

# Research on Supply Chain Finance Model Based on E-commerce Platform

Yibo Wang<sup>1, a, \*</sup>

<sup>1</sup>Zhengzhou University, Zhengzhou, 450000, China

<sup>a</sup>164659487@qq.com

\*Corresponding author: 164659487@qq.com

**Keywords:** E-commerce platform; supply chain finance; positioning; benefit; efficiency; Jingdong

**Abstract:** Supply chain finance for e-commerce platforms is a model of scientific system, high efficiency, low risk and low cost. The market's growing demand for it has prompted the continued development of online supply chain finance. This article analyzes the three aspects of supply chain positioning, efficiency and efficiency, and takes Jingdong's supply chain financial model as an example to start a discussion.

## 1. Introduction

The supply chain finance of the e-commerce platform balances the relationship between the main body networks and coordinates the interaction and cooperation between enterprises. This kind of cooperative relationship can not only improve the operating efficiency of the entire company, but also reduce the costs required by the supply chain. In a market environment with high demand and rapid changes, the process efficiency of the industrial chain and a sound system have become more important. Therefore, upstream and downstream enterprises need to integrate different organizational systems and coordinate innovation to adapt to the rapid development of e-commerce, an emerging industry.

## 2. Analysis of the supply chain positioning of e-commerce platform

How to correctly grasp customer value and customer demand is the core of the supply chain. There is a big difference between the two.

For example, customer value is the basic supply chain, and its focus lies on the attributes of the product, the utility of the attributes, and the expected results. However, customer demand is a basic operation, and its transaction focus is only on the attributes of the product. The customer value-based supply chain emphasizes the customer's attribute utility and expectations. The transaction form is to provide customers with high-quality products that can satisfy their inner true desires.

Supply chain management provides integrated services, including high-quality services, management activities, overall process design, and production and operation management services that customers require. Although the customer is a passive object in the supplier's business activities, the model jointly proposed by Van der Haar and Onno indicates that the customer is not only a supplier's service object, but an active participant. The two have built a valuable model of the supply chain in communication, exchange and interaction. Based on customer value, a radial chain network is formed, which is a system with both static structure and dynamic connection. As the core of the supply chain, customer value forms the adaptability of its system.

## 3. The supply chain benefit analysis of e-commerce platform

The supply chain business model focuses on how to construct, manage and maintain the host-object network. If these aspects are not well implemented, it will be difficult to realize customer value and even threaten the interests of interested parties. On the contrary, between the body network, through the message sharing of the object network, coordination and cooperation, the

risk of the development of the new period of the supply chain can be lowered, and its power can be stimulated. To build a good business ecology, you can start with the following four aspects:

(1). Enhance the interaction between supply chain organizers or network coordinators (service integrators) and customers. Through the communication and exchange between the two, the integration and concentration of value demands are realized.

(2). Enhance the relationship and interaction between service integrators and micro-professional service providers. As a unit in the supply chain, micro-professional service providers provide capabilities and knowledge for a specific link, but they cannot satisfy customers' comprehensive demands. And service integrators can provide a dynamic network to achieve overall value.

(3). Enhance the relationship and interaction between micro professional service providers and customers. The interaction between micro professional service providers and customers can provide customers with a good service experience. So as to improve its operating efficiency in unique Lingyu.

(4). Enhance the interaction between social stakeholders and customers. Customers can act on social stakeholders and help them adapt to the complex market environment, thereby enhancing the realization of value. Second, the social stakeholders exercise their rights and roles to enable customers to discover potential risks, so as to make them meet the needs of micro-professional service

Just relying on platforms that connect different economic entities or stakeholders is not enough to realize customer value. It is also necessary to start with the operation link and build a network of interactive objects between the subject and the object. Only the mutual support and information interaction between the host and object networks can play the real role of the two.

Object network is divided into decision-making network platform and information system platform. The former contributes to the internal decision-making of the enterprise and the external decision-making of the industry. The S&OP system and the CPFR system are among the supply chain systems that play an important role. S&OP is the sales and operation planning matching system, which is an overall planning process involving all levels of the company, enabling the integration and coordination of decision-making in various departments of the enterprise. The CPFR system is a breakthrough business model based on industry external decision-making. It can achieve coordinated management planning among supply chain partners of retailers, transporters, wholesalers, and manufacturers. This is an innovative supply chain system that changes the form of a single, decentralized enterprise in the past.

The network system of another information system platform depends on and interacts with the decision-making platform system to work together to coordinate the development of the supply chain. ERP, ISCM, CRM are the core systems it contains. ERP (Enterprise Resource Planning) relies on the rapid development of computer technology, expanding the scope of management information systems and deriving multiple management functions. CRM is contact management. Through the sharing of customer information, all operational links within the enterprise can be operated efficiently. ISCM (Integrated Supply Chain Management) is an innovative management model for information transmission, coordination and communication, and technological innovation between core enterprises and suppliers, vendors, and users. Providers.

On the basis of constructing the network of subject and object, the supply chain also needs good management to maintain the network in order to realize the benefits of the supply chain. The most effective way is to use big data. Its huge scale can be processed and analyzed by computers to help business operators make decisions in line with market trends. For example, the carrier's transportation and distribution routes, driver turnover, manufacturer's production fluctuations, retailer customer sentiment data, etc.

#### **4. Supply chain efficiency analysis of e-commerce platform**

Supply chain finance enables companies to improve the efficiency of their production activities, such as financing, repayment and other approval times have been greatly shortened. Information sharing among supply chain enterprises, logistics supervision companies and banks reduces their

risks. Upstream and downstream enterprises can arrange various business activities more reasonably, logistics supervision companies can also realize the unified online management of decentralized locations across the country, and banks can control the dynamic development of collaterals in real time.

In addition, the online supply chain financial system not only reduces the cost of information screening of banks, but also reduces the operating costs of all links. The integration and coordination of the internal and external e-commerce platform companies have also achieved coordinated development on the supply chain.

Taking Jingdong as an example, Liu Qiangdong and his team have been pursuing the improvement of the efficiency of the supply chain, closely connecting manufacturers and consumers, and maximizing the convenience of production, circulation and sales. Its product "Jingdong Baitiao" is targeted at young people, and its efficient operation makes it move from online to mobile, and it covers many aspects of renting, tourism, decoration, education, wedding and other fields, becoming an innovative model of the industry.

"Jingbao"'s three-minute financing to account business is also a reflection of its operational efficiency. JD.com launched this fast financing in response to the demand for efficient and fast internet. The supplier is difficult to expand the scale under the constraints of the capital bottleneck, so Beijing Baobei uses its own funds to enable Jingdong suppliers to obtain financing directly from the financial data. The entire process can be completed within three minutes without guarantee. Effectively improve the enterprise's capital operation efficiency.

The efficiency of the supply chain still has a lot of room for improvement. By solving the following problems, it can break through the limitations and obstacles it currently faces.

(1). Unified commodity coding. my country's small and medium-sized enterprises directly connect with banks through a complete information system, unify commodity coding, and enable each process of the supply chain to operate efficiently.

(2). Build an operating platform. Online supply chain financial services need to connect the EPR system of the buyer and seller and the bank's e-commerce platform. This requires the banks to establish a unified operating system to realize the interaction and coordination of all parties in the supply chain.

(3). Improve the authenticity of the information. Each enterprise in the supply chain should strengthen the security of information transmission and increase the intensity of network security supervision of information applications. The government should also introduce corresponding policies to crack down on illegal and criminal acts of information security on the Internet.

(4). Reduce the operational risk of banks. Train relevant business personnel to enhance their comprehensive business quality. Thereby improving the data processing capabilities of bank staff and online supply chain SMEs.

## 5. Conclusion

As an innovative financial model, the supply chain business model enables upstream and downstream enterprises to realize financing services through more convenient means. The interdependence and complementarity between enterprises and enterprises, technology and technology, and industrial systems have the value characteristics of collaborative specialization and collaborative innovation. Through supply chain management, existing resources can be better allocated to supplement and expand business models.

## References

- [1] Li Linfeng. A review of online supply chain finance research[J]. Coal Economic Research, 2016, (02): 30-32
- [2] Xia Yonggang. Online Supply Chain Finance Financing Model and Risk Analysis——Based on B2C E-commerce Perspective[J]. SME Management and Technology (Mid-Term), 2017, (04): 46-47