Research on the Motivation and Path of New Logistics Development under the New Retail Era

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Abstract. New retail is a retail model based on the Internet, using big data, cloud computing and other technologies to upgrade the production process, circulation and sales of commodities, and deep integration of online and offline and smart logistics. The new retail has aroused widespread concern from all walks of life, and the new retail industry has sprung up, which has also promoted the development of new logistics. By analyzing the relationship between new retail and new logistics development, the article explores the relationship and difference between new logistics and traditional logistics, analyzes the motivation of new logistics development, and proposes relevant measures to promote the development of new logistics.

1. Introduction
With the advancement of the level of scientific and technological development, people’s quality of life has improved. Online shopping or physical consumption can no longer meet people’s needs, and new retail combined with offline and online has become a major development trend. Under this background, traditional logistics can no longer meet the needs of development. It must combine high-tech technologies such as Internet+, big data and artificial intelligence to rationally allocate resources and promote the transformation and development of modern supply chains with the concepts of openness, sharing, innovation and development. The new retail is designed to enhance the user experience, improve the operational efficiency of retail enterprises, and promote the transformation and upgrading of the retail industry. The new retail is proposed to combine the advantages of online and offline channels, rationally use the data obtained online and offline, optimize the configuration, and shape an efficient retail market. This market allows people to enjoy the services of physical stores and the convenience of online shopping.

2. Analysis of new retail and new logistics development

2.1 The basis of new retail is omnichannel construction
Omnichannel construction is the foundation of the development of “new retail”. It is an effective integration of online and offline channels. It is the integration of multiple types of channels to meet the needs of customers’ complex experiences.

2.2 The boost of new retail is the development of new technologies
The development of new technologies has driven the continuous innovation of business models. The continuous improvement of new business infrastructure such as big data, cloud computing, and mobile Internet has promoted the digitalization of the retail industry and ultimately reshaped the value of the entire retail ecosystem.
2.3 The core of new retail is the consumer experience
New retail should focus on consumer experience, focus on consumer interaction, create a consumer atmosphere, and provide quality services from pre-sales, in-sales, and after-sales services from an open service innovation staff to form an experiential consumption scene.

2.4 The guarantee of new retail is intelligent logistics
Intelligent logistics is an indispensable part of the integration and linking of new retail chains. It is not simply a function of providing physical transportation, warehousing, circulation processing, etc., but more value-added services in the entire supply chain, that is, integrated supply under the drive of big data. The chain realizes the whole process of intelligent logistics, saves distribution and improves service efficiency, reduces inventory and increases sales.

2.5 Four dimensions of the development direction of new logistics
The new logistics is a service support system driven by data link technology based on the circulation of goods. The essence of logistics is service. The development direction of new logistics includes four dimensions, namely, improving service level, creating value for customers, improving efficiency and reducing costs. In the new retail context, the new generation of logistics has the characteristics of short chain, wisdom and symbiosis.

3. analysis of new logistics and traditional logistics development

3.1 New logistics and traditional logistics links
Traditional logistics is the basis for the development of new logistics. The new logistics, namely, intelligent logistics, is a new logistics development model based on the development of traditional logistics, retaining its outstanding development components and integrating with the advanced technologies of the Internet+ era.

New logistics improves the problems of traditional logistics. Under the new retail era, the logistics development and management model need continuous reform and innovation. Coupled with the continuous development of information, network and intelligence, the new logistics model emerges as the times require. Under the premise of meeting the new needs of consumers, this model is also a new way to solve the cost reduction and efficiency of the traditional logistics industry.

3.2 Analysis of the difference between new logistics and traditional logistics
The mode is different. Most of the traditional logistics enterprises retain the old management mode and lack the perfection and optimization of the logistics management related system. The positioning of logistics is not accurate enough, resulting in low social recognition, so that it can not achieve transformation and development. The new logistics is oriented to meet the diversified needs of customers, and invests in new era technology elements such as artificial intelligence, cloud computing, and big data to promote the coordinated development of business flow, information flow, and logistics, and pursue the common interests of the entire supply chain development.

The system is different. Traditional logistics often neglects the improvement and perfection of the management system in the process of realizing the scale of enterprise development. This requires enterprises to expand the intelligence of logistics management departments and strengthen the coordination of logistics management from the strategic perspective of promoting supply chain management. The new logistics pays attention to the continuous innovation within the organization, introduces high-quality logistics talents, and follows the current social development direction to establish an efficient management system.

4. Analysis of the motivation of new logistics development under the new retail era

4.1 Supply Chain Development Change
The new retail has upgraded the user experience through high-tech advancement and changed the original retail industry form. This inevitably requires the logistics system of the entire supply chain to cooperate and realize the new logistics reform under the new retail mode—the warehousing socialization, the supply chain data and offline entity experience store become the logistics pivot.

4.2 Customer demand rises
At present, many companies are not pursuing the customer’s personal experience while pursuing development, and cannot promote the development of new retail, leading to the loss of customers and affecting the development of enterprises. If the logistics link of the commodity and the physical sales link are not well connected, it will not be able to better meet the customer’s demand, which will directly lead to a decrease in sales volume. It can be seen that satisfying the needs of customers is the core link to promote the rapid development of new logistics and win customers.

4.3 E-commerce bottleneck
At present, the bottleneck of e-commerce development has brought space for physical retailing, and the growth rate of online retail sales has slowed down, with an annual decline of 8-10 percentage points. It is estimated that by 2020, the proportion of pure online retail sales to total social retail sales will be about 20%, indicating that social consumer goods retail transactions are mainly generated offline, and the physical retail industry has more room for development. The overall growth of online retail sales is shown in Figure 1.

![Figure 1. Overall growth of online retail sales](image)

5. Analysis of the development path of new logistics under the new retail era

5.1 Innovation Management Model
The development of new logistics requires an innovative management model, which is mainly reflected in technological innovation, service innovation, and management model innovation, so as to achieve cost reduction and efficiency. Nowadays, some enterprises such as Jingdong are investing in the research on the use of drones. I believe that in the near future, high-tech logistics development methods such as unmanned car delivery will become a reality. In the new era of rapid development of big data, artificial intelligence, Internet+ science and technology, the development of new logistics must continuously realize technological innovation, in order to improve the operational efficiency and economic benefits of enterprises, and thus realize the march from traditional logistics to new logistics. Service innovation is mainly to strengthen the offline experience of customers and realize the combination of online and offline. Traditional logistics has always been recognized as a productive service industry, but new logistics under new retailing increasingly reflects its function in life services.
The service function of the new logistics is the most intuitive and real-world induction of the customer’s development of logistics. The consumer experience will also become the core competitiveness of the new logistics. Management model innovation is to establish a shared logistics system. Shared logistics is the use of resource optimization configuration to reduce logistics costs. Resource sharing is realized throughout the supply chain system, including: logistics information sharing, logistics technology sharing, logistics facility equipment sharing, and cargo transportation resource sharing.

5.2 Optimization Management System
At present, some retail enterprises do not pay attention to the importance of the management system in the development process, which leads to the inability to adapt to the management requirements of modern supply chains in the construction of logistics systems. Supply chain logistics management involves all aspects, and the departmental logistics management system cannot meet its needs. It is inevitable to promote the integration of the logistics system and achieve the transformation of the supply chain. First of all, we must clarify the management core of the supply chain. Based on this, we will develop the logistics system and develop corresponding logistics activities to connect the various enterprises, coordinate the relationship between the various nodes of the supply chain, improve the efficiency of cooperation, and enable the enterprises to The supply chain can be rewarded to meet the practical needs of business development. Second, optimize the supply chain system, enrich the form of logistics services, and improve the quality of logistics services. The logistics supply chain management system includes suppliers, producers, distributors and other levels and types of enterprises. To achieve efficient and unified service goals, enterprises within the system need to be distinguished and interconnected to form a new logistics supply chain system.

5.3 Optimization Management System
The General Office of the State Council issued the “Opinions on Further Promoting Logistics Cost Reduction and Efficiency Promotion to Promote the Development of the Real Economy”, actively guiding the logistics industry to reduce costs and increase efficiency, and establish a more scientific and effective supply chain system.

The government has introduced relevant policies to encourage enterprises to achieve breakthroughs from offline to online in a cooperative manner. Improve infrastructure construction and support the establishment of offline experience stores. Stronger technology companies can provide technical support and data open services for small businesses. At the same time, the government should participate in the construction of a diversified, multi-channel investment and financing system for the development of new retail enterprises, encourage financial institutions to innovate service methods, explore new investment and financing models, and promote the development of new logistics.

5.4 Increase personnel training
China’s high-quality skilled logistics talents are scarce, and the supply of logistics talents and personnel structure cannot match the development of logistics. This phenomenon has hindered the development of new logistics in China. The introduction of training logistics talents is an important element in the development of new logistics. Develop and expand the senior logistics talent team to provide intellectual and talent support for the development of new logistics; strengthen the training of intermediate and grassroots logistics talents, and improve the overall quality and ability of logistics team talents. At present, only by accelerating the construction of a sound logistics personnel training system can we adapt to the growing talent demand of the logistics industry. The logistics talent training model should also be jointly developed and developed by many parties. Such as: colleges and universities, vocational and technical schools, social training institutions, etc., can become a training base for logistics professionals. In addition, it also needs coordination and cooperation from various countries, governments at all levels, and social forces.
6. Conclusions
The new retail has given China’s logistics industry a new opportunity, and the future development
trend will be even better. The value of the future logistics enterprise is that the stronger the operational
capability, the better the logistics enterprise can be able to maximize its performance. New logistics is
an important direction for the development of the logistics industry in the future, and an important part
of the modern supply chain. The “new retail” logistics development pays more attention to the
customer experience. At the same time, we must combine high-tech technologies such as Internet+,
big data, artificial intelligence, etc., rationally allocate resources, and promote the logistics industry to
continue to move forward with the concept of openness, sharing, innovation and development.

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