Research on the Development Strategy of Rural Logistics in China Post

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Abstract. Through the analysis of the current situation of rural logistics development, we find that there are many problems in the development of rural logistics in China: imperfect infrastructure, incomplete use of information systems, the development of rural logistics cannot be connected with the city, and the logistics system of rural development is chaotic; through the analysis, we find that China Post has a very strong advantage in rural logistics, according to economic development. The exhibition situation is divided into logistics services, specialization services, and then through the platform of Postal Music Network, new retail mode is introduced to let agricultural products come out and commodities go in. China Post through promotes the platform of Postal Music Network, and constantly improves the platform. Information system and logistics are seamlessly docked, so that rural e-commerce development can drive rural logistics, promote rural economic development, and further improve the quality of life of rural people.

1. Introduction
Rural logistics is a concept relative to urban logistics. Urban logistics refers to logistics serving the city. It serves the needs of urban economic development and people's lives. Material materials flowing in urban logistics include various equipment and raw materials for industrial production, daily necessities of urban residents and food, office supplies of government organs and institutions, and various waste materials. Rural logistics refers to providing transportation, handling, loading and unloading, packaging, processing, warehousing and other related activities for rural residents' production, life and other economic activities. It serves the needs of agricultural production and rural residents' life. \(^{[1]}\)

2. Analysis of Rural Logistics
In recent years, the logistics industry has witnessed rapid growth momentum, and logistics is more and more close to our daily life. China is a large agricultural country. The development of rural economy and rural logistics plays an important role in the development of national economy. The development of rural logistics has been related to the efficiency and quality of the whole national economy, the development of agricultural modernization and farmers' income. Therefore, it is urgent to develop rural logistics, but there are many problems in the increasingly important rural logistics.

2.1. Rural logistics is not equal to agricultural logistics
Rural logistics is a concept of regional logistics, mainly to maintain the survival of farmers themselves, production of life, means of production logistics. Agricultural logistics is mainly productive logistics, which is a concept of industry logistics, including agricultural supply logistics, agricultural production
logistics and agricultural sales logistics. Agricultural logistics is only an important part of rural logistics. Rural logistics includes not only agricultural logistics, but also the logistics activities of various industrial products needed by rural residents.

2.2. Rural Logistics is not equal to Agricultural Logistics
Agricultural products are the focus of agricultural production, operation and logistics, but agricultural products logistics can not be directly equated with rural logistics. The object of agricultural products logistics is agricultural products. Besides farm products, rural logistics also includes agricultural means of production from cities to rural areas and the necessary means of livelihood of rural residents and other industrial products. Agricultural logistics is only an important part of agricultural logistics. Agricultural logistics is also an integral part of rural logistics, constituting the industrial model of agricultural logistics < < agricultural logistics < < rural logistics. [2]

2.3. Rural logistics is not equal to agricultural product circulation.
Agricultural product circulation is the integration of agricultural commodity circulation and agricultural commodity logistics. Agricultural product circulation is more inclined to agricultural commodity circulation in terms of conceptual connotation. It focuses on the study of which links of wholesale and retail agricultural products enter the consumption field. The focus of rural logistics is to study the material form of agricultural products through which processing, packaging, warehousing, transportation, transportation and other links to reach consumers, the center is the displacement of the product entity and the creation of its time value and space value.

2.4. Backward Construction of Rural Logistics Infrastructure
Our country's rural logistics facilities are relatively backward. Only a few counties and cities have built adaptive rural logistics centers. Even some relatively remote rural areas do not have complete logistics channels. Their transport mode is still traditional, lack of profit sources and innovation power, and the speed of infrastructure upgrading is slow. Agricultural products related logistics equipment and research is lacking, storage conditions are not optimistic. Some rural areas are located in remote areas, the road condition is poor, all kinds of transport equipment, storage equipment and processing and fresh-keeping technology are relatively backward, transportation, storage, handling and other aspects of infrastructure lagging behind seriously restrict the development of rural logistics.

2.5. The network of rural logistics information system is not perfect
Rural logistics system is based on ensuring the smooth circulation of agricultural products, agricultural means of production and rural consumer goods. According to the current logistics operation situation, Alibaba, Jingdong, Lecun Tao and other Internet e-commerce enterprises have laid out their online sales network of rural consumer goods nationwide in rural areas, but the logistics system of agricultural products and agricultural means of production is still in existence. To be built, especially the quality system of agricultural products is difficult to guarantee and manage from the source. The fundamental problem is that the logistics information system network lags behind, it is difficult to achieve information sharing between urban and rural areas, and the supply and demand are disconnected. According to the relevant data, China's e-commerce rural market only accounts for 9.2%, most of the rural areas still use traditional traders.

3. Analysis of China Post's Development in Rural Logistics
China Post has the brand advantage of "One Hundred Years Post". It has long served the rural, peasants and agricultural construction and won good reputation. China Post has been deeply rooted in the people's hearts in the countryside. For many years, farmers have relied on China Post to complete the procurement of seeds and fertilizers and the sale of agricultural products. For a long time, "China Post" represents the country, is creditworthiness and quality. China Post has introduced the concept of modern logistics into the construction of new countryside, and adopted the circulation mode of
"production enterprises + distribution enterprises + farmers". In the form of "order ten distribution", China Post has vigorously developed the distribution business of agricultural materials and daily necessities, promoted the smooth circulation channels of rural commodities, and supported the rapid development of agricultural enterprises.

3.1. Advantage Analysis
China Post has network resources covering the whole country and covering urban and rural areas. It has information network, financial network and physical delivery network. Functional advantages of logistics, capital flow and information flow "three streams in one". Postal service covers a wide area, many points and long lines. It is the hub and bridge between urban and rural areas. It has the unique channel advantage of serving the construction of rural circulation system.

3.2. Opportunity Analysis
In terms of policies and regulations, as China Post is a state-owned enterprise, the state's policy support has given it strong support for the development of rural logistics.[3] As well as the "Postal Law" implemented on October 1, 2009, and "Opinions on Promoting the Development of Rural Postal Logistics" jointly issued by the Ministry of Transport, the Development and Reform Commission, the Ministry of Finance, the Ministry of Agriculture, the Ministry of Commerce and the General Administration of Industry and Commerce. These policies and regulations have played a role in boosting the development of rural logistics by China Post.

4. The Development Countermeasure of Rural Logistics
4.1. New Retail Service in Urban and Rural Areas
With the help of the platform advantage of "ule.com", China Post can adapt to the new retail development model, establish a new type of post supermarket which combines online distribution with off-line direct transaction, and introduce agricultural products from surrounding villages into shopping malls and then into the dining tables of urban residents. In addition, for some agricultural products which are easy to store and have local characteristics, China Post can take advantage of its own logistics network advantages to push agricultural products and local specialties across the country to new postal supermarkets all over the country. The "ule.com" platform is shown in Figure 1.

![Figure 1. "ule.com" platform](image)

"ule.com" platform improves the quality of service so that consumers can experience local delicacies at home, solve the problem of agricultural products sales, and promote the promotion and use of "ule.com" platform; improves the quality of service so that consumers can experience local delicacies at home, solve the problem of agricultural products sales, and promote the promotion and use of "ule.com"; Secondly, fresh fruit and vegetable products can be delivered to consumers in a timely manner, which greatly improves the service quality compared with ordinary supermarkets. In addition, the establishment of online and offline combined entity Shangchao has further enriched and broadened the business scope of China Post, and increased the comprehensive competitiveness and visibility of enterprises.
4.2. Providing supporting logistics services for industrialized rural e-commerce

With the popularity of the Internet and the construction of rural infrastructure, the development of rural e-commerce in China is breaking through, the business model is constantly innovating, the service content is constantly enriched, and the scale of transactions is constantly expanding. Business tycoons have set foot in the field of rural products, especially under the impetus of the "Internet +" wave. Alibaba, Jingdong, Suning and other electricity providers have begun large-scale business trips to the countryside. Rural market is a market with great potential. The future of rural areas will be inseparable from e-commerce. More than 900 million rural farmers will have more and more contacts with e-commerce. If e-commerce wants to move forward, it will also be inseparable from more than 900 million Chinese farmers. At present, many rural areas in our country are transforming to Taobao Village and Netshop Village, which means that more and more rural areas in our country are involved in the wave of e-commerce development, and local characteristic industries are promoted to all parts of the country through business platform. In some industrialized electric commerce villages, the problem they are facing is not the quality of products, packaging and other issues, but the lack of supporting logistics services. China Post should seize the opportunity to explore new service modes and provide specialized services for industries with unique features and simplification. The information sharing e-commerce platform between China Post and local merchants is shown in Figure 2.

![Information Sharing E-Commerce Platform between China Post and Local Businessmen](image)

Figure 2. Information Sharing E-Commerce Platform between China Post and Local Businessmen

Establish specialized warehouses to reduce unnecessary environmental losses of products during storage. At the same time, professional management is carried out by the internal staff of the postal service, which can control the inventory information in real time, and make seamless docking of all links of the warehousing, warehousing and transportation. Reduce the unnecessary time wasted by turnover and handling process. The product type is single. It is easy to use standardized turnover tools such as pallets, loading and unloading vehicles to realize the standardization of logistics facilities and equipment. Enhance operational efficiency, strengthen information sharing between China Post and local merchants, advance information flow in each link, seamlessly dock, reduce operational time and improve operational efficiency.
4.3. Distribution by Rural Passenger Train and UAV
In recent years, the central and local governments at all levels have always attached great importance to the construction of infrastructure such as rural roads. At present, most rural areas in our country have realized village-to-village highway and village-to-village public transportation. Therefore, express delivery enterprises should cooperate with county and township-level bus companies to use passenger trains to deliver goods to village service points or villagers. This not only facilitates rural consumers, but also improves the delivery speed, and reduces logistics costs. It has great economic and practical significance. Although the use of UAVs for logistics distribution is still in its infancy. However, the terminal distribution of rural logistics using UAVs can improve the speed of arrival, improve the quality of rural logistics services, and also bring excellent shopping experience to rural consumers.

4.4. Increase policy support
(1) Effectively reduce the tax burden of logistics enterprises. According to the industrial characteristics of logistics industry and the requirements of integration, socialization, networking and large-scale development of logistics enterprises, the relevant tax support policies should be perfected as a whole.

(2) Increase the support of land policy for logistics industry. Logistics infrastructure such as warehousing facilities, distribution centers, transfer centers and logistics parks covers a large area, has a large investment and a long payback period. On the basis of strengthening and improving management and practically saving land, land policy support should be strengthened.

(3) Promoting the convenient passage of logistics vehicles. We will further reduce toll charges for road and bridge crossings, gradually and orderly abolish the government's second-class road tolls for repayment of loans in accordance with regulations, reduce the number of toll stations on general roads, control the scale of toll roads and optimize the structure of toll roads.

5. Conclusion
Through the further sinking of postal logistics to the countryside, the information platform can be used efficiently. Relying on the development of rural e-commerce, we should further develop rural logistics to promote economic development. To achieve an effective combination of going out and importing. Through the close combination of "Internet big data + rural information platform + postal rural logistics", we should develop an integrated system to allow the Internet plus efficient logistics to cover the whole countryside in the era of big data.

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