

Optimization Analysis of Supply Chain Based on E-commerce

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ABSTRACT. *The emergence and rapid development of e-commerce and information technology has revolutionized the supply chain management model of enterprises. The e-commerce platform has created an intelligent "ecosphere" for the enterprise supply chain. Therefore, the various relationships between enterprises are more stable under the constraints of third parties, and the efficiency of supply chain management is significantly improved. However, there are still many problems, so continuous optimization management is needed to meet the expanding supply chain management needs.*

KEYWORDS: *E-commerce; Supply chain; Third party; Internet.*

1. Introduction

The emergence of e-commerce has caused qualitative changes in the economic market. The significance of enterprise supply chain is not only to meet the needs of consumers, but also to maintain the relationship between enterprises and upstream and downstream enterprises, and to maximize corporate profits. The modern supply chain emphasizes the long-term stable cooperative relationship between enterprises, and forms an intelligent business ecosystem based on e-commerce, establishing a virtuous cycle of business activities and making economic development smoother. At present, the competition between enterprises has gradually turned into competition in the supply chain. The e-commerce platform has become the object that all business activities must rely on. Many companies have realized this very early, and have now become the industry leader, quickly occupying the market and gradually changing the habits of many companies and consumers. The convenience brought by e-commerce to human life and business management is obvious to all. E-commerce marks the arrival of a new era of business, and its impact on the supply chain is also revolutionary. In this new form, the supply chain must meet the needs of the development of the times, constantly optimize the form of management, accept new management concepts and technologies, and gradually form a supply chain with characteristics of the times and meet their own development needs.

2. The positive impact of e-commerce platform on modern enterprise supply chain management

2.1 Improve the efficiency of enterprise supply chain management

Whether the enterprise supply chain can play a stable role depends mainly on whether the information is smooth. If the information management level of the enterprise is continuously improved, the supply chain of the enterprise will tend to be more stable. The role of e-commerce is to collect, organize and integrate information on various resources, to realize the sharing of information resources between supply chains of similar enterprises, so that they can understand the needs of consumers and the market share in the shortest time, avoid the previous supply imbalance and provide a layer of insurance for the supply chain. At the same time, the application of the Internet realizes the informationization and intelligence of the supply chain. Many jobs can generate automated programs. As long as the data is input, the related content will be automatically generated, which effectively improves the work efficiency of the staff. A lot of repetitive work can be done in one go. The application of the Internet shortens the time of information transmission. Many important materials can be completed in an instant. In short, the current economic environment is like a huge ecological circle. All enterprises jointly form this ecological environment, and e-commerce is responsible for maintaining ecological balance and adjusting the application and distribution of resources as much as possible. The significance of its existence is to provide more convenient services for the supply chain and improve the efficiency of the supply chain in participating in enterprise management. The impact of e-commerce on the supply chain is far-reaching, directly changing the operating mode of the supply chain, simplifying many processes and improving its work efficiency.

2.2 Simplify the enterprise supply chain management procedures

The emergence of e-commerce has changed the original management model of enterprise supply chain. E-commerce is easily accomplished through network platform in many supply chain links. For example, in China for a long time, physical stores occupy the entire market, consumers and operators must complete business activities face to face, and operators must personally complete the purchase of goods. In order to increase the number of users, merchants may launch a delivery service, but this invisibly increases operating costs. The emergence of e-commerce has completely changed the business model that has lasted for thousands of years. Enterprises only need to use a third-party platform to easily complete various business activities, and customers can also purchase all the products they need in the shortest time through the platform, and enjoy the excellent service of home delivery. That is to say, e-commerce helps sellers and buyers solve all problems except commodity trading, so that everyone can engage in commercial activities in a relaxed and pleasant atmosphere. At the same time, with the intervention of third parties and the innovative development of information management technology, the

enterprise supply chain can reduce a lot of work, and many intermediate links are also continuously optimized, and the work efficiency of enterprises is constantly improving. Moreover, after the resources are shared between enterprises, many repetitive tasks, such as market research, product information collection, and information sorting, can be omitted, which invisibly reduces the operating costs of the enterprise, so that the enterprise can strengthen the product quality on the basis of the original profit space, and obtain a stronger market competitiveness for the enterprise. In the e-commerce environment, the company's supply chain can focus on the production and management of products within the enterprise. The early information collection and post-sales and after-sales services can be completed by various third-party agencies. This will simplify the chain of supply chain management and save more energy and capital to complete innovative product development and supply chain optimization.

2. 3 E-commerce lays the foundation for healthy competition among enterprises

The operation of an enterprise is based on the pursuit of profit. Only when company obtains sufficient profits, can company have the capital to produce, and driving force for development. Under the e-commerce model, a lot of information is in a state of transparency, and enterprises can form a state of resource sharing. In the case of understanding the market, the company can choose the appropriate supply chain model according to its own situation, which can avoid risks and avoid unnecessary competition with other enterprises. At the same time, many companies can find the partners they need in the e-commerce platform. After having the same interest points, it is easier for enterprises to establish long-term cooperative relationships, and in the process of cooperation, mutual trust is increasing, and business alliances can be established, which is very beneficial to establish a benign business development environment. The arrival of the information age has made many business information more transparent, so the information obtained by enterprises is the same. Therefore, some enterprises' black-box operations have been avoided, which has changed the situation in which some small enterprises have not been able to obtain accurate information and affect the development of the entire supply chain. In short, the e-commerce platform has built a harmonious, free and perfect development platform for enterprise development.

3. Problems in the process of applying e-commerce to supply chain management

At present, the role of e-commerce platforms in enterprise supply chain management is obvious to all. Many companies are increasingly relying on this business model, but in the current situation, the two are still in a period of continuous running-in, often revealing some problems. It restricts the rapid development of the supply chain. The specific analysis is as follows:

3. 1 The enterprise lacks the concept of efficient integration with e-commerce in the process of implementing supply chain management

The business philosophy of an enterprise directly determines the development direction of the enterprise. If the enterprise cannot timely innovate the management concept, even if e-commerce provides a more scientific platform for enterprises, supply chain management can still not enter the scientific management mode. At present, many enterprises have the awareness of applying e-commerce, but the understanding of e-commerce functions is not deep. Therefore, in the process of application, enterprises only use some functions commonly used in e-commerce, and many enterprise-specific functions do not exert the most rational effect. In the era of the Internet, "Internet +" has become the mainstream of the times. The integration of e-commerce and supply chain management is the way to communicate between enterprises in the future. Only by realizing this problem as soon as possible, and establishing an e-commerce + supply chain management model that is in line with this enterprise, can enterprises achieve better development.

3. 2 The supply chain under the e-commerce environment does not form a sound management system.

The enterprise supply chain itself is a huge management system. The operation of each component directly determines the development of the system. Therefore, no matter under what circumstances, all departments must maintain consistent steps and cooperate with each other to make the enterprise develop healthily. The emergence of e-commerce has changed the supply chain management model. Compared with the past management, the progress is obvious, and it plays a certain role in the short term, but it also exposes the problems of the enterprise in the supply chain management. It is lack of systematicness. The current form of management is single, relatively limited, and there is a lack of communication between departments, and the interests of the department are higher than the interests of the enterprise. For example, in some enterprises, the logistics management process is still dominated by people. In many cases, it relies on personal relationships to maintain relationships with logistics companies, rather than relying on the power of third parties. Therefore, when it is connected with other departments, some problems will arise. There are many problems that need to be coordinated. If the responsibility is shirked, the company's supply chain will not function properly. If the e-commerce can be fully integrated into the supply chain management, each link is completed by the third party, which will reduce the troubles in the internal link process of the enterprise, which makes it easier to establish a supply chain management system and improve work efficiency.

3. 3 Lack of management staff of professional counterpart

No matter how the technology develops and how the platform is intelligent, professional managers are required to carry out overall design and control. At

present, there is a lack of such talents within the enterprise. They are skilled in using e-commerce technology and familiar with the supply chain of the enterprise. They can carry out overall management from the design planning to implementation of the supply chain, continuously innovate in the implementation process, and make strategic deployments suitable for the long-term development of the enterprise. However, at present, China's major enterprises lack talents in this area. Many enterprises lack the professional management talents, which leads to the confusion of e-commerce in supply chain management, and it is impossible to establish a sound management mechanism. However, at present, China's major enterprises lack talents in this area. Many enterprises lack the professional management talents, which leads to the confusion of e-commerce in supply chain management, and it is impossible to establish a sound management mechanism.

4. How to optimize the supply chain management of enterprises in the e-commerce environment

The informationization and intelligence of the supply chain has become an inevitable trend of enterprise development. Especially in the e-commerce environment, major enterprises should clearly understand the situation, timely discover the problems existing in the supply chain management, and optimize management procedures in a timely manner. Major enterprises should better understand the situation, timely discover problems existing in the supply chain management, optimize management procedures in a timely manner, and successfully complete the supply chain management from the traditional management model to the e-commerce environment. After analyzing the current form of supply chain management, the following optimization points are summarized, hoping to help some enterprises develop.

4.1 Establish correct supply chain management concept

Management philosophy is the soul of the enterprise. If the concept of supply chain management cannot meet the needs of enterprise development, the development of the enterprise will be constrained. Therefore, to optimize supply chain management, the first is to establish a correct management philosophy. In the e-commerce environment, the optimization of the supply chain management concept can start from the following aspects. In the e-commerce environment, the optimization of the supply chain management concept can start from the following aspects. First of all, we must emphasize the role of the Internet in the enterprise, repeatedly emphasize the impact of e-commerce on the supply chain, so that every link of the supply chain can keep pace with the times, always maintain the application of the most advanced productivity, and let technology play the biggest role in the production and management of enterprises. Secondly, we must formulate correct management objectives, so that every link in the supply chain strives for the same goal, forming a complete, systematic and interrelated cooperative relationship from top to bottom, rather than being independent. Finally, the idea of formulating

the management concept must be clear and complete. Starting from the actual situation of the enterprise, it is necessary to meet the current situation of the enterprise, and it is necessary to pay attention to the scientific use of e-commerce, and not to deviate from the current actual situation of the enterprise. The management concept formulated by the enterprise should stand at the height of the long-term development of the enterprise and have the strategic development significance to ensure the scientific, perfect and timeliness of the management concept.

4. 2 Build a sound supply chain management system

E-commerce has built a particularly good platform for enterprises. On the basis of this platform, supply chain management can save time and effort in preparation for the previous period, and concentrate on completing the docking work in each link. In the e-commerce platform, enterprises can find all the resources they need. Therefore, in the process of supply chain management, only the docking work with the logistics system, information system, capital system and other systems needs to be completed, and then form a complete industrial chain to ensure the science, integrity and standardization of the entire process. For example, the current successful case is Jingdong Mall. They make full use of the resources in the e-commerce platform. The products form a complete system from production, sales, transportation, after-sales, and even the early publicity and later feedback. The enterprise's supply chain itself does not have such a powerful ability to support these functions. However, e-commerce and many third parties have perfectly supported this huge operating system. Jingdong's own supply chain management is mainly responsible for all aspects of docking and continuous optimization management and continuous innovation management strategies, so that enterprises can achieve more long-term development. The construction of such a management system requires a sound management system as a support, so unified management is very important in this process.

4. 3 Focus on the construction of the basic content of the supply chain

The supply chain starts at the source of the product and ends at the sales of the product. It supervises and coordinates all the links in the production line of the enterprise. Therefore, the responsibility is great. Therefore, to optimize the supply chain, we must start from the most basic content and ensure that all the participating elements of supply chain management are the best. The first is the selection and cultivation of personnel. Enterprises must strengthen the training of existing employees, especially to strengthen their network awareness and information awareness, so that they fully adapt to the office model in the e-commerce environment. At the same time, we also recruit some employees with professional experience, optimize the quality of employees, and strengthen the talent pool of enterprises. Secondly, it is necessary to strengthen cooperation with third parties. In order to ensure the smooth progress of cooperation, Enterprises should do a good job

in assessing the creditworthiness of cooperative enterprises, establish a credit information file, and establish a unified assessment standard for the creditworthiness of individuals and enterprises. For example, the state has clear requirements for personal credit. If personal credit is too low, it will be restricted in terms of bank loans, which can restrict individuals and enterprises. Finally, a professional supply chain management organization is formed to supervise the operation of each link in the supply chain.

5. Conclusion

E-commerce has penetrated into every detail of our lives. More and more people are used to this convenient lifestyle. The supply chain management of enterprises should also keep pace with the times and constantly try various optimization strategies and meet the changing market needs. The current economic situation is both an opportunity and an unprecedented challenge for the enterprise supply chain. If we can seize opportunities and continue to innovate, the e-commerce environment is an opportunity for enterprise development. If you are self-sufficient and satisfied with the immediate interests, the company may be inundated in the tide of the development of the times. In short, enterprises must constantly optimize their management concepts and recruit excellent management talents with excellent technical skills. Make full use of all the resources provided by e-commerce to make information technology play the biggest role in enterprise supply chain management.

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