

THE ESTABLISHMENT OF MODERN CIRCULATION SYSTEM IN SALT INDUSTRY TO PROMOTE NEW DEVELOPMENTS IN FOOD SALT MONOPOLY

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Abstract: The development of modern circulation is of great practical significance to improve the overall competitiveness of China's salt industry to guide and promote the consumption, food salt monopoly protection order. Long-term plan for the economy of our main problems in the salt industry, the paper chain from the development, improve the logistics system, promoting the salt information, to promote the development of the group of measures proposed and carried out in detail.

Key words: Salt circulation; Market economy; Salt monopoly

With China's growing market economy and the extent of reform and opening up gradually deepened, the salt industry is accelerating the pace of structural reform. In order to meet the requirements of the changing situation, China's salt industry must be a profound understanding of the current environment of food salt monopoly. With the use of chain operations, logistics and distribution, e-commerce and other modern circulation methods, a comprehensive change was in process to transform the traditional mode of operation of the salt industry, the management system and organizational model and actively constructed food salt monopoly in line with China's national conditions under the conditions of modern circulation system.

1. THE EVOLUTION OF SALT CIRCULATION METHODS IN OUR COUNTRY

Ancient Chinese ancestors have long recognized the importance of salt to the

people's livelihood. More than 2600 years ago in the Spring and Autumn Period, Guan Zhong's, first prime minister of Qi established the salt monopoly system and the supervisor of salt production, transportation and sale of strict control. The monopoly system of the early era, in terms of duration, the deep impact, strict management, is unique in the world. In this monopoly system, the general circulation of China's salt industry has experienced four stages and formed four modes:

Official direct marketing system (the early of Han Dynasty to the medium-term of Tang Dynasty,). The ancients referred to as the "cut-knock", "Hancock sold", or selling official as official product. In this mode, the salt of the procurement, transportation, sales, strictly were controlled by the officials and the general ability of transportation by local governments, and in the official store sales by the rural people were in a security assessment. The participation of businessmen have been

completely ruled out.

Controlling by the officials to the public for distribution (the mid-Tang Dynasty to the late Ming Dynasty). Neighbor, was also known as "partial monopoly", "indirect monopoly" or "monopoly on the market." Song, Yuan, Ming and Qing Tang and Five Dynasties "discount Bo", "open", "contract market", "the sale of salt," and cited the general note of salt and salt law votes falling into this category. In this mode, the state monopoly of salt production on the basis of linking to allow public officials and businessmen to participate in procurement, transportation, wholesale, retail and other aspects of the general public will be funded to acquire the right to limited distribution.

Businessmen sales under the supervision of officials (the late Ming Dynasty to the Republic of China). Neighbor, was also known as "commercial monopoly," after the mid-Ming Huai salt-gang law and end of the Qing Dynasty, such as cycle counting method, falling into this category. In this mode, the businessmen participated in the entire process of marketing, management and the way the number of salt, based on financial resources. Big businessmen and more focused on the production or distribution of salt, organization for the wholesale travel, trafficking in the protection of the general government. These merchants are generally known as the shopkeeper, the market, the yuan, the transport providers. Tam casual retailers, after the award of a salt, "since the burden of fighting the people in Bo prone to." These merchants are generally referred to as a small business.

The above three models, whether they are officials or businessmen to participate in direct marketing distribution, must be provided for the circulation of the national framework, with the exception of special reasons, are not allowed to cross each other. Through the delineation of marketing, stability of supply and demand situation around the salt was realized and, the salt product was not a backlog. The market will not be out of stock, to reduce and prevent the impact of the Official Private Salt salt.

Quasi-planned economic management mode (after the founding of new China-present). Salt production, acquisition, sale, transfer, processing, management of the implementation of the mandatory scheme was controlled by state. In this mode, the national

administrative divisions were set up by the three-tier provincial cities and counties Salt Company, in charge of the region's wholesale business of salt, and retailers rely on urban and rural areas all over the supply of iodized salt to the residents. In 1995, two of China's reform and institutional base of supply and marketing of industrial salt, the salt production and marketing of a unified national centralized management, the total amount of salt products was controlled; Salt in order planed the implementation of the redeployment. The state price, such as zoning distribution was franchised management; two alkali industry salt gradually enter the market, and other industrial salt by wholesale business organizations at all levels of salt unified operating company.

2. MODERN CIRCULATION SYSTEM IS AN INEVITABLE CHOICE FOR THE DEVELOPMENT OF SALT INDUSTRY

Food salt monopoly system in China based on the flow pattern of the salt industry would effectively guarantee the popularity of the national supply of qualified iodized salt. In 2005, China has basically achieved the stage of elimination of iodine deficiency disorders objectives, and therefore the United Nations Children's Fund and other relevant organizations sang high praise as the "world model", "milestone achievement." However, with the development of the market economy and the deepening of reform, the way that business was extensive. Low levels of development, competitiveness and strong enough long-term under the planned economic system has become more exposed to the drawbacks. Owing to the abolition of food salt monopoly in our country do not have the three basic conditions: the main operating maturity, that is one or a few large companies dominate the country's industrial salt and salt production, management; mature consumer groups, that is, consumers have more strong protection of health awareness and self-awareness, conscious choice to iodized salt for human consumption; effective market management. market supervision department is able to effectively guarantee the supply of qualified iodized salt. To speed up the salt of the circulation system and realize the modernization of the salt industry in circulation, an effective solution to the current

outstanding problems in China's salt industry was an important measure.

Salt circulation is conducive to the realization of the modernization of the purpose of food salt monopoly, to ensure that any conditions the orderly supply of qualified iodized salt. As a result of China's salt industry is relatively low degree of organization, most of them are still used by the traditional administrative division. The administrative relationship between the vertical organization of the wholesale business are with high costs and low efficiency. It is difficult to adapt to the development requirements of the modern circulation reform. Making use of chain operations, logistics, information flow, such as modern management means, and further integration of organizational resources, improve the operating conditions, raise the level of management, both in line with the "market-oriented" reform-oriented salt requirements. It is more timely information and sensitive response to changes in the market, efforts to increase safety monitoring of salt, effective and orderly to ensure the supply of qualified iodized salt, in order to constantly improve the people's level of iodine nutrition, promote the work of salt to eliminate iodine deficiency disorders.

Modern methods will help regulate the flow of the modernization of food salt monopoly behavior, continuously improve customer satisfaction. Salt in my eye is the more traditional industries and lag behind the time. Salt enterprises operate a single species and infrastructure conditions are poor, backward thinking. Owing to market awareness among services, corporating governance, low levels of the social function, food salt monopoly makes it difficult to give full advantages. Salt promote circulation modernization, improving the flow of various elements of hardware and software infrastructure, the salt industry in warehousing, transportation, services, office space, service, management and so on. There will be fundamentally changed. Through the use of modern information technology, collection and study of consumer demand, consumption structure and consumption levels, businesses will also facilitate timely adjustments to the structure of the varieties of salt, salt-rich products to meet the diverse needs of different

consumers, rising consumer satisfaction and recognition.

Salt circulation will improve the flow of the modernization of food salt monopoly level, and effectively strengthen the overall competitiveness of China's salt industry. In United States, France and other developed countries, the production and sale of salt, mostly concentrated in a few companies. At present, there are about more than 300 salt enterprises, including 97 fixed-point for the salt production enterprises. Provinces and municipalities have local salt companies, production and sales in line, fragmentation, inequality and economic benefits of lower interest issues such as the more prominent. This has resulted that China's salt industry in general is very difficult to enlarge and strengthen enterprises. Facing restructuring and reorganizing state-owned enterprises in the merger may be the test. By optimizing the supply chain management, transforming the traditional flow of the organizational structure of the modernization drive, the further integration of the national salt industry resources and promoting the production and sales integration and business groups, and deepen the salt of enterprise property rights system, will push forward the sustainable development of China's salt industry, to enhance market competitiveness.

3. SOME IDEAS ABOUT ACCELERATING SALT INDUSTRY CIRCULATION MODERNIZATION

At present, China's salt industry distribution system is from a planned economy era, and gradually to a market economy. The era of transition, as salt and other commodities will be gradually integrated into the flow of the entire society. Accelerating the flow of modernization of salt industry, the development of a comprehensive approaching to transform traditional business has become a major salt industry topic.

Wholesale business model promotes the chain pattern. Chain is the world's most vibrant business in a manner that represents the requirements of the development of advanced productive forces. If salt enterprises market really want to win the most important thing it is that the control terminals, system integration through the establishment of a chain of existing marketing network resources and fully tap the

potential of value-added channels, in an efficient way to regulate the operation of the assets of the regional and the scale of the market's orderly expansion. And distribution centers in the city should be set up near the self-employed wholesale chains, where the abolition of authorized dealers on the retail end-customer direct distribution; In the vast rural market there have not direct retail terminals, conditionally authorized dealers will be transformed into the original franchise, to join the treaty on the adoption of a strict order to the chain of uniform standards for their effective control. As a channel for the operation of the core products, mainly spices should focus on the development of daily living object. In a unified planning guidance and regional market demand in accordance with the selection of non-salt products, channels to maximize the rich product system to overcome and eliminate constant salt sales, the lowest profit thin, single-species brought about by the high cost of distribution, terminal profits less control, such as the impact of a small chain of negative factors of development. Developed in the wholesale chain, the gradual expansion of the retail chain optimize the business portfolio of goods to high-quality service and efficient customer relationship management and foster consumer loyalty, cultivate the flow of the core areas of sustainable competitiveness. The end is actively respond to let the franchise after opening the competition and challenges.

Establishing a highly efficient distribution system of modern logistics. Chain logistics is an important foundation for the development of enterprises. Logistics and distribution ability directly determine the level of the operating costs of the chain, affecting the ability of corporate profit. Enterprises should adhere to a balanced salt industry. The principle of overall planning should in line with the radius, traffic conditions, the market scope of the radiation, the supply of population and such factors as sales, adjusting to optimize the configuration, to break the existing administrative division of the scope of a rational allocation of distribution, to prevent circuitous transport, reduce transportation costs, improve operational efficiency. Salt storage should consider the needs of the market development trends, both newly developed varieties of the demand for distribution services in accordance with the

characteristics and distribution. A reasonable distribution center determines the size and level, with a focus on building a number of high starting point, the large radiation power of the logistics distribution center Set to become the logistics, capital flow and information flow in one's head, bringing the whole salt from the traditional to the modern circulation distribution changes. The main industry in improving the distribution, based on the play channel function, expanding the scope of species distribution, and striving to provide the completion of large-scale, multi-varieties, efficient logistics and distribution system services.

Improving the salt industry information network system. No management information flow will be no modernization. At present, the level of information exists imbalance. Some enterprises do not attach importance to the input of information technology. Information still be the original and management remains in the extensive stage. In the new stage of development, the salt industry enterprises should improve the importance of information, the establishment of modern development in line with the flow of information and coverage of cross-platform information for all operational activities of integrated applications. Specifically, as a means of information, salt enterprises should establish and improve rules and regulations, and strengthen the basis for management, integration of enterprise resources and improve the information level of integration and information sharing, including marketing, production management, purchasing management, quality management, financial management and customer service modules in the integrated business information management system, through a variety of information on the timeliness of summary, analysis and forecasts. The realization of the full optimization of business processes improve operational efficiency operating system; the active use of CRM and other ERP systems and management software improve the survival of commercial buying and selling information systems and logistics management information systems. Supplying and marketing achieve the integration of production, reduce operating costs; At the same time, fine management, quantitative management should be turned into every process, every position, management and procedures of curing,

comprehensive transformation of the traditional mode of operation and management so as to enhance the quality and enterprise management level.

Accelerating the integration process of salt production and marketing. "The real competition is not between business-to-business competition, but the supply chain and supply chain competition." In the fierce market competition, a business only with other companies to form supply chain will it be impossible to gain a competitive initiative. Salt logistics supply chain is an important part of the requirement to speed up mergers. Salt production and marketing enterprises, the implementation of cross-sectoral extension of industrial chain actively create the main industry, diversification of the salt distribution companies. Salt industry should be based on group-oriented management to assets a link, take the merger and reorganization. The form of equity participation promote the

reorganization of production and marketing enterprises in the conditions of the region. Building a large salt regional economic groups will promote industrial cluster development and integration of the reorganization. The new group on the salt industry can effectively make use of existing R & D capability, sales network and asset resources, integration of the advantages of resources to enhance the economic development level of strength and development, and enhance resistance to market risk, policy risk. As a result of scientific and technological content of salts and low value-added, higher transportation costs, the profit space is very limited to salt industry to become more competitive with the industry. We must also actively explore the "salt - base - of" an extension of industrial chain model, salt, chemical M & A restructuring of the downstream enterprises, and increase scientific and technological content and added value to find new profit growth point.