

Research on China Post Modernization Development based on E-commerce

Kun Wei, Jialing Hou, Liyan Cheng, Haojie Ran

School of Economics and Management, Chongqing University of Posts and Telecommunications, Chongqing, 400065 P.R. China

Abstract

The rapid development of the Internet and the unparalleled efficiency and value it creates have resulted in the emergence of e-commerce built on the Internet. The advent of the e-commerce era has had a huge impact on the traditional business model. China Post has adapted to the era. The development of e-commerce is an inevitable trend to adapt to the market. As a special department undertaking the universal service of social mail, China Post has unique advantages in the development of current Chinese e-commerce. This article expounds the characteristics and development trend of modern post in the e-commerce environment. According to the status quo of China Post, it analyzes the necessity and feasibility of China Post's modernization reform, and proposes corresponding implementation strategies and solutions for existing problems.

Keywords

e-commerce, modern post, China postal reform.

1. Introduction

In recent years, with the continuous expansion of China's e-commerce scale characterized by online shopping, many scholars have conducted research on e-commerce post. In 1999, Jiao Zheng elaborated on the factors affecting postal modernization by studying the basic characteristics of modern post [1]. In 2006, Wang studied the competitiveness of China's postal express logistics based on this background, and proposed methods and approaches to guide the integration of postal logistics resources with system theory and project integration management theory [2]. In 2010, Yang looked at the research status of modern Chinese postal history from the writing time of some master's theses in the mainland and Taiwan, the angle of topic selection, and the situation of citing historical materials. He also looked at the modernization and regionalization of China's modern post. Two research angles of sexual postal history make a specific analysis and comment on related master's thesis [3]. In 2012, Lan Jian put forward the guarantee measures and relevant guarantee conditions for the implementation of the company's e-commerce development strategy by analyzing the operating conditions of the postal company in L city [4]. Then in 2014, when e-commerce developed rapidly, scholar Lu Hongyan introduced the background of the transformation of traditional postal industry to modern postal industry, and discussed the development path of China's modern postal industry from an international perspective [5].

The rapid development of the Internet and the unparalleled efficiency and value it creates have resulted in the emergence of e-commerce built on the Internet. The advent of the e-commerce era has had a huge impact on the traditional business model. China Post has adapted to the era. The development of e-commerce is an inevitable trend to adapt to the market. As a special department undertaking the universal service of social mail, China Post has unique advantages in the development of current Chinese e-commerce. This article first analyzes the development environment of e-commerce at home and abroad, the background of the transformation of

traditional post to modern post under e-commerce, and expounds the characteristics and development trend of modern post under e-commerce environment. According to the current situation of China Post, through the PEST analysis method, combined with the national conditions of the country and the enlightenment of other countries' postal reforms, the necessity and feasibility of China's postal modernization reform are analyzed.

2. The Development Status of Modern Post under E-commerce

The relative concept of modern post and traditional post refers to that in the context of globalization and informatization, it adapts to changes in production and consumption methods, and uses modern information technology, organization and business concepts to integrate goods delivery, information exchange, cultural communication and capital A comprehensive service industry integrating functions such as circulation. In the definition of extension, modern post mainly includes two parts: one is postal service, which is exclusively operated by the national postal service, which provides collection, sorting, delivery, and transportation services for letters and parcels; the other is courier service or express service, which provides national postal services. Services such as receiving, shipping and delivering letters and parcels outside of the franchise.

The "modern" connotation of modern post includes: First, the organic combination of traditional postal operations and modern information technology, and the process of information technology participating in the transformation of traditional postal services; Second, the realization of postal automation, informatization, digitization and intelligence; Combining traditional physical outlets with modern technology, through the research and development of related professional technology to achieve product and service innovation, in order to expand the variety and scope of business, increase business volume, so as to give full play to the postal network's economies of scale and realize the sustainable development of the postal sector [6]. The characteristics of modern post include modernization of technology, diversification of services, integration of "three streams", corporate operation, and network globalization.

3. PEST Analysis of China Post Modernization

Regarding the policy environment, the Ministry of Commerce of the People's Republic of China issued the "Guiding Opinions on the Establishment of National E-Commerce Demonstration Bases" on December 30, 2011. The content of the article proposes that as of the end of the "Twelfth Five-Year Plan" period, a national to approve national-level e-commerce demonstration bases to promote the development of scale, standardization and industrialization of China's e-commerce service industry. A few days ago, the e-commerce "Twelfth Five-Year Plan" jointly formulated by the National Development and Reform Commission and other ministries and commissions led by the Ministry of Industry and Information Technology has been completed. E-commerce has been included as an important part of the emerging national strategic industries and will be supported by key support. Further promoted, traditional enterprises such as commerce and logistics, transportation and tourism services will deepen the application of e-commerce. The party and the country attach great importance to postal reform and development. The work of "agriculture, rural areas and farmers" in postal services has been highly praised by the central leadership. The policy environment for the development of the postal industry has unprecedented advantages. Take Chongqing as an example. As a municipality directly under the Central Government, under the instructions of the Party Central Committee, the State Council, and the municipal party committee and the municipal government's deployment of the "one body and two wings" economic development strategy, economic growth will be stronger, especially the strategic

layout of vigorously developing the service industry. Further stimulate e-commerce market demand. In the recent 13th Five-Year Plan for the national postal industry jointly issued by the State Post Bureau, the National Development and Reform Commission, and the Ministry of Transport, Chongqing has been listed as an air express hub and a specialized express logistics park, and will receive strong policy support.

In terms of economic environment, on March 8, 2012, China E-commerce Research Center released the "Annual China E-commerce Market Data Monitoring Report". According to the report, the transaction volume of China's e-commerce market in 2011 reached 6 trillion yuan. Compared with the same period last year, it increased by 33%. Among them, the B2B e-commerce transaction volume reached 4.9 trillion yuan, a year-on-year increase of 29%, and the online retail market transaction scale was 349.3 billion yuan. According to relevant monitoring data, as of the end of 2011, my country's e-commerce service enterprises reached 10,500, a year-on-year increase of 14%, and the online retail market transaction scale exceeded 800 billion yuan and reached 801.9 billion yuan, a year-on-year increase of 56%. The market's demand for postal services is growing, and it is showing a diversified and multi-level situation. The new postal business has shown broad market prospects and demand is growing rapidly. The express mail service has become a service widely used by the society due to its unique time limit advantage and the combination of information and physical delivery. As an effective method for enterprises to develop the market, advertising letters have attracted the attention of more and more business operators. Commercial parcel and mail order business provide convenient conditions for companies to promote products and for the masses to purchase commodities, showing good development prospects. From an overall point of view, the huge potential for postal demand in the market is gradually being triggered, forming a realistic and strong demand.

In terms of the social environment, China's social credit system is not yet complete. In e-commerce transactions, contract fraud and false transactions that infringe on the legitimate rights and interests of consumers frequently occur, which triggers a credit crisis in e-commerce. As a large state-owned enterprise with a history of more than 100 years, China Post has long been deeply rooted in its brand and reputation. This is a very valuable intangible asset and is the biggest advantage of the postal business that differentiates it from enterprises. With the continuous maturity of my country's e-commerce, the pattern of market demand for postal services has undergone profound changes. Private capital has accelerated its entry into the postal market, corporate mergers and reorganizations have intensified, and industrial concentration will further increase. Relying on e-commerce, private express delivery has achieved rapid development, and as the forerunner of the delivery business, the postal service has fallen far behind. Many companies have been established in the society to operate the same kind of business as the postal service. These companies have flexible operating mechanisms, advanced technical means, and relatively high level of service. They have attracted a large number of users. The parcel business is under great pressure. Postal enterprises not only face fierce competition in the postal service market, but also face fierce competition in the financial market. Although postal savings have maintained a relatively rapid development rate for many consecutive years, with the expansion of commercial bank outlets, the application of advanced technology and the improvement of operating services, postal savings business has become more and more difficult to operate. With the substantial expansion of urban basic network bandwidth, more and more companies will use the Internet to push advertisements. Due to the rich expression of Internet advertising and precise marketing for customers, the impact on the advertising business letter business in the form of paper letters or monographs will not be underestimated. In terms of newspaper business, with the development of new media, various newspapers and magazines have launched electronic editions. WeChat and Weibo have made

all kinds of information interaction more timely, and traditional postal newspaper business has been shrinking.

In terms of technical environment, after years of development, China's postal services have already possessed a certain network scale and technical level. However, in the face of challenges and pressures from various quarters, there is still a big gap compared with the requirements of the market economy and modern postal services. . From the perspective of the capacity and technical composition of the postal communication network, the mail transportation capacity, especially the autonomous transportation capacity, is still weak, and the express network has not yet formed a scale; the mail processing methods are still backward, and the sorting, loading and unloading links still use manual operations. The construction of the postal integrated computer network also needs to be further improved; of course, there are still problems such as bloated postal institutions, low efficiency, unclear division of labor, unclear job responsibilities, and coexistence of hectic and idleness.

4. China Post Modernization Reform and Optimization Measures

4.1. Integrating Resources to Form a Postal Industry Chain

The post itself has the advantages of capital flow, information flow, and physical logistics. This advantage can best develop e-commerce business, but today after the postal reform, the resources of Postal Savings Bank, postal express logistics and postal companies have not been realized. Effective integration, all services of the postal company's e-commerce platform, such as Ule, SMS, and ticket agency services, have not been effectively integrated with traditional postal services, and they are all in a single-handed state without forming an effective whole. To realize the transformation and development of traditional postal services, it is necessary to develop modern post with e-commerce thinking, integrate existing postal resources, and form a strong industrial chain

4.2. Innovative Models to Build a Perfect Service Platform

1) Transform the integrated service platform

Build a comprehensive postal service platform with strong competitiveness, develop postal platform economy, realize the transformation and development of postal business, transform the existing postal e-commerce platform, carry out the overall design of the e-commerce website, and build the postal e-commerce platform into an integrated postal delivery service , O2O (online-to-offline) enterprise merchant marketing services and differentiated postal financial services in one platform, not just limited to the current scattered services such as Ule, SMS and ticketing services.

2) Improve the postal express delivery platform

Its most basic and important task is to build the most competitive postal delivery service platform. On this platform, it can provide B2B, B2C, C2B and many other delivery services for various service targets such as government, enterprises, and consumers. The first is to provide enterprises with integrated warehousing, logistics and distribution solutions to realize all functions such as warehousing, packaging, and distribution; the second is to attach importance to the new development trend of business models, timely feedback the individual needs of consumers, and attach importance to the development of mass customization and individuality B2C and C2B business triggered by customized customization.

4.3. Optimize Network Layout and Capital Construction Investment

1) Speed up infrastructure construction and optimize network layout

The postal infrastructure and network are the foundation and carrier of the development of the modern postal industry, and are directly related to the development of the postal industry. It is

necessary to take human development needs and economic development needs as a foothold, guide the improvement of government functions, and aim at the integrated development of urban and rural areas, improve the postal infrastructure investment guarantee mechanism, and accelerate the construction of urban and rural postal and express delivery infrastructure.

2) Improve talent capital and cultivate professional talents

Professional talents are very scarce for China Post to take the path of e-commerce development. In terms of talent team building, on the one hand, it can be introduced from outside and cooperate with major universities in talent training projects; on the other hand, it needs to be cultivated within the system. An e-commerce college of the national postal system can be established at the group level to conduct case teaching by collecting successful and failed e-commerce cases at home and abroad. It can also be used as an internal business exchange platform for the postal system, specifically responsible for the training of e-commerce talents in China Post. In this process, we should not only pay attention to the training of technical personnel, network support personnel, and network construction personnel, but also pay attention to the business training of front desk sales personnel, customer service personnel, and full-time marketing personnel.

3) Increase investment in research and development, promote standardization, informatization, and automation

Speed up the establishment of an advanced, applicable and integrated postal standardization system. The focus is to speed up the adjustment and revision of existing postal standards in accordance with changes in market demand, and formulate general technical standards and postal service standards. Encourage local governments to formulate local postal standards that are in line with local conditions, and promote the standardized and standardized development of the postal industry. It is necessary to strengthen the construction of the postal universal service information network and the express information network, accelerate the application of information technology and Internet of Things and other related technologies in the postal industry, encourage enterprises to use modern information technology and equipment, transform traditional businesses, develop new businesses, and enhance development capabilities. Guide postal companies and express companies to increase investment in production and processing equipment and automatic sorting equipment, strengthen independent research and development capabilities for postal automation equipment, break through core key technologies, get rid of China's postal automation equipment relying on foreign imports, and realize the localization of postal automation equipment manufacturing industry.

4.4. Build a Complete Postal Service Systems

1) Establish a customer service system and improve the protection mechanism for customer complaints

In order to ensure that customers can conveniently and effectively communicate with the logistics department and ensure that they receive good services, postal logistics must establish a complete customer service system. Modern postal enterprises must realize the transformation from "locking in business" to "locking in customers", do everything possible to expand the scale of customer groups, expand postal business based on customer needs, innovate business types, deeply explore the value of customer life, and customize personalized and long-term customization for customers, Comprehensive marketing services to achieve in-depth development and comprehensive marketing. Establish a quick response mechanism and supervision and evaluation methods for handling customer complaints, treat customer complaints seriously, ensure that each complaint is implemented and each complaint is answered, and the problems are solved in earnest.

2) Provide high-quality personalized postal services

The essence of the post is service, and high-quality and efficient service is the eternal theme of postal enterprise development. Improving service quality and establishing a good social image are the long-term strategic tasks of the post. China Post is in a period of vigorous development. China Post should learn and learn from advanced service marketing concepts, improve modern postal formats, and vigorously develop various new postal services.

3) Promote the process of internationalization

Under the trend of economic globalization, facing the growing demand for productive postal services arising from the international division of labor, it is necessary to promote postal companies and large domestic express companies to actively "go global", in a larger scope, broader fields, and higher levels. Participate in international postal competition, cooperation and development.

4.5. Support and Encourage Local E-commerce Exploration

Although China Post has the advantage of a nationwide network, in terms of e-commerce development, due to the inflexible system and mechanism, it is difficult to implement full-scale and efficient e-commerce business development under the current mechanism. Regional economic differences between provinces and regional postal services different structural development are the biggest stumbling block to the promotion of the whole network. Therefore, the postal service can make explorations into small ones, allowing provincial bureaus and municipal bureaus to combine local characteristic economic resources to explore e-commerce based on local economic conditions.

4.6. Promote Sustainable and Green Postal Operations

In the context of global climate change and increasing resource and environmental constraints, the sustainable development of the postal industry has become the focus of attention. My country's modern postal industry must take the transformation of the development mode as the main line, with environmental protection and high efficiency as the goal, and promotes the green and low-carbon development of the postal industry. Optimize postal business processes, reengineer business processes, reduce unnecessary business links, reduce costs, and improve postal efficiency; vigorously promote new green post management models, and encourage postal companies and express companies to actively develop and adopt green logistics technologies and adopt environmentally friendly transportation vehicles, Reduce carbon emissions, implement green transportation, green storage management, and green distribution and packaging, and promote the development of green post; use energy-saving and environmental protection equipment and systems in mail processing and tracking to save fuel and increase the use of renewable energy.

5. Summary

The unlimited market potential and development prospects of e-commerce are indeed gratifying, but credit and logistics systems are still two major bottlenecks in the development of e-commerce in my country. The environment of e-commerce provides a good opportunity and a stage for modern postal services in China, which is reforming and seeking faster development. At the same time, modern postal services are also facing huge challenges. It is imperative to fully integrate postal resources, put forward suggestions for strategic development, and comprehensively enhance the core competitiveness of China Post's express logistics.

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