

Exploration of enterprise supply chain and Its Management under Marketing Perspective

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Abstract. Nowadays, market competition is not just pure competition among various enterprises, but supply chain management competition in market economy. Since new changes are taking place in market competition, supply chain management development should be enhanced continuously. So, giving great impetus to supply chain management can boost in-depth implementation of marketing work and then drive sustainable development of the enterprise. This paper sets forth enterprise supply chain under marketing perspective, discusses the important value of supply chain management for enterprise marketing and proposes several countermeasures to enhance supply chain management under marketing perspective.

Introduction

Under socialist market economy with Chinese characteristics, enterprise competitiveness plays a great role for enterprise survival and development. To practically drive enterprises to gain new development, it is very urgent to enhance enterprise management ability. An enterprise cannot be separated from economic activities in order to gain development. In this way, supply chain emerges in enterprise management course, which lays a favorable foundation for better development of the enterprise. Supply chain management means an enterprise applies feed-forward information flow, feedback material flow and information flow to connect supply, manufacturing, distribution, retail and terminal customers as a whole. It overall applies all kinds of achievements of modern information technology in order to provide higher-end services for customers through marketing ability and then comprehensively meet customers' individual needs.

Overview of enterprise supply chain under marketing perspective

In current market economy system, enterprises mainly depend on marketing and cooperation to achieve development. Thus, a complete supply chain appears in enterprise development course. This paper analyzes the supply chain under marketing perspective. During a complete enterprise supply chain, a very important part is the customers of the enterprise. This means enterprise supply chain competition is deemed as contention for customers. Thus, total management of enterprise consumers can ensure quality of enterprise supply chain management and drive better development of supply chain management. Enterprise supply chain should focus on economic interest to overall control information, logistics and funds so as to achieve production, processing and sales in supply chain and form a new mode of product marketing network. For marketing perspective, this paper overall analyzes market economy in the development process of market economy. In present market economy, supply chain cannot emerge once there is short of enterprises with competitiveness as the core. Each enterprise in the supply chain acts as different roles, so enterprises play a very important role in the supply chain. Considering competitions of different supply chains become increasingly fierce, current market competition has turned into the terminal of supply chain, i.e. competition for consumers.

Based on marketing perspective, supply chain mainly consists of supply, manufacturing, and marketing enterprises as well as customers. The supply chain often forms based on the principle of mutual benefit, win-win and equality. For marketing perspective, the great significance of supply chain is reflected in the following three aspects: 1) the reason why supply chain can form is that all members have the same customers and consumers; the relation among members is not just

supply-demand relationship, but also can be understood as cooperation relation; 2) not just do value chain, supply and demand chain exist in the supply chain; all members are active and willing to generate the supply chain; 3) the members in the supply chain are equal and value chain, so no core enterprise leads the supply chain to implement marketing activity under the supply chain. Through analysis of development status of China's market economy, it is found that China's market economic mechanism is developing and changing continuously. In a bid to accelerate acquisition of new development, enterprise supply chain management should be practically enhanced based on marketing in market economy so as to improve enterprise strength.

Important value of supply chain management on enterprise marketing

Firstly, information advantage. Information is a very important resource for an enterprise. The proposal of information resources pays attention to improving information mastery degree, utilizing mastery degree more rationally and putting forward rational handling methods. Under the information precondition, it is required to intensify information sharing with different enterprises on the basis of business synchronization and creating supply chain management partnership. In this way, upstream enterprises in supply chain management can apply downstream firms to gain various kinds of demand information in a timely and accurate way. After specific market changes are known comprehensively, enterprises should precisely handle information fast, and design readily marketable products according to specific market changes so as to improve marketing advantage and better seize the market.

Secondly, cost advantage. Enterprises can gain competition advantage completely through keeping on controlling and reducing operating cost. The enterprises implementing supply chain management will certainly own more significant cost advantage. The enterprises carrying out supply chain management can apply corresponding quantity and quality to offer rational goods at rational time and address. Punctual purchase can not just reduce inventory, but also can increase inventory turnover force and practically shorten lead time of delivery so as to improve fund utilization rate and product quality. This can not merely retain customers, but also reduce bad debt rate and fund withdrawal rate. All the above benefit from effective control of accounting cost, integration and integrative supply chain development and practical enhancement of cooperation of each interested party so as to make sure each product production link can reduce to the largest extent.

Thirdly, distribution channel advantage. Enterprises should not just apply rational price to better meet customers, but also provide products for customers in a more convenient form. Supply chain management should not only help production enterprises gain rational distribution approaches. Enterprise supply chain management based on information can not just let enterprises overall know customers' rational demand and make accurate decisions, but also let enterprises apply information sharing to achieve resource sharing among each distribution channel so as to make sure enterprises can make faster response to customers' demand. All members of supply chain management have close interest relations and have established rational partnership, so enterprises can be facilitated to manage distribution channels.

Fourthly, target market advantage. Previous market segmentation is difficult to continue to implement due to the limit of profitability. This will limit individuation of customers' individuation demand. Besides, with great development of modern information technology and production technology, many customized goods can come true, and large-scale customization-based marketing development can be driven. Modern information technology can let enterprises understand customers' demand in a larger scope and even global scope. This needs to implement reverse market segmentation in many individual customers so as to guarantee achievements of scale effect. More advanced production technology should be applied to implement process reengineering and product modular design so as to drive flexible production. This requires implementation of effective connection between customized production and low cost according to individual demand so as to make sure enterprises can meet individual requirements of customers at a relatively low cost, provide higher-end and more rational value for target customers.

Several countermeasures to enhance enterprise supply chain management under marketing perspective

To practically alter management philosophy and implement supply chain management. To implement supply chain management, enterprises should not just change management thought, but also innovate in management philosophy. Firstly, supply chain management urgently needs to stress the company as the object and center. In traditional sense, management thought mainly takes specific organization as the object of study. In this way, management boundary is difficult to surpass the scope of organization. In other words, as long as enterprises manage themselves well, this means they have gained management effect. However, under supply chain management, the standard to judge management performance is not the economic benefit in supply chain, but complete supply chain performance. In other words, even if economic benefit of an enterprise declines, once the whole supply chain performance improves, it is active. Thus, the enterprises based on supply chain management must own global awareness. Secondly, supply chain management urgently requires enterprises to own cooperative management thought. In traditional sense, management theory attaches great importance to competition. However, the enterprises under supply chain management do not own competition relationship, but also have cooperation relationship. Resource complementation is needed in product research, development, manufacturing, operation and sales etc. Thirdly, supply chain management urgently requires enterprises to own process thought and practically alter previous thought which pays much attention to specialized division of labor. Traditional management philosophy holds that specialized division of labor is very efficient, which results in extremely prominent department segmentation and department closure. Based on supply chain management, the emphasis of enterprise management alters from original labor division management to process management. Fourthly, supply chain management urgently requires enterprises to stress core competitiveness strategy. Regardless of participants and integrators in supply chain management, core competitiveness generated by the enterprise advantage forms based on cooperation with others.

To rationally improve business process to explore correlation among enterprises. Integration is one of significant modes of economic development. The reason for integration lies in applying various resources more efficiently. The major aim is to construct a brand-new system. The key point of implementing supply chain management is to prove into correlation modes of enterprises. Supply chain management is different from enterprise group management. Each member enterprise in enterprise group has close relation, but this relation is organized due to capital or benefit bond. It is not in the same service chain. A significant difference between supply chain management and enterprise group management is that the former only has one final customer, but the latter owns numerous final customers. Hence, supply chain management must practically alter the mode of making efforts to develop enterprise group and develop close relation with other enterprises from strategic perspective. During analyzing business relation strategy, enterprises must carefully analyze the supply chain where they are, specify overall composition in the supply chain and their position in the supply chain, push up terminal retail enterprises as the orientation till raw material supply link. Important relations which can be developed at present include two types: 1) single function relationship among various enterprises, such as development chain composed of this enterprise, other enterprises and research institution in research and development of new product; 2) the supply chain formed with the carrier of fashionable strategic alliances or virtual enterprises must be of vertical relation, i.e. the supply chain is constructed by upstream and downstream enterprises in supply, production and sale links.

To develop modern information technology and create important foundation of supply chain management. Management form in traditional sense is limited to the internal of an enterprise. The reason is that different enterprises lack effective information network. Once the number of affiliated enterprises is large and the regions are scattered, it is impossible to develop supply chain. At present, information technology provides corresponding guarantee for application and development of enterprise supply chain management. Firstly, data electronization. All documents of enterprises under modern information technology can be electronized. This effectively reduces information processing

cost and boosts timeliness. Secondly, real-time information. Enterprises under supply chain management must strictly keep information communication. No matter what position an enterprise is in the supply chain, information acquisition should keep synchronous with formation occurrence, or else flexibility and effectiveness of supply chain management cannot be ensured. Finally, management networking. Modern network technology is a very significant precondition for maintaining enterprise organization network. As for enterprise form, supply chain should keep independence of each enterprise. The correlation is actually constructed through network. Various enterprises in China must pay high attention to basic information construction, continuously expand information development network, develop more mature information system according to supply chain management needs and continuously improve informatization ability.

Conclusion

In conclusion, since market competitions tend to be increasingly fierce, enterprise competitions are also intensified. In view of this, to let enterprises better develop in market competitions and improve economic benefit, enterprise supply chain management should be enhanced. At the level of marketing management, sustainable development of enterprises should be explored to form rational supply chain management countermeasure, promote economic benefit of enterprises faster and drive the enterprise to achieve better and faster development.

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