

Research on the Development of Green Logistics in Deppon Company

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Abstract

Modern logistics has promoted economic development and social progress. At the same time, it is also facing the increasingly prominent contradiction between the limited resources and unlimited human needs. With the development of traditional logistics, the problem of resource reduction and environmental pollution has gradually become an important target for the future development of the logistics industry. Looking at the historical process of the development of the logistics industry, green logistics has emerged in modern logistics, paying attention to the adoption of new materials and the development of new technologies, emphasising the overall and long-term interests, which is not only conducive to the protection of the environment but also promotes the sustainable development of the global economy with a brand-new logistics form. Based on the development status of green logistics in Deppon Company, this paper finds that there are some problems in the construction process of green logistics system in Deppon. It is urgent to put forward effective methods to promote green logistics development from the perspective of enterprises.

Keywords

Green logistics, Sustainable development, Cleaning technology.

1. INTRODUCTION

Traditional logistics ignores environmental protection when developing economy, but behind the appearance of the economic prosperity of logistics industry lies the urgent problems of environmental pollution and waste of resources. Under this background, green logistics was born. The concept of green logistics emerged in 1990, revealing the inevitable trend that the extensive logistics mode will eventually be replaced by a sustainable green logistics system in the development of modern logistics. While meeting people's logistics needs, the logistics industry not only needs to continuously update modern logistics technology to reduce operating costs, but also needs to make full use of resources to achieve maximum purification of the logistics environment. Strengthening environmental management and supervision in each link of the logistics process can effectively solve the disadvantages of traditional logistics development and achieve the coexistence of environmental protection and economic development.

2. BASIC CONCEPT, CHARACTERISTICS AND CONNOTATION OF GREEN LOGISTICS

2.1. Basic Concept

Green logistics mainly refers to the application of green environmental protection technology and process in the whole logistics operation process to limit the adverse impact on the environment to the greatest extent. It includes control of logistics cost, greening of logistics transportation process, circulation and high efficiency of logistics management, etc. It is an ecological logistics, aiming at energy conservation and emission reduction. It includes not only the greening of the process from the acquisition of raw materials, product production, packaging, transportation, storage to delivery to the end-users, but also the greening of waste recovery and treatment [1].

2.2. Characteristics of Green Logistics

Compared with traditional logistics, green logistics has obvious characteristics in four aspects:

1.Theoretical basis

It mainly includes sustainable development theory, ecological economics theory, circular economy theory and ecological ethics theory. Compared with traditional logistics, it has a broader theoretical basis.

2.Subject of behaviour

This includes not only professional logistics enterprises, manufacturing enterprises and distribution enterprises in the product supply chain, but also different levels of government and logistics administrative departments. Green logistics has more actors.

3.Scope of activities

Apart from the greening of commodity production, it also includes the greening of logistics operation links and the whole process of logistics management. Compared with traditional logistics, green logistics has a wider range of activities.

4.Ultimate goal

Sustainable development is the ultimate goal of green logistics. Achieving this goal requires the participants in logistics activities to take into account the unity of economic interests, social interests and environmental interests [2].

2.3. Connotation of Green Logistics

The construction of green economy circulation system needs to start from three aspects of green logistics, green consumption and green production, which all reflect the inevitable requirement of the development of logistics industry to coordinate with the natural environment. The connotation of green logistics mainly covers the following five aspects:

1.Intensive resources

To reduce unnecessary energy consumption, enterprises should optimize the allocation of resources based on integrating existing resources and pay attention to the full use of logistics resources.

2.Green transportation

Exhaust emissions caused by fuel consumption in traditional transportation will seriously affect air quality, while green transportation can reduce environmental pollution and promote sustainable development by scientifically planning transportation routes, increasing vehicle loading rate, using clean fuels and other measures.

3.Green storage

The location of the warehouse and the utilisation of the warehouse are two aspects that should be paid attention to in the implementation of green storage. To save the transportation cost, the warehouse location should be reasonably selected, and to reduce the storage cost, the utilisation of storage area should be maximized.

4.Green packaging

Starting from two aspects of material selection and packaging scale, the use of environmentally friendly materials and the implementation of streamlined packaging are conducive to reducing packaging waste and avoiding the occurrence of repeated packaging problems.

5.Waste material logistics

Waste logistics refers to the flow of goods that have lost their original value in economic activities and are collected, classified, processed, packaged, transported, stored, etc. according to actual needs and sent to special treatment sites. How to reasonably recycle waste articles or realise the maximum possible reuse is of great significance for enterprises to reduce operating costs and expand profit space, thus it has been paid more and more attention by many logistics enterprises [3].

3. THE CURRENT LOGISTICS SITUATION IN DEPPON

3.1.Main Products

Deppon Express devotes itself to planning and reforming the product structure with the concept of sustainable development, selecting appropriate packaging according to the characteristics of different customers' goods, and creating many products that conform to the concept of green logistics development. Deppon's main products include the following five categories:

1.3.60 special weight parts

Providing single piece express delivery service for large items of 3kg to 60kg, adopting the first repeated quotation, "free upstairs within 40kg" and "package delivery within 60kg (excluding upstairs)" are the two major features of this product.

2.3.60 special items

The weight range of the goods is 3kg-30kg. It is a high-quality express delivery product that provides convenient and efficient service to customers by virtue of an efficient intermodal network.

3.Standard express

When the weight of the goods is less than 3kg, standard express delivery is the most suitable product for customers. Due to its standardized pricing and standard operating procedures, customers can enjoy professional and reliable products with high price/performance ratio.

4.E-commerce is honored

E-commerce customers generally choose exclusive express service, convenient and safe operation process to provide customers with high-quality express service in the industry.

5.Re-package to home

New products for large packages meet the needs of large and small customers. The weight of each piece delivered is within 130kg. Large packages can be delivered upstairs.

3.2. The Operation Process of Deppon Logistics

Deppon Express mainly develops domestic logistics, but foreign businesses also account for a large part. Speeding up the construction of a green logistics system has environmental protection significance of improving energy utilisation rate and protecting the environment.

Promoting green logistics can strengthen economic globalization and expand overseas business. The operation and development process of Deppon Logistics Company has certain standardisation. After years of operation, a set of streamlined and efficient logistics operation process has been explored. Tracking and researching the whole process of customers from placing orders to signing, paying attention to the efficient transportation of goods, and to a certain extent achieving the goal of saving human and property resources, its operation process includes:

1.Place an order

Customers can call 95533 customer service number or pay attention to WeChat public number of the enterprise to place an order, then inform customer service or fill in relevant information such as the nature of the goods and the address of receipt and delivery, and at the same time determine whether it is necessary to pick up the goods at home or whether the customer can deliver the goods at the business outlets independently.

2.Transport to business hall

When the customer's goods are already in the business department, the staff of the business department need to verify the number of pieces, weight, destination and other information and then supplement the contents of the waybill to complete the consignment procedures.

3.Transport

The workers loaded and unloaded the assembled goods onto the vehicle and then transported them to the outfield.

4.Pick up goods

Outfield workers pick up the goods separately and stow them in transport vehicles to various regions of the destination.

5.Delivered to the sales department

After many transshipments, the logistics staff will pick up the goods and deliver them to the regional business department.

6.Deliver goods to/take delivery of goods independently

After the goods arrive at the final business department, the clerk will call or send a text message to inform the consignee. If so, the staff must check valid certificates such as ID cards. If the goods need to be delivered, the staff will call the consignee to make an appointment to deliver them in advance.

7.Receiving and signing

After the consignee unpacks and checks the goods to confirm that the goods are normal and signs, Deppon Logistics ERP system automatically sends a short message to inform the consignor that the logistics order has been completed.

3.3. Green Logistics Action of Deppon Company

To achieve the goal of coordinated development of population, resources and environment, various governments have issued a series of environmental protection laws and regulations. Deppon logistics enterprises are gradually constructing the corresponding green logistics system to reduce the operating risks, which is also an effective way to save the operating costs of enterprises and improve customer satisfaction. The implementation of green logistics can enable Deppon Express to win the recognition and trust of consumers and enhance the company's popularity and influence. Promoting the greening of logistics can reduce logistics costs and environmental risks that may be caused by logistics activities, and enhance the competitiveness of Deppon Express in the logistics industry market. Typical green actions of Deppon Express include:

1. Advocate the concept of sustainable development

In response to the slogan of developing green logistics and following the sustainable development concept of "environmental protection, ecology and green", Deppon Company is committed to fulfilling its social responsibilities while realizing the company's economic benefits through various methods such as mode innovation, technical assistance and material purification.

2. Use recycled tyres

In 2008, Deppon company tested the renewable tires that can be reused. In 2012, it carried out unified purchase and promotion, and successively promoted the use of renewable tires in many first-tier cities such as Beijing Shanghai Guangdong Shenzhen, etc., saving the cost of material procurement.

3. Provide individual electronic products

Deppon has always advocated the use of science and technology to purify the environment. In May 2017, Deppon officially launched individual electronic face sheets to promote electronic face sheets to replace traditional paper face sheets. The improvement of billing efficiency and the reduction of single bill cost have reached the goal of energy conservation and consumption reduction to a certain extent.

4. The first multi-layer stereo sorting system

In 2017, Deppon Express pioneered the industry's first multi-layer three-dimensional sorting system capable of merging large and small pieces. After taking measures such as steel platform height, loading and unloading at the same parking space, and loading and unloading at the same time, the circulation efficiency in the yard has been improved. Expanding the application scope in the later period is of great significance for shortening the running time of the whole network and stabilising the foundation of Deppon's large express market.

5. Cooperate with high-tech enterprises to develop intelligent logistics

In July 2018, Deppon Express signed cooperation agreements with Huawei, Tencent, iFLYTEK and other enterprises to improve the operation efficiency of the company through the introduction of high technology. The introduction of Huawei's cloud service provides new technical support for automatic identification of express delivery document information, backup data and network transmission information. The introduction of OCR optical character recognition technology directly converts the text content on express delivery documents into editable text, thus improving the efficiency of data warehousing. The continuous introduction of first-class cloud computing capability helps Deppon Express optimize its route and allocate vehicles rationally, thus greatly reducing the transit time of customers' goods.

6. Invest in public welfare undertakings and use logistics to reduce old clothes and garbage

Irregular incineration of used clothes will produce harmful gases that pollute the air, but data show that compared with the huge stock and increment, the reuse rate of used clothes is less than 1%. In January 2019, Deppon Express jointly launched an old clothes donation campaign with idle fish executives, collecting old clothes from customers and processing them into gloves for delivery and express delivery to brother xiaoge, which is both environmentally friendly and practical and plays a role in recycling economy.

4. PROBLEMS FACED BY THE DEVELOPMENT OF GREEN LOGISTICS IN DEPPON

At present, there are many problems in Deppon Express's logistics activities. Noise and waste gas bring much pollution, high energy consumption in transportation, unreasonable use of packaging and lack of waste disposal are all problems to be solved in the construction of green

logistics system. The scope and depth of the implementation of Deppon's advanced logistics technology are still insufficient, and the tracking and supervision of customers' goods are not enough. Lack of communication between departments, different standards in transportation, distribution, packaging and other links, and difficulties in unified coordination all hinder the development of green logistics in Deppon enterprises.

4.1. Environmental Pollution and Ecological Damage

Logistics transportation mainly includes highway transportation, railway transportation and waterway transportation, of which highway express transportation is Deppon's main source of profits, and railway transportation ranks second. road transportation not only consumes energy, but also emits a large number of harmful gases, affecting air quality and global climate, which does not conform to the concept of green logistics development. Noise pollution caused by transportation has greatly reduced the quality of life of residents. In the long run, residents' physical and mental health has been harmed and many diseases will be induced. Also, birds and marine organisms are vulnerable to pollution from plastic products and ship's garbage in the field of marine transportation, which seriously damages the marine ecological balance [4].

4.2. Unreasonable Traditional Transportation Results in Low Transportation Efficiency

Through an in-depth study of the current situation of Deppon Express, it is found that Deppon Company has a single mode of transportation and is prone to unreasonable transportation phenomena such as insufficient loading and repeated transportation. However, this does not give full play to the transportation capacity it should have, resulting in waste of transportation capacity and increase in transit time of goods. The transportation links are backward in equipment unprofessional and incomplete in transportation network, and lack of the concept of comprehensive transportation. Also, traffic restrictions and road isolation all lead to low transportation efficiency [5].

4.3. Packaging Links Do Not Meet the Requirements of Green Logistics Development

The rapid development of e-commerce has brought about a large number of packaging waste. Most packaging materials are disposable, some even contain toxic and harmful substances, resulting in a large number of consumption of packaging materials and difficulties in subsequent treatment of pollutants [6]. Non-degradable packaging waste has long been kept in nature, which has brought great harm to human beings and the environment. At present, domestic logistics packaging materials, packaging methods and operation processes do not meet the requirements of green logistics, and Deppon is no exception. Due to the low level of degradation technology, the renewable utilisation rate of wastes is low. At the same time, due to unreasonable packaging or the characteristics of the goods themselves, the goods are likely to be damaged after collision during long-distance transportation.

4.4. Equipment and Information Technology Are Not Updated in Time, and the Green Logistics Management System Is Not Perfect

The logistics industry should keep pace with the times to apply information technology and use information technology as a support to realise dynamic and scientific supervision of various management [7]. However, at present, the information level of Deppon Express is relatively low, the feedback of product information is not timely, and loopholes in safety management lead to increasing logistics risks, which hinders the efficient implementation of green logistics management. Deppon has not yet broken away from the ranks of traditional logistics enterprises. It is not timely enough to update logistics equipment and technology. It consumes too much energy in the development process, and thus cannot achieve energy conservation, high efficiency and low pollution.

The effective implementation of green logistics management can promote the better development of logistics enterprises, accumulate reputation for them and promote the healthy and sustainable development of enterprises. At present, the construction of Deppon Express management system is insufficient. Due to numerous departments and extensive management, the concept of sustainable development cannot be implemented [8]. The lack of logistics measures, poor communication of information and non-optimization of operation flow all reflect that Deppon Express needs to build a scientific green logistics management system. A perfect green logistics management system requires enterprises to carry out reasonable management and restraint from all levels of operation.

4.5. Lack of Professional Talents and High-Quality Employees

As a large enterprise with tens of thousands of employees, Deppon Express lacks compound talents with both management and technology. Many logistics managers have not received professional training and research studies, and their professional qualities and professional abilities need to be improved. Many staff members lack a comprehensive and systematic understanding of green logistics and cannot make the equipment perform its maximum function in machine operation, resulting in waste of resources and further affecting the overall green development of the enterprise.

During my internship in Deppon, I often encountered complaints from customers about the service attitude of local stores. Many departments did not provide suitable services for customers, but they had conflicts with customers due to improper language communication. This has not only affected the performance of local departments but also affected the image of Deppon Company. There are many ways to improve performance, but the problems caused by bad service attitude are difficult to solve. Many customers think that Deppon's stores are deceiving customers because of their poor service experience and have a bad impression on Deppon Express. Therefore, Deppon Company needs to conduct communication and training for its internal staff and strive to provide all-round services to customers.

4.6. There Are Problems in the Distribution Mode, Which Need to Be Innovated and Upgraded

In terms of distribution services, I often encounter problems when I was practising, such as customers' poor service attitude and damaged goods reflected by the courier of Deppon Company. In terms of distribution cost, Deppon Company has higher distribution cost. In terms of distribution timeliness, Deppon Express is difficult to guarantee distribution timeliness during peak business hours [9]; In terms of distribution difficulty, the complexity of customer groups makes the company's distribution more difficult. Regarding distribution tools, some goods need forklift and pallet tools to be loaded and unloaded, but not all vehicles have space to carry tools. All kinds of problems in distribution have resulted in the low level of distribution links in Deppon Company, which brings bad feelings to customers.

5. IMPROVEMENT MEASURES

Also to considering China's green logistics development path from the government's perspective, Deppon Company should also find out the bottleneck restrictions that hinder its development of green logistics according to the current situation of the enterprise, and objectively explore solutions based on its actual situation. The development of green logistics requires not only timely upgrading of logistics equipment but also full intelligent green coverage of the transportation process and joint efforts with upstream and downstream partners in the supply chain to promote the environmental protection of logistics [10]. Deppon logistics enterprises can gradually build a green logistics system in the whole industry by developing green transportation, green packaging, green distribution processing, etc. The development of

green logistics will benefit both the present and the future, because the significance of developing green logistics is far-reaching in the overall and long term. It is suggested that Deppon Express perfect the green logistics action from the following six aspects:

5.1. Use New Materials and Clean Energy to Solve the Problem of Environmental Pollution

Deppon Express should aim at the increasingly serious pollution of the logistics industry, promote the transformation and upgrading of the company, and develop a green supply chain to realise circular development. Facing the pollution problem, enterprises can assist researchers in speeding up the development of environmental protection materials and clean energy and provide financial support for them. In terms of logistics infrastructure, Deppon Express can launch new energy logistics vehicles to further improve the level of clean technology [11]. Also, it should be noted that before loading and unloading, appropriate unit equipment should be selected according to the characteristics of the goods, to facilitate containerization, and scientific labour-saving equipment should be introduced to avoid causing loss of goods or material leakage to pollute the environment. Although technological innovation cannot achieve results in the short term, in the long run, technological improvement, once successful, will play a huge role in the development of the entire industry.

5.2. Build A Sound Green Transportation System

Only a relatively perfect green transportation system can support a green logistics system, strengthen supply chain incentives, carry out multimodal transport and promote a socialized common distribution system, which can effectively reduce waste of resources [12]. Joint distribution can realise the rational use of human resources as much as possible, reducing the empty load rate is conducive to improving the use efficiency of vehicles, reducing the inventory of enterprises, and achieving social benefits of easing traffic congestion by eliminating cross-transportation. Allocate efficient and reasonable modes of transportation, such as container multimodal transport, to improve the level of transportation. More importantly, research and develop more advanced transportation tools with high transportation efficiency and low pollution, such as new energy vehicles and uncrewed aerial vehicles, and introduce new environmentally friendly transportation vehicles. Also, the use of environmentally friendly transportation systems, intelligent transportation systems, road traffic management systems, road information systems and other technologies can provide support and guarantee for the greening of transportation.

5.3. Promote the Greening of Packaging

In view of the low utilisation rate of packaging and high packaging cost in the logistics industry, Deppon Express should step up efforts to promote the greening of packaging and reduce the number of unnecessary packaging tape accordingly. The scientific method is continuous innovation and research. By making full use of advanced technology to select degradable or reusable packaging materials, recycling materials can be formed into new resources as much as possible, bringing benefits to enterprises. For example, the woven bag is replaced with a reusable bag, and through the establishment of a green packaging recycling station for regular recycling and other measures, the communication and association with the upstream and downstream are gradually strengthened to build a packaging recycling and recycling system [13].

The greening of packaging is embodied in two aspects. First, when designing green packaging, the following points should be fully considered: design with protective function to protect goods, requirements for easy recovery and degradation, easy disassembly, use of light and simple materials, use of RFID barcode technology and other advanced logistics information technology to facilitate data collection, etc. Second, the green recycling management should achieve multi-level classification of packaging and timely recycling. This requires the enterprise departments

to establish multi-level recycling stations, strengthen supervision and inspection, use green materials, and attach importance to the standardisation, standardisation and informatization of packaging, which will help the development of Deppon logistics.

5.4. Timely Update Equipment and Information Technology, Improve the Green Logistics Management System

There is no doubt that advanced logistics hardware and software facilities play an important role in improving the operating efficiency of enterprises. The strong combination with high-tech enterprises is conducive to mutual win and higher profits. It is suggested that Deppon Express update logistics equipment promptly, actively introduce and learn from advanced logistics technologies at home and abroad, and promote technological upgrading of the company. We will better implement the concept of sustainable development and lay a solid foundation for the full implementation of green logistics. Establish and improve the green logistics information exchange platform, strengthen business interaction and information exchange with other enterprises, and always pay attention to the update of logistics equipment and information [14]. Pay attention to investment in advanced facilities, improve resource utilisation efficiency and reduce energy consumption of resources. Also, by improving the information system to strengthen the monitoring of external logistics information, we should also pay attention to the information exchange between various departments and outlets within the company, strengthen the unity within the company, and promote all employees to make progress.

When Deppon introduces new technologies, it is necessary to strengthen the standardisation and informatization application of supply chain and existing management mode, continuously improve business processes and adjust internal staffing structure to achieve streamlined management. The implementation of green logistics management at every level and link of enterprise operation will lay a good foundation for the effective implementation of the concept of sustainable development. For example, the implementation of green storage and distribution management, after evaluating the impact of the surrounding environment and traffic, according to the service object to choose the best address. At the same time, we will strengthen the internal management of storage sites and use advanced facilities and equipment and information technology to maintain and keep items. Regularly inspect the warehouse to remove contaminated articles in time to avoid pollution in the warehouse; Regular spot checks and audits of employees' working conditions are conducted, and effective evaluations are conducted to build a scientific reward and punishment mechanism, which lays a foundation for logistics personnel to better implement green management.

5.5. Cultivate High-Quality Talents to Help Enterprises Develop

Excellent employees are indispensable to the composition of an excellent enterprise. The working ability of employees reflects the operating efficiency of the company from the side. Excellent employees should not only have excellent professional ability but also have correct working attitude and interpersonal communication ability. During the internship, I found that many customers complained about the service attitude of the store, so I suggested that the personnel department of Deppon should not only look at the qualifications of the applicants but also pay attention to the quality and skills of the personnel. Set up written examination questions that can reflect certain professional knowledge to examine the professional level of candidates, and then explore the potential of candidates in the interview. In personnel arrangement, the actual situation of logistics operation should be combined, and appropriate posts should be selected to enable personnel to fully display their abilities, to avoid the mismatch between abilities such as overqualified or overqualified and post requirements.

Also to social recruitment, Deppon logistics enterprises can also cooperate more with institutions of higher learning to select management talents by combining campus recruitment, independent training and internal selection. A good working environment helps to improve the working efficiency and enthusiasm of employees. Therefore, from the perspective of Deppon Express senior management, strengthening business training and green logistics concept training for internal employees and creating a harmonious working atmosphere for employees are also aspects that need to be considered and implemented.

5.6. Optimize Distribution Mode and Improve Distribution Level

If Deppon Express wants to develop green logistics, it must make more efforts in the distribution link. Facing all kinds of problems in distribution, Deppon Express can adopt visual distribution service [15]. To realise the control of the customer's goods, the company studies and establishes a sourcing system, i.e. automatically searches the nearest route according to the customer's address to shorten the delivery time. On the issue of courier service attitude, the technical department can establish a platform for customers to evaluate the courier's work ability. The evaluation mechanism similar to American takeout enables users to evaluate the courier's service attitude and delivery speed, and links the evaluation score with performance and salary, thus causing the courier to pay attention to improving service attitude and delivery efficiency. About distribution tools, Deppon Express enables sales department staff to communicate with customers and fleet dispatching departments in advance for goods that need tools to be unloaded and to make a good vehicle dispatching plan.

6. SUMMARY

Based on the analysis of Deppon's green logistics, the development of green logistics is ultimately a process of intensive resources, promoting energy conservation and environmental protection, and improving circulation efficiency is an indispensable part. Deppon Company has become a rising star in the current logistics industry after years of development. In a certain sense, the obstacles it encounters in promoting green logistics also imply the problems in the development of other logistics enterprises. Green logistics is a systematic project that needs to be continuously promoted. Enterprises have great potential to build a green logistics system from both technical and management aspects. From a macro perspective, only when the government, enterprises and consumers form a joint construction mode can the green logistics system take root and thrive. However, if Deppon Express wants to be in a dominant position in the logistics industry for a long time, it must take detailed measures to persist in the greening of logistics. There are still some deficiencies in the research on green logistics in this paper. I hope more scholars and relevant people can study this topic and put forward better solutions for green logistics and global sustainable development.

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