Model Selection Based on the Environment Protection Situation of Haier Enterprise Logistics

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ABSTRACT

The main research direction is different enterprises according to their analysis of the advantages and disadvantages of the different logistics mode can be selected with good logistics form, in order to achieve the purpose of maximizing corporate profits. By contrast, respectively referenced real case specific analysis of two logistics mode, and summarize their advantages and disadvantages.

KEYWORDS

Self-Logistics, Outsourced Logistics, Hybrid Logistics Mode, Haier, Environmental Protection

THE SIGNIFICANCE OF THIS STUDY

Color logistics, an important goal for each enterprise in terms of business is based on the minimum investment for maximum benefits. However, in today's conditions, the cost of production has been compressed to a certain extent, it is particularly important as “the third profit logistics cost control”. As an important part of the logistics industry, penetrate into all their business activities, its model is also different. The only choice for different enterprises, the logistics models suited to their own conditions, in order to achieve optimal profits.

At present, there are mainly two: self-logistics, outsourcing logistics logistics model. Both logistics model has its own advantages and disadvantages, for better analysis to the comparative study of the two modes.
SELF-LOGISTICS MODE

Self-Logistics Mode

Self-logistics mainly refers to industrial enterprises in the logistics business, while its main source of income is not the logistics. Self-logistics system, the most typical is the Haier Group.

Haier Logistics characteristics can be summed up as, with the strength of the logistics professional company, self-based on outsourcing, the overall procurement JIT (just in time, just-in-time production management), raw materials and distribution JIT. JIT the synchronization process and finished goods distribution. 1999, Haier implemented as a link to the "market chain" business process, order information flow, driven by the operation of the logistics, business flow, capital flow and logistics operation mode increasing cause for concern. Terms of Haier, logistics first target is to get three "zero", that is, zero inventory, zero distance and zero working capital; Secondly, to enable them to obtain the core competencies in market competition to win.

If Haier logistics as to reduce the cost of the machine, the U.S. group put the logistics as a money-making machine. Group was established in January 2000 the logistics company, spun off the logistics business. Division logistics company as Group is an independent, third-party logistics companies other beauty products division, on the one hand to provide the most efficient logistics services for the beautiful production, manufacturing, sales, as well as a professional logistics company out business development.

As can be seen by the above-mentioned cases, enterprises import and strong ability to control all aspects of the logistics supply chain. Easy production and other business links closely with full service in the operation and management of the enterprise, to ensure that companies have access to long-term and stable profits. For a highly competitive industry, is conducive to the control of supply and distribution channels, reasonable planning and management processes, improve the efficiency of logistics operations, reduce circulation costs. For larger single product enterprises, import and logistics can make logistics and capital flow, information flow, business flow with more closely, thereby greatly logistics operation is the far side price work efficiency. Can make the raw materials and spare parts procurement, distribution, and production support from the strategic integration, to achieve the procurement time, increase the batch. Reduce bulk, inventory-control, to reduce the amount of funds used to reduce the cost, in order to achieve zero inventory, up close and military working capital.

Import and logistics model while the size of the business situation, there are certain requirements: self-logistics enterprises increased burden on business investment, weaken the ability to withstand market risks. Companies in order to self-logistics, we must invest a lot of money for storage equipment, transport equipment, and human capital, which will inevitably reduce the enterprises of other members to
be part of the investment, weaken the market competitiveness of enterprises. In this case, the enterprise self-logistics is equivalent to forcing companies to engage in not good at business activities, corporate management often takes too much time, energy and resources to engage in supporting the work. Results foot auxiliary on no arrest, the business of the key pieces of hair cannot be stuck to the central role of nail limited scale, the degree of specialization of logistics is very low, the cost is higher.

Only like Haier, Midea such a large scale, economic conditions, the strength of the company management to control; some smaller businesses, to logistics proportion of investment is too large and lead to business cannot function properly. For small businesses. Wear a limited number of its production, white business logistics, not the formation of scale. The one hand lead to the Bureau of logistics costs over products: the lower the competitiveness of the market die; another - aspects, due to the limited size, the degree of specialization of logistics is very low, and cannot meet the needs of the enterprise.

**Outsourced Logistics Mode Research**

Outsourcing logistics, production or sales enterprises to concentrate and enhance core competitiveness, and its logistics business to operate in a professional logistics company, is a long-term contract commissioned strategic mutual penetration, mutually beneficial business commissioned and contract execution. The trend of economic globalization, the logistics outsourcing as a material circulation speed, to save on storage costs and reduce the effective means of transit funding backlog can really bring more revenue to the supply and demand sides. Logistics completely outsourced to a third-party logistics companies, third-party logistics providers to provide them with the whole or any part of the supply chain logistics services, in order to obtain a certain profit. Italy Refrigerator Co., Ltd. joint venture, a clear division of responsibilities, is only responsible for production, while Italian refrigerator plant solely responsible for the sales and after-sales service of the product. Subsequently, in turn logistics outsourcing to a professional logistics company. Logistics referred to the PG Logistics Group, including the three logistics company responsible for.

This logistics model does not take up a lot of fixed assets, and more freedom to coordinate production operations, strengthening the flexible management of the enterprise, so that enterprises can focus on improving the core competitiveness. This model also has its own shortcomings: the companies cannot directly control the master logistics functions, and cannot guarantee the arrival of good quality and customer service in a timely manner, give a third party logistics third profit source, reducing their profits. In addition, companies also need to bear the risk of inefficient logistics company, but with the constant improvement of the services of the third party logistics enterprises, more and more companies have chosen this logistics model.
China's logistics market has considerable development potential for third-party logistics will be promising. Compared with developed countries, the overall level of China's logistics industry is still in its infancy, the industry is not highly competitive logistics market in the state is to be developed to a greater extent. National Warehousing Association 2000 survey data analysis, the majority of the Chinese logistics needs are not yet market-oriented production enterprise procurement logistics, the use of third-party logistics business logistics only 18% and 5.9% respectively, even the use of third-party logistics companies, the actual logistics outsourcing is only about 50%.

In summary, the enterprises both select what kind of logistics system analysis should be carried out according to the own scale, demand, economic and management strength, select the more suitable for their current situation and future development of the logistics. Logistics has become a powerful tool for enterprises to reduce costs, increase profits, rather than become a heavy burden for the development of enterprises.

CONCLUSIONS

Diversified in the consumer market, the personalized needs of today's rapidly changing social needs and technology advances, mass production manufacturing enterprises have been unable to meet the demand of the market development. Color production has become a future trend, enterprises must adopt more varieties, less bulk, multiple batches of logistics strategy, if companies want to implement for the purpose of improving service logistics management purpose, the dispersion of the logistics operations will be further expanded, decentralized logistics operations will be offset against the benefits of system management. Therefore, the value of the combined scale advantages of the outsourcing of logistics operations and logistics system self-management, some non-core logistics operations outsourcing entire logistics system enterprise self-operating “outsourcing job functions and system management self” mixed logistics model, should be the main mode of the future development of logistics.

REFERENCES