convenience stores can also provide door-to-door delivery services for customers, the seller through self-logistics or other logistics directly to the convenience store designated by the buyer, and then there are convenience stores to arrange the distribution of goods. In the case of consumers buying bulk goods, considering that the operating space of convenience stores is limited, and there are some goods that need to be installed, convenience stores are also difficult to complete, so it is necessary for the professional staff of the seller to deliver door-to-door or provide installation services[3].

4 Construction of the Mode of Logistics Distribution

4.1 Ensuring the efficient completion of the work of the logistics distribution center

In order to efficiently complete the logistics and distribution work, we should start from the following two aspects: first, we have to optimize the e-commerce distribution center. E-commerce companies directly dock their business with logistics distribution companies or hand them over to third-party distribution service departments, and the work is completed by e-commerce distribution centers, so the information system of the distribution center is bound to be unassailable. thus, it can carry out a good work docking with the e-commerce company to ensure that after the e-commerce company places an order, the relevant goods ordering information can be transmitted to the distribution center. After receiving the relevant information, the distribution company can timely and accurately classify the information, read the receiving boycotts of e-commerce companies and customers, the types of goods purchased and the mode of express delivery according to the information provided in the order. automatically generate the best distribution scheme, and deliver

the goods to the convenience store distribution center according to the customer's order requirements. Secondly, we should optimize the convenience store distribution center, which occupies an important position in the whole logistics and distribution process. The convenience store distribution center can set the order system to start processing the order information received at 09:00 every day, and formulate a goods distribution plan according to the pick-up time and the particularity of the goods. The distribution center is not necessarily a convenience store headquarters, but can be adjusted according to the appropriate geographical location. When formulating a good goods distribution plan, it is necessary to plan the logistics distribution route, arrange the goods distribution batches and other related work. The distribution center takes into account the whole range of distribution services, and divides into regions, selecting a convenience store in each region, and each region has its own optimal distribution route, based on the basic principles of short distance and high distribution efficiency. under the influence of special rain and snow weather and traffic conditions, it is necessary to adjust the distribution route[4].

4.2 Optimizing the logistics information distribution system

In order to ensure the quality and efficiency of logistics distribution services, the e-commerce platform should provide a perfect supply chain system and enhance the flexibility of the logistics information system. At the same time, the information system of logistics information should also be updated in a timely manner to achieve data consistency and interaction between the two information, and to establish synchronous information channels between e-commerce companies, logistics distribution centers and customers. So that the actual situation of logistics and information can be organically integrated. Therefore, when choosing cooperative logistics companies, e-commerce companies give priority to logistics companies with a common data exchange system, or both parties share the same logistics information data processing system. From the analysis of the existing situation, the performance of the data processing system has been improved, and even different information processing systems are compatible with each other. Therefore, the two sides should do a good job in the docking of information systems in the process of cooperation. once the customer places an order on the e-commerce platform, the relevant information will be directly transmitted to the information system of the logistics company. On the e-commerce platform, we can see the latest developments of the logistics distribution center and understand the latest situation of commodity transportation, and customers can also grasp the latest transportation trends of their purchased products through the e-commerce platform. It can significantly improve the efficiency of logistics distribution services [5].

4.3 Establishing an efficient mode of cooperation

Convenience stores and logistics companies should exchange and discuss the mode of cooperation, and they can develop a conventional mode of cooperation, establish a long-term cooperative relationship, and form a strategic development partnership. In the accident stage of convenience store cooperation of logistics companies, due to the lack of cooperation experience, they need to run-in and adapt to each other, so as to adapt to the cooperation model of both sides and ensure good cooperation results. Therefore, in the process of selecting convenience stores, we should choose convenience stores with dominant geographical location, spread the net widely, and select the final partner by combining price, distribution, payment and other comprehensive factors. after all, there are rich convenience store resources to choose from. the choice of logistics companies is also very wide. Therefore, in the initial stage of crossing the river by feeling the stones, partners can be selected in a low-cost way. With the gradual deepening of the cooperative relationship, the two will gradually establish a good cooperative relationship and integrity, and the cost of changing partners will also increase at this stage, and this is an important stage for the two sides to sign a long-term cooperative relationship, which can guarantee the rights and interests of both parties and avoid the harm to their own interests caused by each other's changing partners. In the process of signing the agreement, Specific matters such as supply quantity, goods prices, preferential policies and methods of payment can be formulated, and at the same time, in case of unexpected circumstances, the agreement can be adjusted and changed, and summed up and

summarized on the basis of last year's cooperation, so as to improve the mode of cooperation between the two sides, solve the problems in the process of cooperation, and lay a good foundation for follow-up cooperation. Strategic alliance is a strategic cooperation plan formulated on the basis of both sides' judgment of the market development trend. Once the two sides establish a strategic cooperation alliance, the two sides should share the risks set out in the agreement and share the costs, share the benefits and achieve long-term cooperation [6].

5 Conclusion

To sum up, today, with the rapid development of mobile Internet technology, network information technology has become an indispensable part of people's life and work. Based on the convenience store e-commerce logistics distribution mode under the mobile Internet, convenience stores and e-commerce can give full play to their respective advantages, and effectively complement each other, so as to provide a broader space for the development of convenience stores. With the rapid development of mobile Internet technology, e-commerce has also been effectively promoted, while the entry of convenience stores has injected fresh blood and vitality into the e-commerce industry, and does not provide strong logistics and distribution support for the e-commerce industry. Finally, the organic combination of mobile Internet technology, convenience stores, e-commerce and logistics distribution can fully combine social resources and play a greater role in promoting social development, so as to provide convenience for people's life while achieving the supply of customers, convenience stores, e-commerce and logistics.

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