Research on the Resources Integration of Logistics Enterprises' Marketing Capacity Based on the Logistics Market Demands

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Abstract. The development of logistics enterprises cannot be separated from the support of marketing activities. Marketing capacity has positive effect on service oriented logistics enterprises. There is an important relationship between marketing capacity and the management performance of logistics enterprises. In the fierce competition of logistics market, logistics enterprises need to attach importance to the improvement of marketing capacity and focus on the integration of marketing capacity related resources, and constantly improve the level of logistics enterprises' marketing capacity. Aiming at promoting the logistics enterprises' marketing capacity, and further pushing the development of logistics enterprises. The paper analyzes requirements of logistics enterprises' marketing capacity for logistics market demands and the present situation of logistics enterprises' marketing capacity resources. The paper puts forward the resources integration paths of marketing capacity to meet the demand of logistics market.

Introduction

Logistics enterprises are important part of modern logistics service industry, and there is important relationship between marketing capacity and the performance of logistics enterprise operation and management. In present fierce competition of logistics market the customers pursue better quality and higher level of logistics service. Logistics enterprises need to attach importance to improve marketing capacity for meeting the logistics needs of the market and improving the competitiveness (Dong-Young Kim, 2013) [1].

Due to the development in past many years, logistics enterprises have made great progress. Logistics enterprises have gained considerable development and progress, whether in terms of quantity of enterprises or quality of service, playing a very important role in the development of modern logistics industry. While in the rapid development of logistics enterprises, great importance should be attached to current defects and shortcomings of logistics enterprises.

Marketing capacity indicate the corresponding competitive capacity of enterprises from the perspective of marketing. Marketing capacity has a close relationship with the product, price, channel, promotion and other aspects of marketing. Logistics market prosper and has strong demands for logistics. Logistics enterprises must attach great importance to the promotion of marketing capacity. Integrating and optimizing marketing capacity resources from multiple aspects can continually improve marketing level of logistics enterprises and obtain the competitive advantages in the increasingly fierce competition of logistics market.

Requirements of Marketing Capacity in Logistics Enterprises for Logistics Market Demands

As the rapid development of modern logistics industry, logistics enterprises should closely correspond to the development trend and requirement of modern logistics services in the
management activities and continuously improve the management level of logistics enterprises (Terry L. Esper, et al., 2010) [2]. The requirements of marketing capacity in logistics enterprises for logistics market demands are reflected in the following aspects (Figure 1).

![Figure 1. Requirements of marketing capacity in logistics enterprise for logistics market demands.](image)

**Strong Logistics Demands and Fierce Logistics Market Competition**

Logistics market demands are strong and show a rapid rising trend, which provides the business development of logistics enterprises with good opportunities, especially market opportunities. The logistics market competition is becoming increasingly fierce with the condition of the strong market demands for logistics. The increasingly number of logistics enterprises, the fierce competition in logistics marketing of the supply chain and the more fierce competition among logistics enterprises are the clues of this phenomenon. Therefore, if the logistics enterprises are limited to the traditional management, it is difficult to get the advantages in the fierce competition in logistics market. Facing with strong logistics market demands and fierce competition in the logistics market, logistics enterprises need to pay attention to the cultivation of marketing capacity, and make marketing capacity to play a full role in the management of logistics enterprises.

**Logistics Service Quality Requires Logistics Enterprises to Improve Service Level**

Logistics service, an invisible product of the logistics enterprise, which is an important foundation for the logistics enterprises to obtain customer's support and recognition in the fierce competition of the logistics market. As an invisible product of the logistics enterprise, it is an important content of marketing capacity. Product is the core construct of marketing capacity, and the product strength is the embodiment of the logistics enterprise marketing capacity. Confronted with the fierce competition of logistics market, logistics enterprises need to attach much importance to promote the service level of logistics enterprises in the process of management, especially the logistics service quality, and constantly improve the logistics service quality in logistics enterprises. The logistics market demands requires increasingly higher logistics service of logistics enterprise. It means logistics enterprises should have better logistics service functions and higher quality of logistics services, show good marketing capacity, in order to meet the requirements of modern logistics market better, then to prompt the logistics enterprises to earn more benefits of operation and management.

**Multiple Consumption Choices Require Logistics Enterprises to Focus on Marketing Capacity**

There are a great number of logistics enterprises in the logistics market. In the same category of logistics service market, the competition among enterprises is becoming increasingly fierce and logistics customers have a greater choice space of consumption. It requires the logistics enterprise to focus on the application and promotion of the marketing capacity. Take the
logistics express industry as an example. On the one hand, due to the changes in the mode of production and daily life and living standards improve, express logistics market demands presents rapid growth trend, playing a great role in pushing the advance of the express industry; on the other hand, there is a large amount of express companies in the market, and the customers have wide choice range of express services. Express industry needs to highlight the promotion of marketing capacities, so that appealing more customers to choose and use becomes an important part of the development of express companies.

The Present Situation of Marketing Capacity Resources in Logistics Enterprises

The development of logistics enterprises cannot be separated from the support of marketing activities. In the fierce competition of the logistics market, aiming at showing logistics enterprises' competitive advantage in the fierce market competition and continuously improving the market competitiveness of logistics enterprises, logistics enterprises must make marketing activities to take effect continually, and focus on that marketing activities promote the management of logistics enterprises.

Marketing activities need the corresponding marketing capacity resources, whose level has a very important relationship with marketing capacity of logistics enterprises. In the modern logistics market, the number of logistics enterprises is numerous, but the marketing capacity of individual logistics enterprise is limited. There is big restriction in the logistics enterprise marketing capacity resources, due to the difference of business scale, logistics technology, logistics knowledge, management level and other aspects among logistics enterprises.

Logistics Facilities Resources Affect the Level Of Resources of Logistics Marketing Capacity

Many logistics enterprises' attention to the logistics facilities resources is not enough, it is difficult to put into a large capital to the construction and optimization of logistics facilities and equipment resources (Gernot Liedtke, Hanno Friedrich, 2012) [3]. Low level logistics facilities resources lead to the lack of marketing capacity resources of logistics enterprises, which can hardly ensure that logistics enterprises to carry on effective marketing activities and maintain sufficient service capacity, resulting in marketing results are not significant. Due to the lack of related facilities resources, logistics enterprises cannot easily provide better logistics services, so that the quality of logistics services is at a lower level. This situation also leads to lower logistics service grade and efficiency, which cannot meet the increasing logistics demands of the market and customer. It hinders the advance of logistics enterprise marketing capacity, which eventually leads to the lack of the competitiveness of logistics enterprises in the logistics market.

Improving Conditions of Logistics Technology Urgently

Logistics technology is mainly reflected in the level of construction and application of modern advanced logistics software, logistics information and other aspects in logistics enterprises. Logistics technology condition is an important part of marketing capacity resources of logistics enterprises. Competition of marketing capacity in modern logistics market relies on more advanced logistics technology, combined with the application of logistics technology, so that it can let the customers understand the level of service resources of logistics enterprise, which shows the service quality of logistics enterprises. However, the extent of logistics technology application in many logistics enterprises is not enough and a part of the logistics enterprises is still limited to more traditional logistics operation state which means the low level of construction and application of logistics software and logistics information technology. This situation cannot better satisfy the customer demands of logistics service information and logistics technology.
The Shortage of Logistics Knowledge Restricts the Talent Team Construction in the Logistics Enterprise.

Marketing team is an important part of marketing capacity in logistics enterprise, also the important corresponding human resources. The optimization of management and the promotion of marketing capacity in logistics enterprises need to focus on the construction of logistics marketing team. As an important resource of logistics enterprise marketing capacity, the level of marketing team plays an important role in the performance of marketing capacity of logistics enterprises (Andrea Kurz, Günther Zäpfel, 2013) [4]. At present, the grade of marketing teams is not high in logistics enterprises, and high-quality logistics marketing team has not yet been formed. Marketing activities of logistics enterprises perform imperfectly, which results in the lower quality marketing plan and the lack of features and affect the application and advancement of marketing capacity in logistics enterprises.

The Integration Paths of Marketing Capacity Resources for Meeting the Demands of Logistics Market

The satisfaction of the demands of the logistics market is the basic of winning the competitive advantages in logistics enterprises. Logistics enterprises need to continuously improve adaptation level of logistics market demands. In order to achieve the improvement of marketing capacity through the integration and optimization of marketing resources, logistics enterprises should set the logistics market demands as an orientation and strengthen resources integration of marketing capacities (N. C. Hiremath, et al., 2013) [5].

Logistics enterprises should continually make breakthroughs to deal with the lack of the resources of individual marketing capacities, integrate all kinds of advantage resources outside of the logistics enterprises to carry out marketing activities and optimize marketing capacities. As service oriented enterprises, logistics enterprises should attach great importance to the improvement of logistics service quality and function, and strengthen the service image of logistics enterprises. Therefore, the logistics enterprise ought to pursue management development and the promotion of marketing capacity through meeting the logistics market demands from various aspects and integrating marketing capacity resources in logistics enterprises.

Strengthen the Awareness of Marketing Capacity Resources

Logistics enterprises should establish a strong sense of marketing capacity resources and attach great importance to its application and performance, and enhance the awareness of marketing resources to push logistics enterprises' management and development forward. Marketing capacity resources is an important part of logistics enterprise management, which consist of logistics products, logistics prices, logistics places and logistics promotion and other related resources. Only having the deep concept of marketing capacity resources, the logistics enterprises will give sufficient attention to marketing activities and then actively carry out them, so that logistics enterprise's marketing capacity can be continually improved. Therefore, the integration of logistics enterprise marketing capacity resources is the embodiment of logistics needs of the market, which require firstly to emphasize the high awareness of marketing resources of logistics practitioners and managers, to fully aware of the noticeable role of marketing resources and capacity and to highlight the function of resources enhancing the marketing capacity.

Construct Cooperation Platform of Marketing Capacity Resources

The demand of the modern logistics market is increasing and the quality requirement is enhancing. For logistics enterprises, the resources of individual logistics enterprises cannot meet the logistics demands better. The Strategic cooperation among logistics enterprises
becomes one of the important way to deal with the high quality demands and fierce competition of modern logistics market. Logistics enterprises can integrate marketing capacity resources from several outside logistics enterprises through building the cooperation platform of marketing capacity resources. The resources of logistics product, logistics price, logistics places and logistics promotion and others related to marketing capacity of logistics enterprise all should be integrated into the cooperation platform. Logistics enterprises can carry out the close cooperation about marketing capacity resources on the platform of marketing capacity resources and constantly improve the level of marketing capacity resources, and continuously improve further logistics enterprise's marketing capacity.

**Focusing on the Construction of Human Resources of Logistics Marketing**

In term of the development of marketing capacity resources, construction of human resources of logistics marketing is the important foundation and premise to carry out logistics marketing activities, and also the important content to enhance the marketing capacity in logistics enterprises. Logistics enterprises need to focus on the construction of logistics marketing human resources, putting forth innovate means and methods of construction. The logistics enterprise expands the construction investment of logistics marketing human resources according to the condition of their own marketing team, and promotes the corresponding logistics marketing talents from the internal training. The logistics enterprises should consider introducing high-quality logistics talents externally whom the optimization of logistics enterprise marketing capacity and the management of marketing activities require for under the restriction of human resources situation of the individual logistics enterprise.

**Highlighting the Innovation of Logistics Marketing Capacity Resources**

The management of logistics enterprises need to attach importance to the innovation of logistics marketing resources, and highlight the contribution of innovation in the integration and optimization of marketing capacity in logistics enterprise. Logistics enterprises should satisfy the continuous improvement of the logistics market demands taking the logistics market demands as the guidance, and highlight the innovate application of relevant marketing capacity resources. In order to improve the efficiency and benefit of logistics enterprise marketing capacity, logistics enterprises strive to enhance the marketing capacity of logistics enterprises through focusing on the innovation of logistics marketing capacity resources. The innovation of logistics marketing capacity resources in logistics enterprises lies in actively applying the new logistics technology, logistics knowledge and logistics management and other aspects to the management process. It also lies in the effect of logistics knowledge, logistics technology and other aspects prompting the integration and optimization of resources to play well, so that contributing to the promotion of the level of marketing capacity resources in logistics enterprises ,and further continually enhancing the logistics enterprises' marketing capacity.

**References**


