Research on Supply Chain Management of Book Logistics in China

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Abstract. In recent years, the cultural industry has become the focus of competition among countries, and books are the important pillar of the cultural industry. However, the logistics supply chain supporting the book industry faces many problems, which restrict the healthy development of the cultural industry. Improving the supply chain structure and standardizing the logistics service of the book industry is of great significance to the sustainable development of the book industry. Based on the development status and problems of the logistics supply chain in Chinese book industry, this paper puts forward corresponding plans for the development of book industry logistics, with a view to providing reference for the healthy development of the book industry.

Introduction

After the market economy, the market of China book industry is not optimistic. From underwriting system to sales package return system, and then to the full consignment system, the industry inventory is transferred from bookstores to publishing houses. Subsequently, the publishing industry changed the nature of enterprises, from public institutions to enterprises, carried out "peel off, extract and cancel", peeling off bad assets, extracting loss reserves, and writing off bad assets. In this process, the bad stock of many bookstores and publishing houses has been written off at one time, so the state is no longer responsible for the inventory of state-owned enterprises, which has brought severe pressure to the development of Chinese book industry.

Current Situation of Logistics Supply Chain in China's Book Industry

Inventory backlog. According to statistics published by the State Administration of Press, Publication, Radio and Television, from 2012 to 2016, the total price of book publishing in China increased from 118.337 billion yuan to 158.096 billion yuan, an increase of 33.6%, and the inventory scale increased from 84.188 billion yuan to 114.301 billion yuan, an increase of 35.8%. Inventory growth rate is greater than production growth rate, and the proportion of total inventory in the annual book pricing amount increased from 71.1% to 72.3%. In 2016, the annual inventory of Xinhua bookstore system and publishing houses in China was 6.575 billion copies (sheets, copies, boxes) and the value is 11.43 billion yuan [1]. Inventory backlog is serious.

Imbalance between supply and demand. According to the data released by the National Bureau of Statistics, the sales amount of retail books in China increased 413.72% in 2017 compared with the same period in 1999, and the total print of books in China increased 29.8% in 2018 compared with the same period in 1999. Although the total print of books increased compared with 2006, the imbalance between supply and demand still exists. The imbalance between supply and demand in the book industry is, on the one hand, the relatively vigorous production on the supply side of the book industry and the slowly growth of enterprise profits. On the other hand, due to the development of network media, the demand for books in society has declined to varying degrees. Therefore, there will be a certain degree of imbalance between supply and demand in the book industry.

Enterprise profits are poorly shared. According to the data of the press and publishing industry analysis report in 2017, the national publishing, printing and distribution services (excluding digital
publishing) have realized business income of 1811.92 billion yuan, total assets of 2216.54 billion yuan, but total profits of 134.43 billion yuan, accounting for only 7.4% of gross operating income [2]. As far as the book industry is concerned, the retail sales of books reached 111.185 billion yuan in 2017, and the revenue of book publishing reached 87.96 billion yuan. Printing enterprises, distributors and other node enterprises in the book supply chain have fewer books to share their profits. They have less working capital, insufficient vitality and less competitive advantage, which are not conducive to the healthy development of the whole industry.

Problems in Supply Chain Management of Modern Books Industry in China

Books Supply Chain Enterprises "Small, Scattered, Miscellaneous"

At present, China's publishers, wholesalers and retailers have formed a market pattern of self-governing and oligopoly competition. Enterprises in the supply chain are characterized by "small, scattered and miscellaneous". Enterprise incentive mechanism pursues their own enterprises and departments, maximizes the interests of their own departments, and evaluates the performance of enterprises or departments in isolation, resulting in information flow, capital flow, logistics distortion in the supply chain. So far, there is no core enterprise that can cover the whole country, the market segmentation is serious, the local protectionism and monopoly are serious, which hinders the development of book supply chain.

Low Level Standardization of Book Industry Information

Compared with other industries, the information technology of Chinese book industry started relatively late, its foundation was weak and its application was low [3]. Publishers and bookstores, bookstores and bookstores have their own different classification standards, and the degree of information standardization is low. At present, the lagging information system of publishing industry is far from the requirement of supply chain management[4]. Each node enterprise in the book supply chain has its own management system. The standardization degree of information technology inside the enterprise is better, but the information of the enterprise in the supply chain is difficult to dock and the standardization degree of information technology is low, which results in the phenomenon of information island.

Books Supply Chain Coordination Imbalance

Coordination of supply chain is the necessary condition to maximize benefits[5]. The imbalance of supply chain coordination in book industry is due to the conflict of interests between enterprises in the supply chain and other enterprises in order to maximize their own short-term interests, which results in the damage of the overall interests of the supply chain. Because of the distortion of information transmission process among supply chain node enterprises, information cannot be shared among supply chain node enterprises. Therefore, information distortion will occur when information flows. Because of the unbalanced coordination of the supply chain of book industry that the upstream enterprises of the supply chain blindly produce, resulting in the "bullwhip effect", excessive ineffective transportation, serious inventory backlog, slow turnover of logistics, information flow and capital flow, unbalanced supply and demand structure, and declining customer satisfaction, which leads to the decrease of the revenue of the whole supply chain of the book industry and even the collapse and extinction of the whole supply chain.

Measures to Optimize the Development of Logistics Supply Chain in China's Book Industry

Creating a Platform of Intelligent Supply Chain in Book Industry

Creating a platform of book industry intelligent supply chain to improve the synergy efficiency of the supply of various departments in the book industry. Firstly, relying on the advantages of commercial distribution centers, we should take all kinds of commercial circulation enterprises, intelligent business circles, warehousing logistics and terminal distribution enterprises as the
implementation subjects to create a collaborative platform of book industry supply chain, which can take the platform as the core to improve the book supply chain system, and enhance the collaborative and integrated capacity of book supply chain. According to the characteristics of the book industry, publishers, distributors and third-party logistics enterprises will be docked. And the book industry will be effectively managed according to the real-time sharing of actual demand, inventory and logistics information. So as to improve the ability of collaborative planning, automatic forecasting, replenishment and delivery of each node enterprise in the book supply chain. Building a integrated service and trading platform of book supply chain to improve the quality and efficiency of service.

Providing Customized Book Services

Integrating Internet thinking and modern logistics technology, we will actively develop social marketing and large data-driven third-party e-commerce logistics platform operation services. We will cooperate in e-commerce, logistics services and supply chain financial services in order to achieve complementary resources, common development, win-win cooperation and synergistic effect of complementary channel resources and seek new development. This phenomenon requires the book industry to deeply integrate circulation and production – Personalized Customization services. The "small package logistics" solves this problem, and "small package logistics" mainly focuses on individualization and diversification. In the era of modern big data, book logistics not only ensures fast and efficient services, but also brings more personalized services. Ingram provides customized logistics services. Ingram has established four wholesale centers in the United States. While supplying goods, it also collects all kinds of information. The whole process of placing orders to customers and distributing them to customers is coherent. Providing to customers are more humanized, high-quality, improving customer satisfaction.

Promoting the Innovation of Book Logistics Supply Chain

To promote the integration and development of the book industry. We should innovate the organizational system of the book industry, improve the scientific level of the production of the book industry, and improve the retrospective ability of the book industry. Its promote collaboration, servicization and intelligence, promoting collaborative publishing of book supply chain to build a chain-like book supply chain system. Collaborative printing and logistics among enterprises at each node of the supply chain to promote specialized division of labor and collaboration among enterprises at each node of the supply chain. Developing service-oriented book industry supply chain management, public service platform-production service based on supply chain. Expanding professional services such as publishing and printing to the upstream of supply chain and extending value-added services such as warehousing and logistics to downstream, promote the transformation and upgrading of mechanical manufacturing supply chain to production-service supply chain, and enhance the book industry value chain. Promoting the visualization and intelligence of the book supply chain, promoting the information sharing of the whole chain of the book industry to realize the visualization of the supply chain. Promoting the intelligence of the book supply chain system, such as: intelligent publishing factory, intelligent logistics and other technologies, to improve the agile manufacturing capacity.

Promoting the Standardization of Information in the Book Industry and Linking Up the Upstream and Downstream Supply Chains

The core idea of "Internet +" emphasizes the strength of integrity. It calls for the integration of the upstream and downstream industries in the supply chain with the modern information technology as the driving force and based on the Internet platform. Through the integration of synergy, deep integration, open innovation and cross-border connection to form a user oriented economic development ecology. In order to maximize the scale effect and optimize the service effect. Information sharing is the basis of supply chain management. Information has become an important resource for the survival and development of enterprises. It is a "binder" to promote close cooperation and cooperation among enterprises and enterprises.
To improve data collection and transmission in the book industry. The inconsistent standards of data exchange and information cannot be shared in the supply chain of book industry make it difficult to collect and transmit data. Commodities have their own value information and data in commercial circulation, such as publications. The coupling and aggregation of these data with commodity data such as publications can form publishing information base and database. We should pay attention to the collection and collation of market dynamic data, establish archives for each product and form various effective databases to establish standardized information platform. Learning from foreign experience and advanced technology to establish our own ERP system, normalize the various enterprises standards in the book supply chain, and establish a public and commercial information dissemination platform to collect information from the public, market and international, and improve the construction of standardized information platform.

Summary

Chinese book industry logistics is accelerating its development in the direction of forecasting, inventory, warehousing, transportation and distribution of all-link intelligent logistics. Book industry logistics provides customers with more personalized and high-quality services. Enterprises in the book supply chain are making joint efforts and improving constantly. Information sharing is being strengthened among enterprises at each node of the supply chain. On the basis of the joint cooperation contract, various resources in the book supply chain are integrated through modern information technology to promote the efficient development of online and offline sales and logistics in the book industry.

References


