

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS

STATE EDUCATIONAL INSTITUTION

"SCHOOL OF BUSINESS OF BELARUSIAN STATE UNIVERSITY"

Chair of Innovative Management

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FINANCIAL ANALYSIS IN CHINA'S LOGISTICS INDUSTRY

Master`s thesis

specialty 1-26 80 04 "Management"

(profile "Financial Management")

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Admitted to Master's thesis defense on
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GENERAL CHARACTERISTICS OF THE WORK

Master's thesis: 65 pages, 10 figures, 15 tables, 21 sources

Keywords: CHINA, LOGISTICS, ANALYSIS, SOLVENCY, OPERATIONAL , DEVELOPMENT , PROFITABILITY , SF EXPRESS, SWOT, FIVE FORCES ANALYSIS

Purpose: In the late 1970s, China began to introduce the concept of logistics from foreign countries and developed rapidly .At the same time, due to the rise of e-commerce and people's increasingly affluent life, China has shown a huge demand for logistics in recent years .Various logistics companies have been established .At the same time, many problems have emerged .In such a promising industry where investors have invested in logistics, competition among enterprises is fierce .There are enterprises established and eliminated continuously .This makes the logistics industry disorderly and does not allow consumers to easily send and receive parcels .We need to find out the problems that restrict the development of China's logistics industry .According to the analysis, the corresponding countermeasures are given.

Objectives: Through the analysis, the common problems in the logistics industry are found out .We will provide certain solutions to make the logistics industry in China develop better and faster.

Object and subject of the research : This thesis studies the overall situation of China's logistics industry by studying SF Express, a representative enterprise of China's logistics industry. I select financial analysis and strategic analysis to study the existing problems and give countermeasures.

The results obtained and their novelty; This thesis summarizes the current situation and characteristics of China's logistics industry through data. And through the financial analysis and strategic analysis of SF, the problems in the logistics industry are drawn and countermeasures are given.

Information about the structure of the master's thesis: In the first chapter, the general situation, current situation and characteristics of China's logistics industry are analyzed and introduced in detail. In the second chapter, the specific situation of SF Holdings and the business of SF Express are introduced. Through financial analysis and strategic analysis, the specific situation of the enterprise is obtained. In the third chapter, the problems found are listed and countermeasures are given. It also analyzes the core competitiveness of the enterprise.