Problems and Countermeasures of logistics management in small and medium enterprises

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Abstract: In the business process of each enterprise, logistics management plays a vital role which directly affects the economic strength of the enterprise. With the continuous development of the market economy in China, the effective control of the logistics links can improve the economic and market competitiveness of the enterprises to a certain extent. According to the current status of enterprise logistics management, the article studies the problem existing in logistics management and puts forward effective solutions to the problems.

Keywords: Small and medium enterprises; logistics management; problems; measures

1. Introduction

Everyone knows that profit is the only purpose of the existence of an enterprise. However, in the face of increasingly fierce market competition environment, if the enterprise want to occupy a leading position in the market economy, the key is to improve the competitiveness of the market, so most enterprises start with the direction of product prices. Although the lowest price can enable consumers to buy more products, it will affect the economic benefit of enterprises to a certain extent. Ultimately, controlling the production cost of products is not a good way. Faced with such a development situation, the importance of improving logistics management is the key work that enterprises need to do at present.

2. The concept of logistics management in small and medium sized enterprises

2.1 Principles of enterprise logistics management

When the company sells the products of the company, the first thing to do is to produce the product. It is very important to produce materials in the process of product production. In this sense, narrow sense logistics management refers to the process of purchasing materials, transporting materials, preserving materials and delivering materials. Generalized logistics management means that in the usual production process, the products recovered and destroyed by enterprises can also be generalized to the scope of generalized logistics management when they are transported and distributed to the materials. Referring to the meaning of logistics management, enterprises can adopt effective ways to reduce the investment of enterprises and improve the economic benefits of enterprises, which is the main purpose of logistics management.

2.2 The composition framework of enterprise logistics management

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The important components of enterprise logistics management are transportation, storage, packaging, handling, circulation processing and information. Firstly, “transport” through a variety of transportation ways to distribute the products of the enterprise, to a certain extent, to ensure that the product can flow normally in the market. Secondly, the “storage” enterprises must consider the market demand in the process of producing products, and ensure that the products sold can be loved by the majority of consumers. In this regard, the storage of future products needed in the market is very necessary in the future development of enterprises. “Packaging” exquisite and beautiful packaging not only can enhance the competitiveness of products, but also attract more customers to come to the consumption, laying a solid foundation for the natural flow of products. “Transportation” is a very important part in the process of market movement. “Circulation processing” is an important way for enterprises to ensure the smooth circulation of products. Finally, in the process of market flow, enterprises should always pay attention to the trend of products and grasp the information of products, so as to ensure that product logistics can be successfully implemented.

3. Problems existing in the logistics management of small and medium-sized enterprises.

3.1 Lack of basic logistics management conditions.

First, the logistics site planning is not reasonable. Many enterprises are not fully aware of the logistics engineering when planning the logistics site, focusing on high quality hardware facilities, and it is difficult to guarantee the effectiveness of product transportation to a certain extent. For example, product handling, is the precondition of product transportation, once an enterprise does not consider the transportation of products adequately in the process of logistics site planning, so will invest more funds in the process of product handling, caused heavy loss of economic benefits to the enterprise. Second, the enterprise has a serious lack of excellent logistics management talent. With the continuous development of the economy, the logistics management professionals need not only the professional knowledge of logistics management, but also the practical experience of logistics management. However, the logistics management majors who are trained in universities pay too much attention to theoretical knowledge and need to improve their logistics management. This is an important factor in the current low level of enterprise logistics management. Third, the establishment of logistics management institutions is not reasonable. According to the survey, although many enterprises have attached great importance to logistics management, they have not set up professional logistics departments to manage them, which makes the allocation of logistics management functions unreasonable. If we simply plan the logistics management, we cannot update the product information contained in the logistics management process, which will affect the sales evaluation of the products and reduce the economic benefits of the enterprises.

3.2 The idea of enterprise logistics management is relatively backward.

Due to the influence of market economy, most enterprises in China have identified the scope of logistics in the cities with more developed economic conditions, such as some remote rural areas which do not provide door-to-door service. With the continuous development of the rural economy and the improvement of people's quality of life, the demand for products from rural users is also increasing. If the enterprises do not change their traditional logistics management ideas, they will lose a lot of customers. In addition, most enterprises often lose their goods in the process of logistics and transportation, which not only affects the corporate image, but also affects consumers' shopping mood.

3.3 Imperfect logistics management system

According to the survey shows that most companies do not establish a sound internal logistics management system. Enterprises do not have the management system restrictions, resulting in the current forms of logistics diversification, there is no uniform standard of work, which gives business logistics management efficiency has a serious impact. Logistics management is a new type of management mode. It is necessary to have more professional personnel to manage the logistics management, so that the function of logistics management can be played to the extreme. However, most enterprises did not pay more attention to logistics management personnel, and did not create a
complete system of logistics management personnel. In addition, the internal assessment system is not perfect, even with excellent logistics managers, there will be no obvious effect. In this regard, the establishment of a perfect logistics management system is the key problem that the enterprises need to solve at present.

3.4 Low level of logistics information management

In the process of logistics management, human resources are the main core. However, with the continuous development and progress of China's economic construction and science and technology, the traditional human resource management mode of the enterprise can not meet the requirements of social development any more. Therefore, in the actual logistics management, the lack of logistics information often happens. In addition, in a few enterprise logistics management, the overall layout of the logistics is not standardized, resulting in the logistics management framework is very untidy, making the subordinate organizations in the material sorting and distribution, the accuracy is very low, and increased the investment of enterprises. From this, it can be seen that the logistics management information has a direct impact on the level of logistics management.

4. Countermeasures to solve the problem of logistics management in small and medium enterprises

4.1 Change the thought of logistics management

If we want to speed up the development process of enterprises, business managers must make reasonable arrangements for the development and operation of enterprises in the later stage, so as to achieve the goal of sustainable development of enterprises. This idea is the same as the logistics management. In other words, if we want to improve the logistics management level, we must innovate the concept of logistics management and redefine the logistics management idea according to the direction of enterprise development. With the continuous development of market economy, enterprises logistics managers should also follow the pace of development and guarantee the innovation of logistics management to a certain extent. Through this method, the efficiency of the enterprise logistics management will be improved and the development goal of the enterprise is realized[1].

4.2 Improve the logistics management system

In order to improve the standardization and reliability of logistics management system, managers should grasp the laws and regulations of logistics in China before making them, and carry out business management activities within the scope stipulated by laws. Logistics management work belongs to the system process, transportation, storage, packaging, handling, circulation processing and information are the important framework of enterprise logistics management. In the work of enterprise logistics management, it is necessary to put the management methods into place and strengthen the scientific nature of the logistics management[2].

4.3 Strengthen information management

In order to meet the development trend of the information society, it is very important to improve the level of enterprise logistics information management. Therefore, enterprises should actively arouse advanced scientific information technology, and widely apply in the process of logistics management, improve the deficiencies of logistics management, and improve the standardization and reliability of logistics management through information technology. In a word, we should strengthen the information management and strengthen communication with various departments so as to realize the sharing of resources[3].

4.4 The introduction of high-quality logistics management personnel

As the trend of development is changing, enterprises need to train staff regularly to improve their professional skills and cultural knowledge. In addition, enterprises should actively introduce high-quality logistics management personnel, such as providing employees with high quality welfare and training institutions. So as to attract more talented
people and strengthen the logistics management team.

5. Conclusion

In summary, with the rapid development of China's modern economy, accelerate the pace of development of logistics management, the enterprise must strengthen the staff of logistics management the importance of logistics management, change ideas, improve the logistics management system, strengthen information management, actively introduce logistics management personnel of high material so as to improve the economic efficiency of enterprises, strategic objectives to realize the sustainable development of enterprises.

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