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RESEARCH ON LOGISTICS MANAGEMENT OF SMALL AND MEDIUM SIZED ENTERPRISES

After entering the 21st century, the Chinese internet industry has developed rapidly. Driven by the internet industry, the development strength and level of other industries are also constantly improving, especially the logistics industry based on internet technology, which has significantly improved its development strength and level and has been applied in various major enterprises. However, unlike large enterprises with mature logistics systems, there are many problems in the logistics development and construction of logistics management work for small and medium-sized enterprises in China. In order to help Chinese small and medium-sized enterprises solve logistics management problems and enhance their competitiveness, the article takes the “Internet+” logistics management of small and medium-sized enterprises as a breakthrough point and proposes an optimization plan for logistics management work of small and medium-sized enterprises. It is hoped that it can help small and medium-sized enterprises transform and upgrade in logistics management, and improve their comprehensive efficiency in logistics management.

Keywords: *Internet +, Small and medium sized enterprises, Logistics management, research*

Against the backdrop of continuous improvement and development of internet technology, internet technology has been widely applied in logistics management. The development of the logistics industry has enabled logistics management to reflect its own value and role in various economic activities. However, people have raised higher standards and expectations for logistics management. Once solely focused on the transportation and distribution of material resources, it is now unable to meet the requirements of the majority of enterprises and customers. In the current development and construction, enterprises can still research the development technology and means of the Internet in logistics management, in order to comprehensively improve the level and strength of logistics management work.

1. The Basic Situation of Logistics Management in Small and Medium sized Enterprises under the Background of “Internet +”

1.1. The Impact of Internet Science and Technology on Logistics Management

The logistics management mode of China’s logistics industry has been sublimated and optimized. By relying on scientific and technological means of the Internet for management, management personnel in the logistics industry can effectively plan logistics activities, thereby reducing the cost investment in logistics activities.

1.2. Problems and difficulties in logistics management of small and medium-sized enterprises in the “Internet +” era

The investment cost is huge, and the introduction of scientific information technology is difficult. The development of logistics management in small and medium-sized enterprises has become very difficult to rely solely on manpower or transportation tools, and there is not much room for development. To stand out in the fierce competition, small and medium-sized enterprises must combine their logistics management construction with the trend of the Internet era. In order to achieve the lofty aspirations of enterprises, the initial investment cost of logistics management in small and medium-sized enterprises will continue to increase. However, compared to traditional stable development, the research and development and promotion of internet science and technology have a very high investment cost and high return risk. Under various unfavorable factors, some small and medium-sized enterprises have developed a sense of fear towards the introduction of scientific information technology. Under this influence, it has led to difficulties in introducing scientific information technology, and the value of promoting logistics management in the Internet era cannot be fully reflected.

2. The Future Development Trend of Logistics Management in Small and Medium sized Enterprises under the Background of “Internet +”.

Utilize scientific information technology to achieve dynamic regulation. Dynamic supervision is the trend of future logistics management development. By building a dynamic supervision platform in the future, logistics management work in small and medium-sized enterprises can not only control the dynamics of various logistics activities, reduce cost investment in logistics management work, and

improve the economic benefits of logistics management activities, but also use dynamic supervision to collect various development data, grasp the development direction of the times and customer needs, and effectively reform and optimize logistics management work, Enhance the vitality of logistics management in small and medium-sized enterprises.

3. Methods for Improving Logistics Management in Small and Medium sized Enterprises under the Background of “Internet +”.

Transform development concepts and strengthen investment in infrastructure construction. The development of logistics management work in small and medium-sized enterprises is deeply influenced by development concepts. Based on the leadership and management of small and medium-sized enterprises’ beliefs about the introduction of Internet science and technology, the logistics management work in small and medium-sized enterprises lacks attention to basic construction in the process of construction and development. Therefore, the basic construction level of logistics management in small and medium-sized enterprises lags behind the development of the times. In order to enhance the strength and level of logistics management in small and medium-sized enterprises, transform development concepts, and strengthen investment in enterprise infrastructure, the primary goal of logistics management in small and medium-sized enterprises is to meet the needs of stable and long-term development of enterprises. Therefore, in the process of carrying out management work, small and medium-sized enterprises should do the following two aspects of work well. Firstly, strengthen the promotion and education of internet technology, clarify the advantages of integrating various internet technologies into logistics management, and demonstrate the important impact of internet technology on the construction and development of small and medium-sized enterprises. Utilize publicity and education methods to influence the leadership and management of enterprises, thereby changing their development philosophy. Secondly, it is required that enterprise leaders and management attach importance to the infrastructure construction work of the enterprise, strengthen financial investment in the integration of scientific information technology, promote the improvement and optimization of equipment and technology.

4. Summary

The increasingly mature internet science and technology have promoted the comprehensive development of society, advantageously promoting the reform and deepening of logistics management, and better improving its convenience and efficiency. Many small and medium-sized enterprises should seize the opportunity, fully utilize internet scientific and technological means, continuously expand new methods and models of logistics management for small and medium-sized enterprises, find development directions in practice and development, not afraid of large enterprises, dare to challenge and break through, and stand out as a new force in China’s economic development.

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