



# LOGISTICS & WAREHOUSE, AN ADVANTAGE FOR FRESH FOOD E-COMMERCE ENTERPRISES OVER OTHER RIVALS



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Large e-commerce enterprises have kept busy making arrangements, while the small ones have been looking on with cheers since the fresh food e-commerce emerged. Obviously, the future of fresh food e-commerce is quite promising. Even though limited by such factors as cold chain, commodity standardization and etc., fresh food e-commerce has grown continuously and rapidly.

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Tmall and JD are striving hard, and Amazon has come into the field of fresh food recently except for great and constant efforts made by professional platforms of fresh food, like Womai, Sf Best and etc.. Even Shandong Airlines has also begun taking a try in the cold chain market of fresh food recently. Various industries in the whole industry chain of fresh food have planned to step into fresh food e-commerce.

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Overall, fresh food e-commerce promotes the development of logistics

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industry, and as a result, logistics & warehouse industry enters an era of new standards. These new standards are as follows:

1. Thermostatic warehouses for storing chocolate, red wine and other foods that need to be kept in constant temperatures, and special storage protection should be provided to grain, oil, rice and noodles during the period of high temperature and humidity;

2. High goods shelves and attic shelves for improving warehouse storage capacity, and warehouse space utilization rate can increase by more than 150% at most;

3. Transmission lines for eliminating the waste of time and labor caused by picking carts;

4. Multi-zone simultaneous picking mode and automatic collecting & sorting system for improving picking efficiency and reducing order processing time;

5. Automatic collecting & sorting system (WCS system) and visualized operations for improving sorting accuracy and order processing capability.

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The fresh food E-business has been controversial since its naissance; however, it cannot be neglected that this sector is really a blue ocean so that all major E-business platforms and each industry on the fresh food industry chain want to take a share. For traditional E-business companies, the threshold to enter the sector is higher, which is embodied in not only the supply of fresh foods but also the logistics storage, an element critical to the success or failure of a fresh food E-business company.

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Now, it is a new competitive stage for companies engaging in fresh food business, i.e. the competition between logistics storage and direct supply from origin, which means the fresh food E-business companies shall develop on the principle of “fast & fresh” in the future and those unable to realize it and about to enter the sector shall re-consider their orientation.

From: The Tmtpost

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