Research on Logistics Financial Service Mode under the Background of "Internet +"

Zongying Zhang and Jie Liu
Shandong Foreign Trade Vocational College, China, 266100

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Abstract: China's logistics and finance is still in its infancy. In the ever-changing market, the logistics and financial service model is undergoing reforms and innovations. In the context of "Internet +", a new pattern of logistics financial services appears. Because logistics finances to involve more stakeholders, in order to provide more specialized services and promote the development of logistics and finance in the future, based on the analysis of logistics financial service model, this paper studies the innovation of “internet +” logistics financial service models.

1. Introduction
Since the publication of "Internet +" in the 2015 government work report, the logistics financial service model also needs to adapt to the development of the modern trend. In particular, it needs to integrate with the Internet in the case of market changes, innovate the logistics financial service models, Research and analysis, and put forward relevant prevention and control measures. As for the research of logistics financial service mode, both the domestic and international conceptions of logistics financial service mode, the establishment of model and risk assessment system to evaluate risk has to gain results, but the research on logistics financial service mode under the "Internet +" is still in the developmental stage which is based on the analysis of the concept of logistics financial services model, this paper studies the application of the Internet in logistics and finance, and then analyzes the possible risks and gives some suggestions on how to prevent and control it.

2. Logistics Financial Services Overview
Logistics finances to refer to a combination of logistics and financial services business or a product, in a broad sense, logistics finance is to achieve the efficient flow of funds, information flow and logistics, logistics companies and banks to cooperate on the supply chain the entire process of operation is regulated and organized for the application of deposits, loans, settlements, financing and insurance. In a narrow sense, the essence of logistics and finance is to provide financing services to small and medium-sized enterprises. After the cooperation between logistics enterprises and banks, small and medium-sized enterprises take goods as collateral. The logistics enterprises examine the information provided by small and medium-sized enterprises, during the operation of the funds put into use, sales and other monitoring, banks can be efficient lending. Such a process can not only solve the financing difficulties of small and medium-sized enterprises, but also help banks improve the efficiency of lending and improve the operational efficiency of supply chain for logistics enterprises. The traditional logistics financial service models has warehouse receipt pledge business model, financing warehouse model, bonded warehouse model and letter of credit guarantee mode. All of these models require that logistics enterprises and banks can comprehensively grasp all the information about small and medium-sized enterprises. However, due to the imperfect banking system and the problems of social supporting services, the development of logistics finance is limited. However, the scale of SMEs is growing under the encouragement of national policies and the demand for financing is increasing. It is clear that the current logistics and financial models cannot meet the needs of enterprise development and supply chain development.
3. Analysis of Logistics Financial Service Mode under the Background of "Internet +"

Logistics financial service models is with the market changes, at present in the context of the Internet, the new logistics and financial models can be divided into three categories: first, third-party e-commerce platform, followed by the P2P platform, then the online supply chain. These methods or models can control the flow of information big data, reduce information asymmetry, improve the financing efficiency of small and medium enterprises. The second logistics company can monitor the operation of the company's goods in all aspects and provide the corresponding information and data. The third bank logistics and financial services module gradually unified. Tripartite together to provide professional services, thereby reducing costs and improve efficiency.

3.1 Third-party E-commerce Platform Model

Third-party e-commerce platform model refers to enterprises do not need self-built e-commerce companies or departments, but through the use of third-party e-commerce platform for information dissemination, online trading and co-promotion, product sales and marketing, etc. This way both can help enterprises to reduce costs and achieve the unity of the enterprise supply chain logistics, capital flow and information flow at present, the more famous third-party e-commerce service providers are Alibaba, Treasure Island Exchange.

3.1.1 Third-party E-commerce Platform Model Classification and Main Functions

Third-party e-commerce platforms can be divided into different types of modes according to different objects, different functions and different industries. For example, B2B, B2C, C2C and so on all can be divided into different types, according to different functions and can be divided into information distribution platforms, Alipay and other payment and trading platform, according to different industries they can be divided into integrated business platform, industry e-commerce platform.

Third-party e-commerce platform features are: firstly can help small and medium enterprises to reduce costs and improve the competitiveness of enterprises. Because third-party e-commerce platform can provide specialized services, thus eliminating the need for enterprises to build e-commerce information system costs, but also reduce the staff training and maintenance costs of the system after the update. Secondly, third-party e-commerce platform can realize the function of a notary office when trading online. That means by providing electronic authentication and electronic notary services, the second party provide real information about both parties, including the financial strength and production capacity of both parties, which can control the trading risk. Thirdly, in the third-party e-commerce platform, any one of the small and medium enterprises can publish and collect information, so that we can always keep abreast of market dynamics and consumer information, and consumers can obtain timely enterprise information.

3.1.2 Third-party E-commerce Platform Logistics Model

Third-party e-commerce platform, the logistics model can be divided into three kinds, the first are the self-logistics model, which is the third-party e-commerce platform for self-built logistics company or distribution center, and then according to the online transaction delivery of goods, you can increase transaction efficiency. The most typical are Jingdong's own logistics, after the success of the transaction, self-logistics from the confirmation of the order to the goods collection, delivery and transaction confirmation more time, but also to ensure its quality of service. The second is the logistics alliance model, which is a way for companies to collaborate with other companies or logistics companies in order to reduce costs. For example, cooperation between enterprises to build a distribution center, and then let the fourth party logistics to provide logistics system, you can achieve the optimal control of the entire supply chain. On behalf of the Amazon business, long-term cooperation can also be carried out directly with the logistics enterprises, represented by the company I bought COFCO. The third is the third-party logistics model, which is the third-party e-commerce platform does not have their own logistics system, directly to the third-party logistics company for its delivery of goods. This can reduce the operating costs of the platform, the most typical are Alibaba's Taobao.
3.2 P2P Platform Mode

P2P platform service model refers to a mode of providing pre-existing after-loan financing for enterprises, which appears on the one hand to alleviate the financing difficulties of small and medium-sized enterprises. P2P lending platform does not have a high threshold of financing. Loans enterprises only need issued a valid certificate or certificate to the platform, the basic can in a relatively short period of time to provide loans to enterprises and the size is not small. On the other hand is also to enhance the profitability and competitiveness of enterprises and ensure the integrity of the entire supply chain. Traditional logistics and financial business model is more narrow, the service provided by the homogenization of enterprises, the pledge of inventory provided can not meet the needs of enterprises, enterprises have less profit margins. Through the P2P platform, enterprises can diversify their services, and through the diversification and agility of service forms, the entire industrial chain can be optimized and the operational efficiency of the industrial chain can be improved.

3.3 Online Supply Chain

Internet background, internet finances to appear. This also changed the bank of the development of customers and means of payment means, the banks began to cooperate with third-party logistics companies to provide online financing and other online logistics and financial services, which can reduce the cost of financing, improve the efficiency of financing. But also improve the bank's business model to solve the plight of small and medium-sized enterprises and enterprises. The model is to cooperate with the bank, through the bank to build the Internet financial platform in cooperation with third-party logistics companies, can provide logistics finance financing, payment and settlement and hosting and other financial services. Such as the Agricultural Bank of E housekeeper, ICBC Rong e-purchases. The online supply chain not only meets customers' requirements for convenient logistics, but also monitors the online payment of financial transactions.

4. Risks and Prevention and Control of Logistics Financial Service Mode

4.1 Logistics and Financial Risks

The main risks existing in logistics finance are: The credit risk of the first enterprise, including whether the operation status and development prospected for the core enterprise can assume the guarantee function for the entire logistics finance. If its liabilities exceed its affordability, or disguise the operation of all the parties involved in the transaction Information, will lead to third-party platforms and institutions a huge risk of malicious credit. In addition, it also includes the credit problems of the upstream and downstream enterprises. If the enterprises have poor management ability, poor operation transparency, lack of credibility in the financial statements, weak trustworthiness and binding power, they will also bring risks of the entire logistics and finance industry. The second business operational risk includes the control of logistics, information flow and capital flow whether the rules and regulations are valid and the operating system is perfect. The third is the risk of the logistics regulator, for example, as a result of information asymmetry caused by the logistics regulators to damage the platform or the agency's behavior, if not in strict accordance with the norms of operation will lead to the loss of the quality of the goods value. Finally there is the risk of pledged assets, such as the value of pledged assets whether they have the legitimacy of pledged assets such as the price.

4.2 Logistics and Financial Risk Prevention Measures

In order to prevent the risk, we should first establish a strict standard of access to prevent systemic risk and credit default risk. For example, the core enterprises are required to have strong strength and financial stability, to effectively control upstream and downstream enterprises, and to ensure that suppliers and distributors in upstream and downstream enterprises have strong management capabilities and strong financial strength so as to reduce the credit default risk. Follow by the
establishment of clear and meticulous code of practice, such as the details of the credit business floor and the main part of the credit agreement between the signing of the contract, a clear payment of funds, quality control and recovery of goods and other operational steps required for different business management should be clear responsibilities. Establish specialized management positions, and clear to all position and individuals. In addition, we should also strengthen the construction of network security and information construction, for example, in the network security to enhance the application of firewall technology and data encryption technology; information technology in order to ensure the smooth flow of information coordination, we should increase the information management hardware investment and related technical personnel training, the use of information technology to establish the material and financial data sharing, information exchange between enterprises to reduce the risk of information transmission.

5. Conclusion

In summary, in the context of the Internet +, logistics and financial innovation cannot only solve the financing difficulties of small and medium-sized enterprises, but also need to improve the supply chain, bring more benefits to logistics enterprises, improve the service quality of logistics and finance, also innovative banking business at the same time.

Any kind of logistics and financial model has certain risks, although the third party e-commerce platform, the logistics and financial service model is much smaller than other traditional models, there still are risks like corporate credit risk, financial risks in the financial transactions of banks, etc. In order to strengthen the prevention and control of the risks, it is first necessary to conduct a comprehensive examination of the conditions of the loan enterprises, including their operating conditions, credit conditions and the legitimacy, liquidity and price of the pledges. Secondly, the logistics enterprises, banks and lending enterprises should exchange timely information for banks, it is necessary to establish and improve information management platform, determine the appropriate pledge rate and interest rate, standardize business operations and unify the logistics and financial model, which will help reduce the risk of non-standard operation.

References: