Research on the Optimization of Instant Delivery Model for Fresh E-commerce

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ABSTRACT

As one of the contemporary "lazy economy" of fresh e-commerce, its potential market value is favored by many enterprises. However, the short shelf life of fresh products and extremely easy to wear, which makes the fresh transportation and immediate distribution is particularly important. This paper makes a discussion on the instant distribution mode of fresh E-commerce, and put forward reasonable suggestions for the development of instant delivery for fresh E-commerce.

INTRODUCTION

Fresh e-commerce is usually positioned in the mid to high-end market, not only to avoid competition with physical stores, but also to increase gross margin. At the same time, some stores will use offline features to provide consumers with online payments, offline experiences and brand new home services. However, at present, China's logistics cold chain level is still not perfect, and it is difficult for distribution personnel to conduct unified management and control. There are many kinds of goods, delivery time is difficult to guarantee, real-time distribution logistics costs are high, supply chain is imperfect buildings and many other factors need to be solved. In order to satisfy consumers' demands for timeliness and freshness when purchasing foods with short shelf life, it has become a priority for each fresh brand to develop its own “strategy”.

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INSTANT DELIVERY FOR FRESH ECOMMERCE

According to a survey conducted by research in 2017, the main age range of online shopping for fresh products is distributed among white-collar workers aged 26 to 45. People in modern society are working hard, and a fast-paced life gives them a strong sense of time and planning. Although most people choose to buy large quantities of ingredients and everyday consumer goods over the weekend, the negative effects of long-term consumption of fresh vegetables and frozen products on adults and children have changed the way consumers buy fresh food with the advent of the infinite retail era, our consumption will become ubiquitous at any time. The speed of instant delivery logistics meets the timely needs of businesses and consumers, but short-haul distribution systems are not yet mature in China. As a key factor in the development of instant delivery e-commerce distribution, logistics and warehousing are still insufficient. Self-built logistics is a way that e-commerce companies are most willing to implement. Like SF Express and Jing Dong, they always taste the sweetness of self-built logistics systems. However, self-built logistics systems, especially cold chain logistics systems, are too costly and unaffordable for most small-scale preservation e-commerce companies. Self-operated logistics will also have certain negative impacts. Initial investment is huge, and economies of scale can reduce costs. In the process of production and operation, capital flow and talent training are also needed. And the food safety certification system is imperfect, which directly affects the quality and acceptance of fresh products.

DEVELOPMENT COUNTERMEASURES FOR FRESH E-COMMERCE INSTANT DELIVERY DISTRIBUTION

Adopt Crowd Sourcing Logistics to Reduce Immediate Distribution Costs

The comprehensive network coverage of crowd sourcing logistics can best meet the needs of consumers and provide door-to-door service. In today's booming O2O model, this crowd sourcing concept and operation ideas are easy to achieve simple replication, which can become one of the choices for offline entities to receive online orders and complete post-delivery.

Crowd sourcing mode connects idle distribution resources and distribution points through the APP platform. The company registers and arranges a number of part-time distribution staff around a distribution point, and issues order messages on the platform. The delivery staff closes the order, or cooperates closely with the community convenience store, and uses the characteristics of the community small shop owner to be flexible and close to the user. Fresh products are delivered to customers. Moreover, companies that adopt the crowd sourcing distribution model only need to reward employees according to their parts, which greatly reduces the cost of instant delivery distribution operations. At the same time, In September 2015,
the State Council executive meeting proposed that to promote the sharing of economic development, we must deepen the reform of state-owned enterprises and promote dual innovation, and encourage the adoption of new models such as crowd sourcing to promote production methods. With the promulgation of relevant national laws and regulations affecting the quality of fresh-funded distribution services, it will provide corresponding legal guarantee for the development of crowd sourcing distribution in China.

With the Advantage of Supermaket and Convenience Store Intensive Outlets, Pick Up the Goods Nearby and Improve the Delivery Timeliness

Supermarkets and convenience stores within 3 to 5 km integrate regional resources through the platform to implement supply chain control and open traffic interfaces. Integrate the products of offline merchants through the e-commerce platform, so that shopping can be carried out at any time and space. E-commerce platforms, commercial complexes, convenience stores, etc. can trigger orders to meet consumers' "ubiquitous" shopping needs. In addition, communities and residential areas use supermarkets and convenience stores to establish logistics and distribution systems to provide goods to consumers within an hour, so that it cannot only solve the immediate problem of logistics and distribution, but also alleviate the logistics delivery "last 100 meters. "The real dilemma." At the same time, the unified planning and configuration of each outlet will enable shoppers to enjoy the shopping experience at home. This mode will effectively shorten the delivery distance and reduce the distribution cost, which is more convenient and convenient for consumers.

Configuring The Front Warehouse, Introducing The Community O2O

The original retail logistics model has a large distribution radius, which increases logistics costs. If a pre-position is set up, the coverage radius can be expanded to 30 km. Pre-storage mainly consists of perishable foods and fresh foods with high circulation; central warehouses and urban warehouses are placed with more resistant products. This kind of sub-storage design realizes the organic combination of fast-moving consumer goods and highly tolerant goods, ensuring that the convenience store has higher efficiency in a limited space. Based on the location of the consumer, they automatically search for the nearest warehouse distribution center to provide consumers with more accurate delivery services. For the community's fresh O2O, it is the entry point for fresh e-commerce. The fresh delivery of the community is quick and easy, ensuring freshness and reducing losses, with obvious advantages. Community O2O merchants can only be sent to nearby communities, so there is no need to stock up on fresh vegetables or cold storage, which can reduce waste and save costs.

In addition, in the future, fresh e-commerce needs a more efficient operation mode, and through electronic information technology to achieve double
optimization of business and management processes to build the upper and lower departments of the enterprise. Using internet technology, especially mobile internet technology, to provide consumers with a variety of convenient and fast quality traceability information query methods such as QR code query, network query, supermarket touch screen query, and improve consumer application of quality traceability system.

Establish a Corresponding Normative System and Follow an Intensive-scale

China's logistics market system and management system are still not perfect, many departments lack effective coordination. First of all, we can institutionalize the construction of the logistics system, coordinate the coordinated development of the business, and promote the integration of the express delivery industry and e-commerce. Secondly, implement unified management in terms of service quality, security assurance, and business processes to improve resource allocation efficiency. Finally, we must strengthen the integrity construction of the express delivery industry, improve the credit record, information disclosure and credit evaluation system of the express delivery industry, and implement joint disciplinary measures to prevent the lack of integrity of the main body.

CONCLUSIONS

Fresh e-commerce brings people a more convenient life, and also opens up a new instant delivery model. This is both an opportunity and a challenge. In the years of exploration, China's emerging e-commerce companies are constantly trying new ways and means to improve efficiency, strengthen personnel management, and gradually new technology. If fresh e-commerce wants to achieve long-term development, it will have to constantly discover its own problems, use new technologies and new algorithms, innovate constantly, strengthen management, build its own brand, and develop the instant delivery distribution of fresh e-commerce.

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