Study on the Restrictive Factors and Countermeasures of the Development of the Third Party Logistics in China Under the New Economic Normal

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Abstract. The third party logistics as a new industry can not only logistics cost savings for the enterprise, but also integrate social distribution of resources, realize the scale of logistics resources and centralized, ensure the sustainable development of the national economy. Based on the elaboration of the characteristics of the third party logistics, this paper explores the problems existing in the development of the third party logistics, and then puts forward the corresponding development strategies from the aspects of changing the traditional logistics concept, attaching importance to personnel training and so on.

1 Introduction

The third party logistics is manufacturing enterprises or business enterprises to wholeheartedly to do a good job in the industry, improve their core competitiveness, originally belonging to their logistics activities, handed over by contract outsourcing to a professional logistics service providers, and to establish the information system as a means, and material flow service providers establish a close relation between the, in order to achieve control of a kind of operation form of logistics service throughout the process. In the increasingly fierce competition, we need to combine the local situation of our country, through service innovation, the introduction of advanced logistics concepts and technical equipment in all parts of the country to take root.

2 The basic characteristics of the development of the third party logistics in China under the new economic norm

Personalized service. On the one hand, each customer's needs are different, so we need to analyse and classify the different customers, to give the appropriate logistics services and value-added services. On the other hand, enterprises should continue to optimize the operation flow of enterprise, the formation of enterprise's core business, the most basic of logistics service quality assurance, and for customers to provide characteristics of the value-added services, to ensure that the enterprise can be in the advantageous position in the fierce competition in the market environment.

Contract of supply and demand. In the third party logistics activities, logistics supplier and demander is in the form of contracts to regulate the relationship between each other. Third party logistics enterprises in accordance with the provisions of the contract, the logistics of consumers to provide quality logistics services. In the process of the development of the third party logistics, the phenomenon of forming the alliance of logistics development is very common, and it is also the responsibility, right and interest of the logistics alliance members through the contract.

Cooperation strategy. An enterprise separately by their ability and resources development is not correct, not for a long time, only to find one or several strategic partners, with each other each other's strength and resources, the formation of a supply chain, system integration of resources, the use of resources to achieve the maximization of and obtain competition advantage in the market. Third party logistics enterprise and the customer is interdependent relationship, the customer through the third party logistics enterprises to complete their own logistics service activities, and the third party...
logistics by meet the logistics needs of customers, in order to realize the value of their own. The link between the two throughout the whole process of logistics activities, not a simple sense of supply and demand.

3 The restrictive factors of the development of China's third party logistics under the new economic norm

**Logistics concept behind.** In our country, the enterprise has long been influenced by the traditional concept of business, the lack of modern logistics is the "third profit source" concept, the third party logistics enterprises cannot understand the logistics services to the professional. The things of their own enterprises, regardless of size, trying to do everything, never completely get rid of the "big and complete" and "small and complete" business model. Its deep fear of losing control of the logistics activities have set up their own logistics department, the independent operation of logistics services, which seriously restricts the overall development of the third party logistics industry.

**Logistics talent shortage.** On the one hand, because of the long-term impact of the education, the colleges and universities logistics courses setting unreasonable, logistics discipline construction is not perfect, logistics teachers is scarce, and only pay attention to the learning of theoretical knowledge, lack of practical ability training, to cultivate a high level of modern logistics personnel and as a result, the lack of logistics talent in China is one of the key factors. On the other hand, in order to solve the lack of logistics personnel this problem and logistics training and education obtained rapid development, but in the name of the class and different training institutions, most of them are lack of standardized management, coupled with excessive competition, resulting in could not guarantee the quality of training, relevant departments on the introduction of the training standards also lost due authority, the expected effect is not to play. The lack of logistics talent, not only make the existing logistics enterprise level is difficult to improve, and the logistics enterprise's innovation ability also suffered huge losses.

**Infrastructure lag.** First of all, most of the logistics enterprises in our country to invest in infrastructure is very small, the modernization of enterprise logistics infrastructure needs to be improved. Secondly, most of the domestic logistics enterprise information automation is relatively low, there is no complete automation information network. Therefore, in the process of logistics operation, the logistics operation efficiency is low, the logistics distribution cost is high and the customer satisfaction is poor, so it has become an important factor restricting the development of logistics industry in China. Finally, many of the emerging information technology has not been widely used, including automatic data acquisition and bar code technology, used for transportation route management and logistics monitoring of global satellite positioning technology, wireless radio frequency identification technology, IC card data acquisition technology.

**Lack of value-added services.** The service function of a single, lack of value-added services is a problem widely existing in the domestic third party logistics enterprises, the majority of third-party logistics enterprises in China, only one to two kinds of logistics services, logistics service products is very simple and basic logistics services, however, for example logistics system design and planning, the depth of the packaging, processing and value-added services rarely, logistics activities is only transport, distribution and storage, most of them can't give the customer with complete functions of logistics services.

4 The development strategy of China's third party logistics under the new economic norm

**Establish modern logistics concept.** First, modern enterprises should change the traditional business philosophy, abandon exhaustive management idea, establish the concept of modern logistics. From the entire logistics industry development trend, the first party logistics and the second party logistics will gradually be replaced by the third party logistics in the near future, the third party logistics will become the main force in the development of the logistics industry. Third party logistics to meet customer logistics service at the same time, but also to achieve the expected goal of logistics
services, to enable enterprises to obtain the benefits, to achieve a win-win situation between enterprises and customers. Therefore, enterprises should give up their own logistics, select the third party logistics, so as to focus on enterprise development resources to the core business. Secondly, the third party logistics enterprises should establish the concept of modern logistics information, and constantly improve the operation of enterprise logistics management, in order to adapt to the increasingly fierce market competition environment, and form a business advantage. Finally, establish a customer oriented, customer satisfaction throughout the whole process of logistics service management ideas. The development of logistics operation can meet the needs of enterprise operation as the goal of the logistics service model, to achieve a high level of logistics services and low cost.

The implementation of talent development strategy. First of all, to improve the standard of enterprise logistics management technical staff recruitment. The third party logistics enterprise management personnel and technical personnel shortage is one of the bottlenecks that restrict the development of enterprises and improve the quality of service. In the recruitment process, according to the needs of the development of logistics enterprises, recruit professional and strong, quality high for enterprise specific job candidate for the job and in many of the candidates for the job choice is most suitable for the post of staff. Secondly, to pay attention to the training of enterprise internal logistics personnel. To recruit good talent for the third party logistics enterprises, is only the first step in the construction and development of enterprise talent, enterprises should combine the development target of the enterprise and employees self-development goals, plan organization employee learning and training, so that employees get more and work related knowledge and skills, and constantly improve the employee's knowledge and skills, in enterprise interior formed a working attitude actively, sense of innovation, high quality and work ability prominent personnel, the need to adapt to the development of enterprises. Finally, enterprise personnel allocation should be reasonable. Reasonable staffing is to make each post with the right people, good enterprise logistics operation is inseparable from the multi sectoral coordination and cooperation, each job must guarantee both quality and quantity to complete their work, in order to ensure the smooth progress of the enterprise logistics service activities.

Strengthen infrastructure construction. First, improve the logistics information system. Logistics information system as the third party logistics enterprise infrastructure, it is the enterprise can successfully complete the logistics operation of the infrastructure. Logistics enterprises should build a logistics analysis system and information collection system with customers, inventory, logistics and so on. At the same time, through networking and customer information management system, to achieve information sharing and seamless link, thereby improving the decision-making and operation efficiency of enterprises. Secondly, vigorously develop the bar code technology. Through the bar code scanning waybill, goods in transit trends, a detailed record, and through electronic information platform, the customer can also get goods timely information. Finally, the extensive use of Internet and special software. Improve the use of Internet and logistics software, and maintain good communication with customers to establish a good and smooth communication, to expand the coverage of logistics demand information from the customer directly. Introduction of GPS satellite positioning system, to achieve the trend of logistics enterprises and the owner of more convenient and timely understanding of the goods.

Strategic Alliance for the development of logistics. First of all, to strengthen the ability to provide logistics services, improve service quality. We can see from the trend of the development of modern logistics, there is a large space for development of enterprises, most of the logistics infrastructure is perfect and the logistics operation ability of the logistics enterprise. Because they can be a good combination of the enterprise's infrastructure and logistics operation ability, and can provide a good development model for logistics services. Secondly, also requires the third party logistics enterprises need according to the different market demand, market segmentation, expanding the scope of the logistics service, development and logistics associated with processing, distribution, and freight
forwarding business, gradually closer to the direction of the value-added logistics service. Finally, the enterprise should also seek a strong partner, the development of strategic alliance, the implementation of logistics alliance strategy. Thus, the enterprise can adapt to the demand of the logistics market and develop in the competitive environment.

5 Conclusions
The third party logistics in our country is in and the world will continue to integrate, blending process, both service concept and service contents are in continuous development and improvement, third party logistics existing problem solving not happen overnight, need every bit of accumulation of efforts. We must multi-channel analysis of the deep-seated problems, will continue to study the emerging technique, to the all-round development of the eye to treat it, effectively promote the development of the third party logistics.

References