To Improve and Improve Railway Logistics Planning

Countermeasures——Based on the Problems Existing in the Logistics Industry Planning

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ABSTRACT
The development of logistics to supply chain reflects the role of logistics in improving overall social and economic efficiency, enhancing competitiveness of production enterprises and improving regional economic competitiveness. However, some new logistics plans have been introduced in China, and they still haven't got rid of the traditional planning ideas and planning system, and seldom introduce the thought of supply chain and integrated logistics planning. At the same time, logistics industry still has the difficulty to accurately judge the cost of social logistics and the scale of logistics demand, and the logistics policy has insufficient impetus for the cultivation of logistics market and the integration of logistics enterprises. Based on the advantages of railway, this paper puts forward the necessity and possibility of constructing railway logistics enterprises and establishing logistics alliance.

KEYWORDS: logistics planning; freight supply chain; third party logistics

After years of development, the logistics industry as an industry concept has been accepted. In the proposal of the eleventh five-year plan, the statement is "to vigorously develop modern services such as finance, insurance, logistics, information and legal services". Logistics process is the enterprise product manufacture, circulation chain is the main component of widely recognized as the manufacturers and commercial profits after the "third profit source", is to reduce cost at the end of the border. With the speeding up of economic globalization, the logistics industry developed degree and level of high and low, in a sense become a country modernization degree and comprehensive national strength one of the important marks, also known as the accelerator of economic development. Around introduced in recent years, however, plans and policies, on the basis of the concept, planning idea, planning methods, and contents of planning, etc, there are still many limitations, and internationally recognized
logistics concepts and thoughts still have certain distance.

1. PROBLEMS EXISTING IN LOGISTICS INDUSTRY AND LOGISTICS PLANNING.

1.1 THERE ARE DEVIATIONS IN THE CONCEPT AND VALUE OF LOGISTICS.

As a new concept emerging after the reform and opening up, logistics has no consensus on the difference and boundary between traditional warehousing and planned economy. International generally recognized the supply chain management association (formerly the American association of logistics management) for the definition of logistics: logistics is to meet customer demand for the purpose of the product, information and related services from starting point to point of consumption in the forward and reverse flow and storage of efficient and effective planning, implementation and control of the supply chain process. Therefore, logistics is not only transportation and warehousing, but also belongs to the management category. On January 1, 2005, the United States logistics management association changed its name to mark the most advanced United States in the logistics industry, and entered the era of supply chain. From logistics to supply chain management is an inevitable process of international logistics development. Supply chain is the integration of business logistics activities across enterprises. From the logistics to the development of the supply chain, it reflects the role of logistics in improving the overall social and economic efficiency, improving the competitiveness of the production enterprises, and improving the regional economic competitiveness. Therefore, logistics to the development of the supply chain is also the process of integrating logistics into the integrated economic system and becoming an integral part of the social economy. Domestic some places have already introduced new logistics planning, although there's been a noticeable improvement in than before, but I still couldn't get rid of the traditional ideas of planning and planning system, and is still of logistics and logistics planning, rarely introducing the idea of supply chain and integrated logistics planning thoughts.

1.2 THE SCALE OF SOCIAL LOGISTICS COST AND LOGISTICS DEMAND IS DIFFICULT TO BE ACCURATELY JUDGED.

Since China has not established a logistics statistical system, it can only estimate the logistics cost and the scale of the logistics market based on the sample survey data. Even so, the difference between the industry and industry, industry level and between different regions have different industrial structure, from the macro is difficult to make accurate judgment to the scale of logistics demand, it is difficult to locate on the regional logistics industry. At the same time, the enterprise generally cannot calculate the cost of logistics accurately. A typical problem is mostly only consider the cost of transportation and storage, no understanding of inventory holding costs and computing, and that the inventory holding cost is about one-third of the total cost of the. Such a major cost component is completely ignored. Therefore, it will be the most basic work to formulate, implement and evaluate logistics planning for the establishment of a scientific logistics cost statistical index system and the awareness of the logistics cost of enterprises.

1.3 THE LOGISTICS POLICY HAS INSUFFICIENT IMPETUS FOR THE CULTIVATION OF LOGISTICS MARKET AND THE INTEGRATION OF LOGISTICS ENTERPRISES.
Due to the lack of guidance of advanced theory, the logistics planning and the construction of public information platform have been taken seriously in the past years. The former one side caused the logistics heat to become the logistics park, and the heat of the logistics park became the commercial real estate hot, while the latter also broke away from the reality of the low level of the informationization level of Chinese enterprises. Chinese enterprises "lot, conveniently small" phenomenon has not been a fundamental change, the enterprise did not form the core competitiveness, general diversification, based on the focus on the needs of the core competitiveness and logistics functions of "outsourcing" ratio is not high. There is still a long way to go from the potential demand to the real market demand. In terms of logistics policy, it is not enough to encourage enterprises to push the logistics outsourcing based on cost control. With the reality of the small enterprise logistics outsourcing market demand is accompanied by, the demand of industry and commerce enterprise logistics outsourcing thinks, reality is difficult to find a good reputation in the market, service ability and level of logistics enterprises. It should be said that the demand and supply of China's logistics industry are in a low equilibrium state.

2. THE NECESSITY OF RAILWAY DEVELOPMENT OF MODERN LOGISTICS.

According to the relevant commitments of our country in the WTO agreement, foreign transportation can enter China directly into the railway container, refrigeration, express, special goods and multi-modal transport. Only by developing modern logistics and enhancing core competitiveness can China's railway meet external challenges from the international community. At the same time, domestic private enterprises, diversified ownership structure in emerging logistics companies, such as Guangzhou’s treasure for express logistics company, Beijing, China) has been developing rapidly, the advantage of this kind of enterprise management concept, mechanism and management mode can adapt to the requirement of market and rapid development, will become the logistics industry development in our country are the most active part of the process. Part of the traditional industrial transportation, warehousing, wholesale enterprises (such as sonograms group), on the basis of its original business areas, by providing logistics services, become strong competitors in the logistics industry. In the face of domestic logistics industry competition, railway must also accelerate the process of transformation to modern logistics, we only fully realize the transformation of railway freight transportation to modern logistics in our country conditions and advantages, accomplish know fairly well, to preempt the logistics development, speed up the development of railway logistics.

3. IMPROVE AND IMPROVE RAILWAY LOGISTICS PLANNING COUNTER-MEASURES AND SUGGESTIONS.

Aiming at the existing problems mentioned above, this paper puts forward the following
countermeasures and suggestions for the development planning of railway logistics in China:

3.1 INTEGRATE THE IDEAS OF SUPPLY CHAIN INTO LOGISTICS PLANNING.

After global logistics entered the era of supply chain, the idea of supply chain ran through all industries. In terms of China's future development, the value added value of logistics must also be reflected only within the production enterprise. Therefore, the future space and potential of China's logistics development is in the production field. It is the future of China's logistics that the supply chain drives the aggregation of industrial chain and enhances the competitiveness of industry and region.

The direction of development is also one of the key points of future logistics planning. Therefore, the supply chain must be integrated into logistics planning as the idea of business integration across enterprises. Logistics is basically for the service of the production industry. It must promote the combination of logistics and industry from the perspective of supply chain to serve the industry and enhance the competitiveness of the industry. In particular, the national logistics industry planning is based on the planning of many industrial sectors, and analyzes the opportunities and demands of the industrial industry for the logistics industry. In this sense, logistics planning is not only the problem of ports, airports and parks, but also not only the logistics information system. Logistics planning should jump out of the logistics planning logistics thinking, jump out only transportation, warehousing, the park is the logistics limitations. Logistics planning should pay attention to improving the core competitiveness of production enterprises, and attach importance to improving overall economic efficiency.

3.2 STRENGTHEN THE ANALYSIS OF LOGISTICS DEMAND.

Logistics demand mainly comes from production enterprises. Logistics cost, inventory cycle, flow direction of purchasing and sales logistics and proportion of logistics outsourcing are the main basis for determining logistics cost and logistics demand. Without the analysis of logistics demand, the planning is lack of basis. Therefore, it is necessary to investigate the logistics demand of production enterprises in a certain range, especially for large enterprises. Find out the logistics demand of major industries and economic distribution, for the construction of logistics infrastructure to provide the basis of priority and scheduling, find out the evaluation and demand characteristics of logistics enterprises, which will help logistics enterprise integration policy. From the experience of the United States, high-tech enterprises have the highest proportion of logistics outsourcing. U.S. manufacturing fortune 500 logistics outsourcing proportion has reached 80%, and the proportion of China's logistics outsourcing manufacturing is about 20% ~ 30% (different regions is different), the potential of logistics demand does not translate into effective demand in reality.

3.3 AVOID THE HOMOGENEITY OF POSITIONING.

The logistics planning in various regions is more serious, especially in the neighboring
cities, which are located in the "logistics center" of a certain region. This is not conducive to the formation of industrial division of labor in different regions, and may lead to duplication of infrastructure construction and waste of resources. How to coordinate the logistics industry planning in the provinces, how to coordinate the industry planning of different prefectures in the same province will be an unavoidable issue. Otherwise, the localization of national planning may lead to the implementation of the lower efficiency, leading to the homogeneity of the logistics planning of provincial and municipal level. Therefore, in the preparation of logistics planning, we cannot blindly pursue high positioning. It is necessary to analyze the respective strategic environment, analyze the advantages and disadvantages of the region, and develop and complement the adjacent areas in order to form a coordinated development of regional logistics.

3.4 BUILD LOGISTICS PARK BASED ON LOGISTICS DEMAND.

Logistics Park, as a link in the logistics industry chain, is indispensable, but it cannot be repeated in large quantities. As an infrastructure project that consumes lots of land, the logistics park should be prevented from becoming a pure commercial real estate project. What is the classification of Logistics Park? How many levels are set? How to control in planning? It's a problem that needs to be addressed. Firstly, the scale of Logistics Park should be based on logistics demand. The purpose of demand analysis is to predict the logistics service demand, analyze and forecast the current and future logistics demand, and obtain the data of a regional logistics demand and service demand category. The planning of Logistics Park should be commensurate with the scale of logistics demand. Secondly, the logistics park should have a clear orientation, hierarchy and emphasis. The logistics demand analysis should provide the logistics service demand category, so as to provide the basis for the location of the logistics park. Therefore, in the planning of logistics park, every area should have a clear positioning, and considering the existing logistics area, to give them the right that lead to a modern logistics park transformation.

3.5 EFFORTS TO IMPROVE THE THIRD-PARTY LOGISTICS CAPABILITY.

The body of the logistics industry should be the third party logistics enterprise, this makes the logistics industry as a modern service industry is different from the traditional transportation and warehousing, because only the third party logistics, have the ability of value-added. Third party logistics should be different from the port, airport and other logistics infrastructure industries. Therefore, it should be clear that third party logistics service capacity is the core competitiveness of logistics enterprises, while the main body of logistics enterprises should be service providers with third-party logistics capability. Both scale and network coverage, service capabilities and levels, and information technology content, the gap between domestic enterprises and transnational giants is very obvious. In China logistics enterprises is generally not formed before the third party logistics capability, the transnational giants is easy
to put the mature experience, knowledge accumulation and information system transplanted into China, through the talent attraction and network copy to occupy the domestic market. The Courier industry is already a precedent. At the same time, we should also pay attention to such a phenomenon. The foreign logistics enterprises are getting bigger and bigger, while the domestic enterprises are becoming smaller and smaller. In the road transport enterprises, it seems that the self-employed are the most competitive. According to the survey of industrial and commercial enterprises, they believe that there is no nationwide logistics service provider in China. By improving the external management environment of the enterprise, such as simplifying tax rate and tax, management of highway overload, the local black evil forces in transportation market behavior, will be beneficial to promote the integration of logistics resources, cultivate and with multinational companies operating across the country against modern logistics enterprises.

3.6 ENCOURAGE THE DEVELOPMENT OF COMMERCIAL LOGISTICS.

Unlike traditional domestic circulation of wholesale and retail, logistics concepts and ideas in the United States enterprise for production standard, the product to the end user sales process called "Distribution" (Distribution), and logistics and Distribution is difficult to separate. If logistics is ultimately to improve the efficiency of the production enterprises, the logistics industry should support each other as well as the business as an extension of production. The chain management and cross-regional operation of business need supporting logistic system. And commercial urban distribution is only a small part of logistics. In the logistics planning at the national level, we should explicitly encourage the development of chain businesses and convenience stores, and propose the goal of chain commerce as a proportion of business, and encourage the development of commercial logistics.

3.7 USE INFORMATION TECHNOLOGY TO IMPROVE LOGISTICS DEVELOPMENT PLATFORM.

The development of computer network technology provides basic guarantee for logistics informatization management. Existing management information system, as well as inventory management, purchasing management, the development of distribution center management software, at the same time, the application of optimization algorithms and simulation prediction algorithm, etc., on the information of the subsystems of the comprehensive utilization and processing, optimized the decision support system, provide customers with safe, high speed, reliable and low cost logistics service. The application of e-commerce platform enhances the information sharing, and constructs the integrated service system of capital flow, physical flow and information flow "three streams". E-commerce platform provides information on the real-time monitoring of the entire carriage, the logistics center operation of the real-time control the goods shipping routes, arrival time, loading and unloading handling unexpected situation has any cargo damage character. The application of information
technology and the construction and improvement of e-commerce platform provide an important opportunity for the transformation of railway from traditional transportation service to modern logistics service.

To sum up, in the face of international and domestic logistics opportunities and challenges for railway transportation, railway must fully realize the development of modern logistics, establishing railway modern logistics enterprise, enhance the market competitiveness of railway logistics enterprise. At the same time, the establishment of modern railway logistics enterprises is also the only way to realize the development of the railway.

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