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RESEARCH ON THE COLD CHAIN LOGISTICS OF BACARDI

Dayong Xu

Department of Business Administration, University of Science and Technology Liaoning, Anshan, Liaoning, 114051, China

*Corresponding author's e-mail: xh616@sohu.com

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ARTICLE DETAILS	ABSTRACT
<p>Article History:</p> <p>Received 12 November 2017 Accepted 12 December 2017 Available online 1 January 2018</p>	<p>In recent years, with the development of China's economy, the living standards of the people have been continuously improved, and the demand for food quality and freshness has become higher and higher, especially for fresh produce. Based on the analysis of the current situation of the company and the problems in the management of cold chain logistics, this paper establishes a cold-chain logistics management mode that meets the Bacardi companies. Through to the Bacardi implementation of the principle of cold chain logistics management mode, management mode and purpose is analyzed, the main node to Bacardi company provides intelligent pave the way for the development of cold chain logistics system, which guarantees for the implementation of the cold chain logistics management.</p> <p>KEYWORDS</p> <p>cold chain logistics, temperature control technology, frozen food, Bacardi companies</p>

1. RESEARCH BACKGROUND

With the development of economic globalization and science and technology. The commodity economy gradually crosses below the time limit. A new industrial cold chain logistics industry is formed. However, the development of cold chain logistics in China is still in its development period, which has not formed a strong competitiveness and cannot meet the rapid development of the food market. According to a study, the vast number of cold chain enterprises also have not really formed the optimal scale, the system and the market development to adapt to the management model. In this context, the cold chain logistics model of Heilongjiang Bacardi refrigeration food co., LTD is studied [1].

2. THE BACARDI COLD CHAIN LOGISTICS PROBLEM

2.1 The current situation of cold chain management

Heilongjiang Bacardi frozen food co., LTD., located in the pleasant scenery south of Xiaoxinganling, rich SongHua river middle reaches, the river county, the main research and development production and sales of ice cream, ice cream, ice lolly, quick-frozen corn, glutinous dumplings, wild vegetable, frozen dumplings and other frozen drinks and frozen food. The company covers an area of 60,000 square meters, with a registered capital of 15 million yuan, with a total investment of more than 150 million yuan and registered "100" trademarks in 2000. In 2009, it was named as the famous trademark of Heilongjiang province. Heilongjiang province is the largest production and marketing of cold beverage production enterprises, the frozen food co., LTD. Is now the member of China ice cream association?

In view of the frozen nature of the products produced by Bacardi, cold chain transport is a major way of Bacardi company since was established, the logistics department is also an important part of the company, is also the main links in the development of the company. This link is transported by the company's cold storage warehouse to the various regions, and then to the supermarket and other sellers, covering the whole logistics link. Department work charge from order to deliver the goods to complete the order, besides must be on time accurate delivery order in the process of work, to ensure the effect of the order finished, still need regulatory outsourcing of the third party logistics in the process of transportation temperature control quality and food safety, as well as the optimization of logistics operation node has reach

the purpose of saving cost optimization process. However, due to the limitations of its own size and the environment of domestic cold chain logistics, the company has not established its own logistics in the early stage of its establishment and outsourced some of its logistics to third-party logistics. However, as the market development and expansion of the scale gradually cold-chain logistics parts by outsourcing logistics companies restrict, limit the rapid development of the company, before signing the third party puts forward a series of conditions, such as car with library must be used, otherwise does not provide the corresponding services. No other company vehicles are allowed to enter their warehouse to pick up the goods. The formation of a monopoly of logistics enterprises has seriously damaged the company's vested interests and restricted the development of the company. Despite the timely discovery of problems, the company has continuously optimized its portfolio to break the monopoly by looking for more tripartite logistics companies to conduct new cooperation. The measure temporarily eased the contradiction. Based on a study, the expansion of the company's business and the expansion of the market, the original tripartite logistics cannot adapt to the company's pace of development and become a stumbling block in the development of the company [2].

2.2 The cold chain logistics problems of Bacardi

2.2.1 Storage of cold storage resources

The cold storage resources owned by the company are insufficient to satisfy themselves, and the ability to refrigerate is lower than their own production capacity. Around there for its unqualified, compound the requirement of large cold storage, according to the development of the company's production capacity planning, companies need to establish at least one each other cold storage to meet the needs of Bacardi production capacity. Building large cold storage requires a huge amount of cash support. If the company is established, it will bring the pressure on the company to break the financial chain and hinder the development of the company and the feasibility is low. It is another common method to find a partner to build together. However, the initial investment of cold storage is large, the economic return period is long, and the risk of investment is so high that the high standard of cooperation is difficult to find. As the scale of the company increases market share, the original cold storage cannot meet the development of the company. At the same time, China's cold chain environment is not perfect, the existing cold storage equipment and science and technology lag behind. Lack of good

storage design, often in the heat preservation, temperature control effect is not satisfactory. In the absence of the cold storage resources, the resources in the society cannot meet the needs well, the cold storage resources become the development bottleneck of the Bacardi.

2.2.2 Vehicle shortage

In cold chain developed countries such as Europe and the United States, in the food refrigerated truck used in the transport process are the two sides and the top three sides have power of chiller three-tier insulation refrigerator car to ensure that the cooling effect in the process of transportation. But the two sides of the refrigeration refrigerator are widely accepted in China, the heat preservation effect is poorer, you especially in the summer, the temperature is too high and the top refrigeration, lack the necessary is to transport food quality. Bacardi does not have a large number of transport vehicles themselves, and most of the transport tasks are carried out by tripartite logistics companies. And the company to the north of our country, the goods transport distance, time is long and complicated geographical environment, and so on and so forth, if encounter the weather is bad, it is difficult to ensure timely completion of orders and production orderly. Based on a study, it is not conducive to the development of company brand and business development [3].

2.2.3 There are no perfect third-party services

Bacardi company no self-built logistics itself, most of the logistics services are outsourced to the third-party logistics enterprise to do, and most of the third-party logistics enterprise in our country are traditional business agent. The cold chain logistics service few enterprises, among them the service quality good large enterprises are rare. The backward status of cold chain logistics in China is also due to the lagging development of third-party logistics enterprises, covering the limitation of business scope and the low level of informatization. The quality and delivery of cold chain service level, timely, accurate and safe are difficult to guarantee. As a result, the operation cost of cold chain logistics has been increased, which has improved the value of goods and the market competitiveness of merchants. The gap between the domestic cold chain system and the developed countries, such as Europe and the United States, is obvious. No more perfect cold chain. And the third-party logistics has no effective guarantee logistics operation system. The service network and information system are not sound. Food hygiene is not in place. There is no guarantee and control of the chain logistics of Bacardi companies. The logistics development of third party logistics is safe, timely and effective without guarantee. Logistics has high operating costs and high loss of goods. The result is the "expensive" and "easy" situation of goods. According to a study, none of these factors will restrict the development of Bacardi, which will seriously affect the competitiveness of Bacardi and the development of enterprises [4].

2.2.4 Lack of effective supervision of third-party logistics companies

In the whole logistics process, the food of cold chain logistics must be completed under strict temperature control in order to ensure its quality will not deteriorate. But strict control of temperature, the cost of logistics companies, some logistics companies to save their own costs, to maximize the benefits. Add to the quality of food safety, quality consciousness missing. Some third-party logistics enterprise, to save costs just use some old way for temperature control, the control of temperature can only be within the scope of a small force up to standards, some companies in order to save cost in the process of transportation and storage, and even the phenomenon such as refrigeration who don't interrupt. In the process of cold chain transportation, transportation and storage are not carried out according to the temperature of food safety. Random loading and unloading causes packaging damage, secondary pollution and even food spoilage. However, the logistics part of the Bacardi is outsourced. In other words, the whole process of cold chain logistics is not completed by itself, and there is no effective supervision for the tripartite logistics enterprises. Because the management of the outsourced logistics enterprises is not so perfect, and the interest is driven, they can't do exactly as required. It's not just the economic loss of direct cargo to Bacardi company. It also caused irreparable damage to the company's brand. In the face of this situation, the company's development urgently needs to solve this problem [5].

3. THE BACARDI'S COLD CHAIN PROBLEM SOLVING MEASURES

3.1 Establish new model of Bacardi cold chain logistics management

One of the problems in the management of the cold chain logistics of Bacardi company shows that there are some problems in the logistics management mode. To solve the problems in the development of

Bacardi, new intelligent logistics management mode must be established. So how to build a smart logistics system that is in line with the company's own. Informatization is the mainstream trend of social development, and the informatization of cold chain logistics is also the inevitable requirement of the development of The Times. The development of modern enterprises depends on the analysis of big data and cloud computing. In this era of information development, informatization permeates all aspects of cold chain logistics. It can be said that the current commercial war is the war of information, so the degree of informatization is the key factor for the development of the cold chain logistics. Bacardi must establish an information intelligent system for its own business and tripartite logistics management. The establishment of the logistics management of the Bacardi, should analyze the factors of one's own logistics development, take these factors based on the principle of "28" in management and select important elements and the secondary factors in it, determine the important degree of each factor, hierarchical management. The principle of optimization of the influence of each management mode is compared to the goal of the intelligent system of Bacardi company is to achieve the goal of efficient operation under the principle of factor analysis, mainly in the aspects of service and aging.

3.1.1 Arrange delivery time according to the information management of the order

The logistics work of Bacardi started from the order, the order processing speed, directly affects the subsequent work of Bacardi. In particular, Bacardi's products that pay attention to the characteristics of the time effect of frozen food, the quick processing of the order to carry on the follow-up work is more important, is also the prerequisite for improving the quality of service. The information management of the order can be managed in time to make reasonable arrangement for the subsequent transportation. According to the principle of "first go down first, then ordinary first", analyze the order of the order, and make reasonable distribution arrangements.

3.1.2 Make use of transport information management to reasonably arrange distribution routes

Bacardi's cold chain logistics can orderly, achieve synergies, giving full play to the advantages of transportation in the cold chain logistics in the main body of cold chain logistics transportation information management supported by modern technology such as GIS/GPS, in the process of the whole transport traffic control, regulation of transport vehicles, route planning is to reduce the transport time, also saves the cost. In the case of the sharing of information on the Internet, the transportation of the whole cold chain logistics is ordered and reasonable. Realize the transport intelligence of the Bacardi.

3.1.3 Use intelligent temperature control facilities to reduce the loss of goods transport

Intelligent temperature control technology is the core part of Bacardi logistics improvement system, to ensure their products at a reasonable temperature transportation and storage is the core part of the transportation company, is the guarantee of quality important link, ensure goods in the whole process of Bacardi goods transportation safety is an effective guarantee for development of Bacardi brand. This link not only guarantees the quality of the products but also reduces the damage and secondary pollution of the products during the transportation and loading and unloading, reducing the loss of Bacardi. Part in the process of the application of the intelligent system are mainly concentrated in the process of storage and use of temperature control technique guarantee to ensure the safety of Bacardi storage temperature, in the process of processing and packaging, in the process of handling and medium three aspects of temperature control.

3.2 Establish emergency management as well as improve its own warehousing and transportation capacity

Bacardi established nodes of intelligent cold flow logistics management, is under the condition of cold chain logistics is developing in our country, corresponding measures, equipment, technology, imperfect laws and regulations and so on, the third-party logistics development is not perfect, not the context to provide quality services. A single intelligent model is not enough to ensure that the Bacardi's efficient and efficient development and the shortage of its own library are insufficient. So in the course of the reform should focus on developing its own facilities and capabilities, in order to ensure the independence of the own development and under the condition of the third party logistics can't guarantee without delay the production and development of enterprise. Set up contingency plan in case of Bacardi's actual situation. The Bacardi's own strength relates to its own stability, after the outsourcing

business is blocked. Can timely guarantee the completion of orders, can comb the enterprise's prestige and credibility. Therefore, the establishment of a perfect contingency plan, especially its own storage, can ensure the normal operation of the enterprise [6].

3.3 Strengthen cold storage control by jointly investing in cold storage facilities

To build a smart logistics system, Bacardi needs to update a large number of logistics technology and equipment, which will be a great test for the financial resources of small companies like Bacardi in this development process. In the past, most of the company's business has been outsourcing the form of third-party logistics. How can ensure the normal operation of the company, under the condition of outsourcing, the optimization of Bacardi logistics, in addition to establish a relatively perfect emergency plans, also must through the way of combination, actively looking for investors, get a lot of money to improve the cold chain logistics facilities and technology. The input into these inputs is huge. Cold storage not only considers the selection of land and location, but also considering the investment of cold storage facilities in this step is undoubtedly huge, but the quality of cold storage directly affects the safety of production and raw materials. The third party cold storage is often in the drive of profit, reduce the investment of temperature control, it is difficult to realize the standard of temperature control, so that the enterprise is largely out of control. Therefore, to improve cold-chain logistics, we must actively increase joint investment and find large investors to improve their own construction and reduce the control of the three parties.

3.4 Actively introduce competition mechanism to enhance third-party logistics management and talent management

Bacardi intelligent cold-chain logistics management system, including the intelligent systems, facilities also need to input in cold chain logistics, Bacardi completely independent to the implementation of the intelligent feasibility of cold chain logistics is low. Therefore, the third-party professional cold-chain logistics service is the first choice in the development process of Bacardi. Combine the third-party cold chain logistics service with the new logistics management system within the enterprise, so as to optimize the integration of third-party logistics and enterprises. The selection of third party logistics service need effective combination of enterprise internal cold-chain management process, to ensure that the third-party logistics to Bacardi cold-chain logistics management to provide an effective supplement, choose the third party cold chain logistics services, is the enterprise reduce logistics cost, optimize the enterprise important means of the cold chain process. But in order to avoid the problem of outsourcing management. The company should combine the third-party outsourcing business with the internal management system and realize the self-optimizing combination of internal and outsourcing tripartite logistics. Third parties are still important ways for Bacardi. It is to ensure the organic collection of third party and Bacardi and ensure that the third logistics provides effective and timely supplement for the development of enterprises. To reduce the cost of enterprises and ensure the normal operation of enterprises [7]. But on the choice of third party logistics service providers should actively adopt competition mechanism, to avoid a single logistics provider should be low service level, quality and affects the overall development of Bacardi even restrict the autonomy of the enterprise. Adopt the competition mechanism, reduce the unnecessary restriction of the third-party logistics service, realize the independent development. While adopting the competition mechanism, we should also see that the excellent and experienced human resources are also important factors for the success of enterprises. In the process of institutional reform, Bacardi cannot ignore the importance of talent. A great deal of good, experienced talent is needed. The company is in a series of institutional reforms. We should also strengthen the management of talents: (1)

Strengthen the management of human resources in enterprises to provide opportunities for employees to learn. To enable employees to experienced talent is needed. The company is in a series of institutional reforms. We should also strengthen the management of talents: (1) Strengthen the management of human resources in enterprises to provide opportunities for employees to learn. To enable employees to receive advanced management ideas and management theories timely and accurately, constantly strengthen the theoretical learning of employees and equip their minds with knowledge. (2) To introduce high-end talents outside the enterprise, break the traditional talent barrier, and avoid unnecessary factors which can lead to the inability of enterprises to introduce talents and introduce talents. With several colleges and universities in Heilongjiang province to establish practice mechanism, a large number of talents. At the same time, some reward mechanisms should be developed to enhance the enterprise culture and enhance the sense of belonging of employees. In conclusion, recruiting enough talent is an important guarantee for the development of the cold chain.

CONCLUSION

The establishment of a new type of cold chain logistics management model is the existing cold chain logistics process reengineering for Bacardi. Based on intelligent information technology in the application of cold chain logistics, combined with the actual development situation of Bacardi positive transformation new intelligent cold chain logistics management mode, and for the implementation of the intelligent cold chain logistics management to provide important basis. The intelligent star cold chain logistics process system of Bacardi, to the standardization and the integrated management direction development. For the implementation of the expansion of logistics process reengineering system, the advantages and disadvantages of the cold chain logistics of enterprises are summarized, which provides a reference for the development of logistics industry in China.

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