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THEORETICAL BASIS OF LOGISTICS AND INTERNATIONAL TRADE

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https://litres.ru/74737874
SelfPub; 2026

Аннотация

Under the wave of economic globalization, the scale of international trade continues to expand, and the scale of logistics services continues to expand with the demand for trade. In recent years, China has occupied a large share of global trade, and China's logistics industry has developed rapidly.

Based on the above background, this work chooses China as the research object. Since China has many provinces and the development of each province is different, three representative Chinese provinces of Zhejiang, Guangdong, and Tibet Autonomous Region are taken as examples, and the development data of the three provinces over the years are used.

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1. Overview of logistics

First is derived from the concept of military logistics. In the Second World War, the theory of “logistics” was established around the supply of war, which

refers to the unified arrangement of the production, procurement, transportation and distribution of wartime materials as a whole, in order to lower the cost, faster speed and better service of wartime materials supply. Later, the word "logistics" is widely used in enterprises, and there are commercial logistics and logistics circulation. At this time, logistics includes the logistics of production and circulation process, so it is a concept of logistics that contains a wider range.

In 1935, the American Marketing Association defined logistics for the first time, but with the deepening of people's understanding of logistics activities, the definition of logistics is also constantly developing. Different from the various activities

of "delivering the produced goods to consumers" in the narrow sense of logistics, the purpose of modern logistics is to use various modern scientific and technological means to effectively link the production of products to the sales link, and through the management of important resources. Time, logistics quality, stocking, information, etc. promote the improvement of logistics service quality, so as to realize the benefits of enterprises.

Different countries have made different definitions of logistics based on their own development status, and with the continuous development and enrichment of logistics theory, the concept of logistics in different countries is also constantly improved. In the United States, logistics is a part of the supply chain process, which is a process of planning, implementing and controlling the positive and negative flow and storage of goods, services and related information from the origin to the place of consumption in order to meet the needs of customers. In Europe, logistics refers to the planning, execution and control of the movement, arrangement and supporting activities of people and goods within a system to

achieve a specific purpose. In Japan, logistics is the physical displacement process of goods from the supplier to the demander, and it is an economic activity that creates time value and place value, including packaging, handling, storage, inventory management, circulation processing, transportation, distribution and other activities. In China, logistics is the process of moving goods from the seller to the buyer to meet the

needs of customers in the future. The whole process requires a series of supporting activities, such as packaging, storage, storage, distribution and handling of goods. Only by organically combining these supporting flow processes can efficient delivery of goods be achieved.

Regardless of the understanding of the concept of logistics in various countries, there is a high degree of similarity in the understanding of various countries. In general, modern logistics is the entire process of the effective flow of raw materials and finished products from the beginning to the end with relevant information. It includes not only the transportation of products, but also a series of processes such as packaging, loading and unloading, and warehousing.

According to the definition of logistics, it is not difficult for us to understand the purpose and significance of the existence of logistics. From the definition, we can know that the logistics industry exists for the efficient and rapid development of trade. If we consider the process from production to consumption, it is not difficult to find that there is a direct gap in time and space between the two. The purpose of logistics is to make up the time and space gap between production and consumption. In the past, the main mission of logistics was to improve the efficiency of transportation, shorten the time needed for goods to arrive, and eliminate the distance in space. But up to now, speed is no longer the only purpose of logistics, and how to timely deliver goods to consumers is the most important theme. In order to achieve this

goal, a non-wasteful and more efficient delivery mechanism is indispensable. Must give full play to the transportation, storage and other functions, adjust the quantity, time, place of the goods, to prevent out of stock, excess stock. In modern times, waste free and more efficient logistics is gradually becoming a key word.

Logistics is a big concept, which is subdivided into various categories. The logistics in our conventional knowledge is actually the "sales logistics" that moves goods from the place of production to the consumer. In addition, there is also the "purchasing logistics" of circulating raw materials and components, which represents the flow of goods within factories and enterprises "Production logistics", "recycled logistics" that accompanies consumer returns and waste recycling, "renewable logistics" that circulates renewable materials, and so on.

According to the applicable fields, logistics can be divided into five categories: “procurement logistics”, “production logistics”, "sales logistics", "recovery logistics" and "renewable logistics". Procurement logistics refers to the logistics based on the purchase of raw materials and components. In order to meet the needs of production and manufacturing, raw materials and components must be purchased from suppliers. The circulation of goods at this time is "procurement logistics". In the past, this field did not attract much attention, but today, when the production of a few varieties has become the mainstream, "when necessary, purchase the necessary quantity of necessary materials" and use it for production, is an effective strategy

that can directly reduce the inventory cost, and more and more enterprises are actively carrying out practice. Production logistics appears in material management, circulation in the factory, product management and delivery links, and a series of material circulation related to production, known as "production logistics", including the management of purchased parts and materials, logistics within the factory, product management, packaging, delivery to the warehouse, and so on. To ensure the smooth linkage between procurement logistics and sales logistics, not only can realize the optimal delivery time management, warehouse management, distribution management, but also can carry out dynamic management of distribution vehicles. Sales logistics refers to the link in which products are transported from the warehouse to wholesalers, retailers and customers. This is the main form of logistics in the impression of traditional consumers, and the most common form of logistics.

Traditional sales logistics is mainly responsible for the distribution of goods

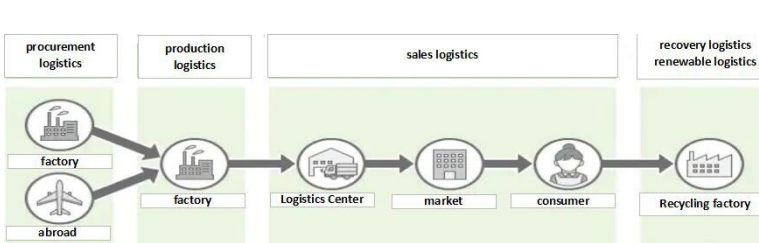
from distribution centers, logistics warehouses to wholesale retail outlets and other circulation sites, but in the rapid development of online stores and e-commerce today, direct delivery to end users of the order has become an important part of sales logistics. Whether through the distribution center and logistics warehouse, or direct delivery from the production network, in order to "in the necessary time, the necessary quantity of the necessary goods to the people in need", high

efficiency of transportation and distribution and inventory reduction are the primary key. Recycling logistics refers to the recycling and recycling of products and containers and packaging. If the human circulation system is used as a metaphor, the circulation process from production to consumption through "procurement logistics", "production logistics" and "sales logistics" can be called "artery logistics". In contrast, the circulation process in which products, containers and packages are recovered and recycled after completing their missions is called "recovery logistics" or "vein logistics". The "renewable logistics" mentioned later also belongs to the vein logistics. In the circular society, people are attaching increasing importance to this circulation. Renewable logistics refers to the recovery and reuse of renewable products, empty cans, bottles and waste paper, etc., which is a typical renewable logistics. Recycling and recycling of containers and packaging, recycling and recycling of used computers and printer cartridges also belong to renewable logistics. What recycling logistics and renewable logistics have in common is that products are recovered from consumers and then recycled and reused as materials, which is known as "renewable logistics".

The development trend of modern logistics mainly includes the following aspects:

Green logistics. Green logistics refers to the use of advanced logistics planning technology and energy-saving logistics operation tools and methods to reduce the consumption

of natural resources and reduce environmental pollution and waste caused by logistics links. Its main characteristics are environmental symbiosis, resource conservation, and Cyclical



Picture 1- Logistics classification and circulation

1. With the continuous development of modern economy, the destruction of the environment and resources continues to deepen, which is not only detrimental to the sustainable development of the economy, but also has great harm to the survival of mankind. The traditional logistics industry contains a large number of hidden environmental costs, and the overall social costs are much higher than the costs of individual economic activities. Therefore, it is necessary to improve the logistics system from the environmental point of view, green treatment for transportation, packaging and distribution processing, change the extensive logistics and transportation

methods, vigorously advocate the innovation and application of energy-saving and emission-reduction technologies, and use reverse logistics , Circular logistics and other logistics forms, in order to form an environmental symbiosis-type logistics operation and management system. The emergence of the concept of green logistics has changed the short-term and limited development vision of the logistics industry, introducing environmental and resource loss costs into the management level of logistics, emphasizing the long- term overall benefits, which can not only restrain damage to the environment, but also promote The sustainable development of the logistics industry itself.

2. Third party logistics. Third-party logistics originates from outsourcing activities of logistics, which refers to the separation of logistics activities in the process of production and operation by enterprises and outsourcing to professional logistics enterprises. The emergence of the third party logistics is the inevitable result of social specialization, especially since the economic globalization, the competitive environment is increasingly complex, no enterprise can do the best in multiple fields, it is vital to invest all energy and resources into the core business. Therefore, enterprises began to divide the labor vertically, and the logistics business was gradually separated out. At the same time, the logistics field policy continues to open up, the enterprise involved in the threshold relaxes continuously, the operation scope continues to expand, so that the professional

comprehensive logistics enterprises can appear. The continuous development of the current information technology also provides a solid foundation and guarantee for the development of the third-party logistics. Entrust the enterprise through the non- core business outsourcing of logistics, reduce their operating costs, enhance the core competitiveness, and the third party logistics enterprise, with large-scale professional logistics equipment and a large number of professional logistics personnel, to logistics each link scientific and strict management and monitoring, able to provide transportation, warehousing and so on a set of entrust enterprise logistics services, At the same time, it also forms large-scale operations through the aggregation of customer resources to improve its own economic benefits. Therefore, for the client and the client, both can create great value, to achieve a win-win situation.

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