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REVIEW ARTICLE

DEPPON LOGISTICS SWOT ANALYSIS AND RESPONSE STRATEGY

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ABSTRACT

Deppen logistics is one of the leaders of the zero load industry. It has been trying express logistics business on November 1, 2013, positioning clearly and service standards, and is committed to developing the "zero-carrying" express. Through the field research, this paper USES the SWOT analysis method to analyze the development of Deppen express Shape, and give development countermeasure.

INTRODUCTION

There are many opportunities in the development of Deppen logistics. First of all, is the national policy support, the central and local government introduced many policies and measures to support the development of the logistics, the logistics industry development caused the country's high attention. Secondly, the construction of logistics infrastructure is constantly improving. At present, China gradually strengthens the construction of logistics infrastructure, which provides a solid foundation for the development of logistics industry. The third national economy has a sound and stable development situation, which makes the logistics industry facing huge development opportunities. The rapid growth of the economy has increased market competition, and the demand for logistics in remote areas has increased, bringing many potential customers to the company. The rise of online consumption also brings great development space for the logistics industry. Finally, logistics enterprises are going further with their customers. Modern logistics companies can better use the new technology and advanced management mode, customized logistics solutions to the customers, shorten the distance of the customers and end users. The investment in logistics technology is increasing and the rate of renewal is accelerating, and the image and competitiveness of enterprises are constantly rising. There are also challenges in the development process. First is the constant invasion of large foreign logistics companies. With the opening of China's policy, foreign logistics giants are entering the Chinese market. The four big multinational express companies quickly grabbed the Chinese market with their capital and technical advantage.

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Although domestic logistics enterprises have been growing rapidly in the past two years, there is still a large gap in comparison with the large international logistics companies, and the competitiveness is especially lacking. Second, the distribution of logistics market by large domestic logistics companies and small private line carriers. China now has nearly hundred thousands logistics company provide LCL logistics service, with strength of Courier company can also carry out less-than-one carload logistics business, in the short term will not have a great influence on the Deppen logistics, but will intensify competition in logistics industry. With its flexible mode of transportation, cheaper shipping and better word-of-mouth, the individual's petty logistics households have gained the reliance of many small and medium-sized enterprises. For the part of the business, there is a growing number of companies, ranging from Internet companies to couples, where profits are being squeezed.

The logistics cost is further increased by the high cost of road, oil and transportation costs. The cost of transport has been increased, reducing the profits of the transport business in Germany and making it less advantageous in the price of the petty transport industry. Plus, the rise in customer turnover is bad for the company's steady development. Finally, there is the threat from within the company. Company has a large number of management personnel, if executives to quit to start his own company, will become the company's competitors, and Deppen patterns are not difficult to copy. Big shopping online such as taobao company, has started to plan his own transportation company, if the company take advantage of money to introduce talents, is a threat to Deppen.

MATERIALS AND METHODS

There are also many advantages in Deppon. First of all, the logistics network and the special line of Deppon are more, can respond quickly to the needs of the customers, and have more development potential. The addition of the vehicle for transport is self-purchased, reducing the amount of time it takes to transfer the vehicle, which gives it a big advantage in the area of the petty transportation sector. Second, there is a unique selection and management style in Deppon. Only recruit fresh graduates, on the one hand, can let the company quality enhancement, on the other hand, has just graduated from college students, haven't form a specific concept of the company, to build and manage. Deppon logistics at the interview, will inform all thrown a resume, the interviewer competitive enthusiasm, through layers of screening and leaving people will be more self-confidence, work efficiency is higher. Enter the company. The development space of each employee is very clear, timely promotion and evaluation of the cadre, give everyone room for improvement, and have the opportunity to compete for the higher level of work. The state has unique market development model and strong brand influence. In the design of the storefront design of the Deppon, the design of the company, the color and the configuration are very uniform, the display of professionalism. When Deppon develops a direct network, it will make sure that it will benefit from the local traffic conditions, consumption levels and requirements.

The disadvantage of Deppon logistics restricts its development. First, the operating system of Deppon logistics is weak and there are many loopholes in management. In the course of logistics operation, "transportation, warehousing, packaging, distribution, processing, information processing" are not the operating system of the system. Although Deppon logistics has an air freight service, it is outsourced, without its own transport team. If the country carries out the low-flying air service, state-owned enterprises can use the capital and technology advantages to develop rapidly and develop low-cost aviation services. When state-owned enterprises rely on the development of high-speed rail transport by the state, it will be a heavy blow to Deppon logistics. Second, there is also a shortage of internal staff management. Sales staff do the same job as the attendants, but the pay gap is huge. This leads to employee dissatisfaction and decreased motivation. Coupled with the attendance system update too fast, working hours that are ambiguous, will have the unreasonable phenomenon of employee compensation, this is the common fault of the third party logistics enterprises in China. The third is the massive increase in the number of branches and the amount of spending that is running. While buying vehicles will increase the service response speed and increase the control over the shipping process, it will be able to bear the heavy maintenance fees and network operating fees. The rapid development of Deppon in company capital turnover too fast, and facilities purchase, all need to put in a lot of money, once the economic problems, the company will be very hard work. Fourth company employees are more mobile and lack professional management. Most of the employees are junior staff, low pay and heavy workload, and the company has a high performance rating. New staff's quality difference is very big, is mostly just graduated college students, choosing a career opportunities is more, withstand the pressure will choose to resign, staff

liquidity is bigger. In the field of talent competition, Deppon logistics lacks both theoretical knowledge and practical experience. Internships during internships are basically simple repetitive tasks, and those who stay after the internship need to start from scratch. Finally, the information system of Deppon logistics needs to be improved, the logistics technology level also needs to be improved, the logistics equipment utilization is too low. Deppon logistics has developed and introduced a new batch of logistics technology, but most of it is backward. The information platform is not perfect, which limits the efficiency of the company's response. In terms of facility utilization, the utilization of vehicles is reduced because of the usual no-load or overload conditions. At the same time, Deppon logistics lacked facilities to maintain professional staff, reducing the service life of the equipment. Companies spend a lot of money on equipment construction, which can cause losses if it is in the off-season.

DISCUSSIONS

Aiming at the problems described above, this paper mainly puts forward the following measures to solve the above major problems and puts forward new ideas for the development of Deppon logistics.

The improvement of the mechanism and management system of the logistics talent in Deppon

The development of Deppon's logistics is a bit monotonous. With the development of the Internet, shopping has become a trend among consumers of all ages. Shopping has led to the development of express delivery, but Deppon logistics has not been involved in delivery. The efficiency of express companies directly affects the quality of online shopping. Deppon logistics is starting to realize this part of the problem, and recently the state has opened a delivery service in Qingdao. Debang logistics can provide a humanized logistics service, if express express business, can bring new profit space to the enterprise. The high resignation rate of Deppon logistics is also a flaw in management. Excessive investment in the development of cadre training adds to the burden on enterprises. DE bont daily traffic around 30000 tons, and the employee number, only rely on low wages lead to the average salary for employees turnover distribution, slightly weak basic needs, this will affect employees work enthusiasm. And the percentage of women in the workforce is small, which is a disadvantage for a company, and it is not flexible for pr. The quality of employee training cannot be changed, and the training cycle should be shortened only. It's time for new employees to embrace the corporate culture. In order to reduce the excess spending that the company caused by leaving the company, it can be extended appropriately. On the other hand, the emphasis on women employees should be paid attention to, and female employees should be indispensable in the process of work.

Reasonable planning of the cost of logistics operation in Deppon

Transport costs are the biggest part of Deppon's spending. Transportation costs generally divided into fixed costs and variable costs, fixed costs normally change will not very big, so to reduce transport costs mainly in variable costs. Combining

the present situation of the Deppon state, we can consider the following: we should try to develop direct transport. To carry out reasonable packing of the goods, to remove as soon as possible, use GPS to track the vehicle, and master the operation of the vehicle. Improve the system of Taiwan accounts, strengthen the cost accounting, one car to the first gear, the maintenance of the vehicle at any time, the maintenance frequency and so on information. On the transportation route optimization, although enterprises can not change the existing transportation highway, railway and aviation, water transportation routes, etc., but it is possible to make reasonable planning existing transport routes. In the existing traffic network line to find the best routes of transportation, avoid detours, unreasonable convection, repeat transportation mode of transportation, the reasonable mode of transportation and the combination of short-term planning, shorten the transportation distance and time, reduce the transportation cost and resource waste. Foreign giants in such aspects as management, capital operation and risk aversion has great merit, with foreign logistics companies can seek the opportunity to learn, learn their advanced experience. In addition, we should promote the prevention measures for the risk of capital and strengthen the cooperation and relationship with other financial institutions such as Banks and venture capital firms.

Technical improvement of logistics equipment in Deppon

We will update the logistics facilities in due course and phase out obsolete old equipment. Because Chinese labour is cheap, the vast majority of companies are using human cargo picking, loading and unloading and handling, with the introduction of relative prices more expensive than automation equipment really save a lot of cost, but on the other hand, people's behavior has certain uncertainty, are susceptible to emotional impact, causes error rate, and loading and unloading of the work will cause the burden on the body. Standardization, standardization, informationization will be the development trend of the future, if the companies are still dependent on cheap labor, stalled, and eventually will be eliminated by the market, considering from the perspective of long-term development, should focus on the logistics market changes, timely introduction of advanced technology and equipment. To strengthen cooperation with other enterprises, the federation of logistics enterprises will promote the development of their respective enterprises. It is impossible to do the best in all areas, and it is impossible to fully understand the needs of customers in all areas, so companies can complement each other.

Utilize the logistic service resources provided by the cooperative enterprise, develop more customers, and improve the market competitiveness of the enterprise.

Conclusion

Deppon logistics has gradually expanded the enterprise through its own efforts and national policy support. Unlike other logistics companies, Deppon focuses on the petty transport sector and improves its core competitiveness. There are so many logistics enterprises, the competition in the logistics industry is fierce, and the merger and elimination are beginning to emerge. Deppon logistics can strengthen cooperation with e-business enterprises at this time to enhance the advantages of the zero-point logistics. With the rapid development of logistics industry, the fourth party logistics is emerging, and Deppon develop logistics industry giant also need to continue to improve ourselves constantly.

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