

Analysis of Supply Chain Management Solutions in Commodity Distribution Enterprises

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Abstract: At the present stage, at the level of supply chain management in the development of commodity distribution enterprises, supply chain management enterprises are located in the dominant position and have great rights in the overall supply chain management approach. If the commodity distribution enterprise holds strong influence, it will definitely cause the deterioration of the relationship between the specific commodity distribution enterprise and the supplier, thus invariably endangering the mutual gains. The strategic development plan of supply chain management of commodity distribution enterprises will be scientifically studied in this paper, and the current situation of supply chain management of commodity distribution enterprises will be introduced in detail, and the strategic development plan of optimized management will be formulated for the existing deficiencies to promote the stronger development of commodity distribution enterprises in the future. In general, improving the supply chain management countermeasures of commodity distribution enterprises, ensuring that commodity distribution enterprises and suppliers become excellent partners from supply chain management, analyzing and improving the development of strategic suppliers, and improving the relationship management between commodity distribution enterprises and suppliers will be beneficial to the economic benefits of commodity distribution enterprises.

Keywords: supply chain, management, commodity, commodity distribution enterprises

1. Introduction

With the continuous development of commerce and distribution, the logistics system has developed very fast in recent years and gradually become a socialized system. However, there are also many factors that directly restrict the development of logistics system, mainly including: the situation of consumers in different regions and environmental conditions, the distribution chain of goods; the cost spent on logistics, the control situation of warehouse inventory, etc. In the management of supply chain, there is a special idea, which is the idea of business process reorganization. This idea improves the ability to reorganize the operation process to a great extent, which makes the logistics system more rapid and agile, and also ensures the accuracy of the operation. If an enterprise is not able to build and form a supply chain system, and continuously optimize and improve it, it is bound to be in a disadvantageous position in the future industry competition. There are many links in the supply chain, and the optimization and improvement of logistics supply chain management is especially

critical for trade and distribution enterprises [1]. Therefore, under the condition of new technology, the use of Internet information technology, the construction of information-based logistics supply chain system and the construction of logistics management mechanism are of great significance to the trade and distribution enterprises. The research topic of this thesis is to use literary analysis to explore the role and impact of supply chain management on major merchandise distribution companies today. We want to explore what kind of supply chain management methods can help the distribution of goods and the development of enterprises to the greatest extent. The first effect of this study will accelerate the development and stability of the supply chain-related industry chain, and companies will know how to use the supply chain to stabilize their distribution. The second effect is that there will be a new revolution and update for this field. In the future, the supply chain will no longer focus only on the supply side, but on the demand chain that drives supply with a focus on customer demand. The supply chain has long become a supply chain network that connects the world, and the core of promoting end-to-end management of the supply chain is collaboration. A supply chain is closely integrated and integrated with product development as well as sales and marketing management, leading to end-to-end integration along the value chain. This is the significance of this study.

2. Definition of Commodity Distribution and Supply Chain Management

2.1. Companies That Distribute Goods

Along with the development of today's self-published era, a commodity distribution enterprise is an enterprise related to the supply and interchange of goods that specializes in the process of reproducing goods in the development of society. At this stage, commodity distribution enterprises include not only those specializing in restaurants but also those practicing service industries [2]. Naturally, the main one is the one who also provides assistance in the completion of commodity distribution. In the case of the development of a commodity distribution enterprise, a commodity is transported from the production field to the consumer field according to a series of product trading activities, which not only enables the transformation of the value of the commodity but also generates economic benefits in the case of commodity distribution and generates economically applicable support for the development of the enterpris [3].

2.2. Management Mechanism of the Supply Chain

In the contemporary situation of commodity distribution companies, the supply chain management approach is actually an autonomous and innovative way of optimizing the allocation of commodity resources, which can go directly from the production field to the customer's consumption field. The company is able to efficiently connect the use value and utility value of goods, and give merchants and customers merchandise distribution service projects based on this supply chain. In the specific supply chain management, it is necessary to pay more attention to the collaboration between the upstream and downstream commodity distribution enterprises and to improve the partnership, which not only can create effective use value for the commodity customers, but also can make the commodity distribution enterprises very competitive in the commodity distribution market [4].

3. Current Status of Commodity Supply Management in Commodity Distribution Enterprises

3.1. Lack of Overall Application of the Core Concepts of Supply Chain Management

According to the development trend of today's information technology, many merchandise distribution enterprises have higher rights to the way of supplying goods at this stage. However, the increase in the bargaining power of retail companies in the case of commodity supply will certainly allow commodity distributors to carry out extortion or squeeze their interests. This practice will prevent merchandise distributors and merchandise distribution companies from creating strategic partnerships and from developing a holistic approach to supply chain management. In the long run, this will definitely jeopardize the development trend of commodity distribution companies. There are also supply chain management concepts of commodity distribution companies, which usually pursue the profit maximization of the company's own interests and ignore the profit maximization of the overall interests of all supply chain members, and pursue the win-win situation of perfect unilateralism and ignore the win-win situation of multiple interests, thus reducing the soundness of the company's supply chain management [5].

3.2. Lack of Quality Management Standards

At this stage, in the operation of many commodity distribution companies in China, there is a lack of more developed cold chain transportation equipment because the supply chain equipment is outdated, where the commodities transported are seafood, fresh fruits, etc. Once the supply chain is reduced to the pathway, the quality of the products of the commodity distribution company will also be reduced, which eventually leads to property loss for the company [6]. In the case of commodity distribution under the development strategy of the supply chain management method, there is also a lack of a safe supply management system, which causes the problem of commodity quality in the case of freight logistics and is not beneficial to the high efficiency of commodity distribution company's equipment circulation in this supply chain.

3.3. Lack of Integrated Operation and Current Policy Control

In the development of commodity distribution companies, the quality of some commodities is very vulnerable to the influence of manufacturing, delivery, marketing and other stages, and there is no complete classification of commodity grades. The quality classification of different commodities in the supply chain has a large amount of data, and the data is fragmented, which affects the further circulation of commodities in the market [7]. In addition, the lack of information or irregularities in the quality classification of goods in the supply chain of a commodity distribution company may make it more difficult to distribute goods in the market. Because of the low level of organization and entrepreneurship of the distribution actors, the inability to keep up with the development needs, the many stages of distribution, the relatively high costs, the obstructed circulation, the imperfect commodity market system, the need to improve the level of integration of the sales market, the low quality of the distribution information services, and the lack of support from the current policies, government departments should improve the commodity distribution industry in terms of tax incentives, financial support, material resources, human resources, capital investment, macroeconomic policies, various policies and policies. The government departments should enhance the tax incentives, financial support, material resources human resources funding investment, macroeconomic policies, various policies and rule of law construction. In China's current policy environment, commodity distribution is dominated by the wholesale market, and the spot market system depends on a competitive "bargaining" relationship between the two parties, rather than a

"mutually beneficial" collaborative and coordinated relationship. Seeking individual interests without considering the overall interests, the reliability of the commodity supply chain is reduced, which in turn affects the efficiency of distribution.

4. Advantages of Implementing Supply Chain Management in Commodity Distribution Enterprises

4.1. Gaining Time Advantage for Business Competition

In the supply chain management countermeasures, the speed and efficiency of processing information in the middle of commodity distribution enterprises and customers, and the reduction of steps in the circulation of commodity goods, can reduce costs and make commodity distribution enterprises profitable. In the supply chain management countermeasures of commodity distribution enterprises, we need to look at the specific situation of commodity distribution enterprises and integrate the characteristics of supply chain management marketing promotion management of commodity distribution enterprises and draw up a detailed and intelligent supply chain management marketing promotion strategy decision applicable plan, which helps to improve the supply chain management standard of commodity distribution enterprises [8].

4.2. Reliability of Business Management of Commodity Distribution Enterprises

The supply chain management approach will turn out to be a popular trend in the future, which will address market changes based on consistent integration of requirements, supplies and products. The use of supply chain management development strategies can integrate commodity acquisition, commodity manufacturing, product distributors, and product dispatch. This will help to improve the marketing and promotion management aspects of merchandise supply for merchandise distribution companies and ensure that the company can immediately grasp accurate information on supply and requirements, thus assisting merchandise distribution companies to make overall planning and management decisions for future development [9].

5. The Enhancement of the Development of Commodity Distribution Enterprise Supply Chain Management Strategy Overall Planning

5.1. Completing the All-round Sharing of Resources in the Network Between Commodity Distribution Enterprises and Suppliers

In order to understand the supply chain management strategy and change the management model of the commodity distribution company, it is necessary to consider the future management method of the company with the goal of total supply chain management. In addition, it is also possible to understand the supply chain management strategy in terms of the future strategic development trend of the enterprise and create a win-win operation concept based on the cooperation of the commodity distribution enterprise. In supply chain management, attention needs to be paid to the sound profit distribution system between the commodity distribution enterprise and the supplier, to improve the communication with the supplier, and to ensure that the enterprise can co-exist and win-win.

5.2. Enhancing the Competitiveness of Enterprises

During the strategic practice of supply chain management, the key to its success is to practice, cultivate and apply the competitive advantages of the enterprise itself. In its logistics information platform, product companies must master their own development advantages to be able to survive in the white-hot industry competition. In general, the competitive advantage of the corresponding era is

very easy to emulate; the competitive advantage of the competitive commodity distribution enterprises comes from their strong competitive ability, but not the general competitive ability that can be incorporated into the economic development environment of a thousand countries around the world. The more limited assets and other elements depend on the decisive energy that commodity distribution companies should get to expand their core competencies in the industry competition, and this decisive energy is a competitive advantage [10].

5.3. Improving Supply Chain Logistics Management Methods

Supply chain management is an online chain of freight logistics, information flow and capital flow through all participating commodity distribution enterprises, and information flow is a necessary and major criterion. The electronic application system and communication technology brought by the knowledge economy era have created a time close to "zero" e-commerce. The application of network information for e-commerce and a variety of import and export trade themes has created an innovation in business services. The main feature of this innovation is the accuracy and reliability of the rules of bulk trading, which significantly shortens the transaction time and reduces the transaction costs of commodity distribution enterprises. According to the current data funds, the application of a strategic development plan of supply chain management to complete the information management of commodity distribution enterprises is a necessary condition for the development trend of commodity distribution enterprises at this stage, which has promoted the information management of its logistics business, changed the traditional-style management mechanism, and established the supply chain management of commodity distribution enterprises supported by information technology, which provides dexterity, accuracy, rapid response and reduction of transportation costs. It brings the relative standard.

5.4. Optimizing Enterprise Organization Structure

The optimization of the resource composition of the commodity distribution enterprise will definitely bring the best customer value to the commodity distribution enterprise, and also help to bring greater economic benefits to the commodity distribution enterprise, so that the commodity distribution enterprise can gain an advantage in the commodity distribution industry competition, optimize the current organizational structure of the commodity distribution enterprise, and reconstruct the commodity distribution supply chain management. In the restructuring of the internal structure of the commodity distribution enterprises, it is necessary to improve the traditional "big and complete" and "small and complete" way of commodity distribution in manufacturing enterprises to ensure the competitive advantage of the commodity distribution enterprises in the development strategy of supply chain management.

5.5. Establishing Network Supply Channels

In the development of commodity distribution companies, it is possible to enhance the construction of supply chain management development strategies, use network channels to supply goods, improve the disagreement between suppliers and distribution companies, and immediately respond to customers of goods according to network channels, so that the goods of commodity distribution companies in the sales market could compete in business. In the real situation, in order to be able to establish and improve the network supply chain management channel, for commercial service goods distribution enterprises, it is still necessary to pay attention to these matters when building the company's goods network supply channel.

6. Conclusion

In general, improving the supply chain management countermeasures of commodity distribution enterprises, ensuring that commodity distribution enterprises and suppliers become excellent partners from supply chain management, analyzing and improving the development of strategic suppliers, and improving the relationship management between commodity distribution enterprises and suppliers will be beneficial to the economic benefits of commodity distribution enterprises.

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