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# Analysis of the Outstanding Problems in Enterprise Logistics Management

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**Abstract:** This paper first analyzes the main problems existing in the current enterprise logistics management, including the high logistics cost, the lack of information level, the lack of professional talents and the weak awareness of green logistics. In view of these problems, this paper puts forward a series of coping strategies, such as optimizing the layout of logistics network, strengthening the construction of information system, training professional logistics talents, promoting the development of green logistics and strengthening the coordination of supply chain. Through the implementation of these strategies, it aims to improve the efficiency and efficiency of enterprise logistics management and enhance the market competitiveness of enterprises. This study has important reference value for enterprises to improve logistics management practice and meet current challenges.

**Keywords:** Enterprise logistics management; Outstanding problems; Coping strategies

## Introduction

According to the data of China Federation of Logistics and Purchasing, the ratio of China's total social logistics cost to GDP in 2022 is 14.1%, which is lower than in previous years, but is still higher than the level of about 10% in developed countries, reflecting that China's logistics efficiency still has a large room for improvement. In this context, it is of great significance to enhance the competitiveness of enterprises and promote the healthy development of the logistics industry, and to explore the corresponding coping strategies. This paper will start from the enterprise practice, analyze the main problems in the current logistics management, and put forward targeted solutions, in order to provide useful reference for the optimization and innovation of the enterprise logistics management.

## 1. Outstanding problems existing in the enterprise logistics management

### 1.1 High logistics costs, affecting the profitability of enterprises

High logistics costs directly erode the corporate profits and weaken the market competitiveness. The root causes of this problem are diverse, including the imperfect logistics infrastructure, low transportation efficiency, and backward storage management<sup>[1]</sup>. Many enterprises have not yet established a scientific cost accounting system, and it is difficult to accurately grasp the composition of logistics costs, resulting in the lack of targeted cost control. In addition, the insufficient integration of logistics resources is also an important factor to push up the cost. The lack of effective cooperation among enterprises results in the waste of resources and repeated investment.

### 1.2 The lack of information level restricts the improvement of management efficiency

Today, with the rapid development of information technology, the logistics management of many enterprises is still in the traditional manual operation or semi-automatic stage, failing to make full use of modern information technology to improve the management efficiency. It is embodied in the following aspects: First, the construction of logistics information system lags behind, and the degree of information sharing among various departments, enterprises and suppliers and customers is low, which leads to the serious phenomenon of information island, which affects the timeliness and accuracy of decision-making. Secondly, the lack of data acquisition and processing capacity makes it difficult to realize the real-time monitoring and dynamic management of the whole process of logistics, which restricts the realization of fine management. Thirdly, the lack of advanced decision support system leads to the in-depth analysis and mining of massive data, and it is difficult to provide strong support for management decisions.

## 2. Analysis of the strategies to deal with the enterprise logistics management problems

### 2.1 Optimize the layout of logistics network and reduce comprehensive logistics costs

Reasonable logistics network layout can significantly improve logistics efficiency and reduce unnecessary transportation and storage

costs. When optimizing the layout of the logistics network, enterprises need to comprehensively consider the market demand, traffic conditions, land cost and other factors. Through data analysis and model calculation, the optimal number and distribution of logistics centers are determined, not only to ensure the service coverage, but also to control the construction and operation costs<sup>[2]</sup>. In the site selection, the transportation convenience should be fully considered, and close to the main transportation trunk lines and customer concentration areas, so as to shorten the transportation distance and improve the distribution efficiency. The modern path optimization algorithm is used to consider the distance, time, vehicle load and other factors. At the same time, the promotion of multimodal transport, give full play to the advantages of various modes of transport, to minimize the overall transport cost. Through accurate demand forecasting and scientific inventory management model, the inventory is maintained at the minimum necessary level under the premise of ensuring the service level. In addition, the implementation of joint distribution and regional distribution center modes can effectively integrate logistics resources and improve the utilization rate of resources.

## **2.2 Strengthen the construction of information system and improve the efficiency of logistics management**

Strengthening the information system construction is an important strategy to improve the efficiency of logistics management. Modern logistics management is inseparable from the strong information system support, through information means, the whole process of logistics can be realized visual, digital and intelligent management. The construction of integrated logistics information platform is the core of information system construction. This platform should be able to cover the entire supply chain from procurement, production to sales, and realize information sharing and business collaboration in all links. Through this platform, enterprises can grasp the flow status of materials and products in real time, and quickly respond to the changes in market demand. The introduction of an advanced warehouse management system (WMS) can greatly improve the efficiency of warehouse operations. The WMS system can optimize the inventory layout, automatically generate warehousing, warehousing, picking and other operation instructions, and realize the automation and intelligence of warehouse operations. At the same time, WMS can also provide real-time inventory information to help enterprises optimize the inventory structure and reduce inventory costs. The application of the transportation management system (TMS) can optimize the transportation process. TMS can automatically plan the optimal transportation route, track the vehicle location and cargo status in real time, and improve the vehicle utilization and distribution efficiency. By combining with GPS, electronic map and other technologies, TMS can also realize real-time road condition analysis and dynamic scheduling. The introduction of an order management system (OMS) can improve the accuracy and efficiency of order processing. OMS can automatically process customer orders, seamlessly connect with inventory, distribution and other systems, and realize the whole order tracking. This can not only improve the speed and accuracy of order fulfillment, but also improve customer satisfaction.

## **2.3 Cultivate professional logistics talents and consolidate the foundation of human resources**

Enterprises should formulate targeted training plans according to the needs of different positions. The training content should cover logistics professional knowledge, management skills, information technology application and other aspects. The combination of internal training and external training can not only play the role of internal experience and rich employees, but also introduce external advanced concepts and technologies<sup>[3]</sup>. Enterprises can establish long-term cooperative relations with colleges and universities, jointly formulate training programs, provide internship opportunities for students, and closely combine theoretical learning with practical application. At the same time, enterprises can also attract outstanding graduates through such cooperation and solve the problem of talent reserve. Enterprises should pay attention to the cultivation of talents at all levels, from grass-roots operators to middle managers, and then to high-level decision makers, to form a complete talent echelon. Through job rotation, project system and other ways, to provide employees with a diversified growth path.

## **2.4 Promote the development of green logistics and realize sustainable operation**

Promoting the development of green logistics is an important strategy to realize the sustainable operation of enterprises. Green logistics can not only reduce environmental pollution, save resources and energy, but also improve the corporate image and enhance the market competitiveness. Enterprises should choose environmentally friendly and efficient transportation vehicles, such as new energy vehicles, hybrid vehicles, etc. At the same time, the promotion of multimodal transport, give full play to the environmental advantages of various modes of transportation. Through scientific path planning and loading optimization, improve the vehicle full load rate, reduce no-load operation, and reduce energy consumption and carbon emissions.

Promoting green packaging is an effective means to reduce environmental pollution. Use recyclable and degradable packaging materials to reduce excessive packaging, promote packaging standardization, and improve the reuse rate of packaging. At the same time, the establishment of packaging recycling system, to realize the recycling of packaging materials. Energy-saving materials and technologies are used in the warehouse design and construction, such as natural lighting, solar power generation, etc. Introduce the intelligent storage management system, optimize the warehouse layout and operation process, and improve the space and energy utilization efficiency. Promoting reverse logistics

is the key to realize resource recycling. Establish a perfect product recycling system, recycling, sorting, remanufacturing or reuse of waste products. This can not only reduce the waste, but also create new value. Apply new technologies to promote the development of green logistics. Use the Internet of Things technology to realize the whole logistics monitoring, reduce unnecessary transportation and storage. Use big data analysis to optimize the logistics network and improve the resource utilization efficiency. Artificial intelligence technology is applied to achieve intelligent scheduling and reduce energy waste.

### 3. Tag

Enterprise logistics management is a complex and dynamic system, and its optimization and innovation is a continuous process. Through the analysis of this paper, we can see that, despite the many challenges faced by enterprise logistics management, these problems can be effectively solved by adopting targeted strategies. Logistics is no longer just a cost center, but an important source for enterprises to create value and enhance competitiveness. In the future, with the continuous emergence and application of new technologies, logistics management will usher in more innovations and breakthroughs. I sincerely hope that the research of this paper can provide some useful enlightenment for the practice of enterprise logistics management and promote the overall improvement of logistics management level. At the same time, there are many issues worth in-depth discussion in this field, such as the deep integration of logistics and e-commerce, the development trend of smart logistics, etc., which are important directions of future research.

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